

RESOLUTION NUMBER R- 302127

DATE OF FINAL PASSAGE DEC 06 2006

A RESOLUTION AUTHORIZING THE MAYOR TO ENTER INTO A MARKETING PARTNERSHIP AGREEMENT WITH SAN DIEGO METROPOLITAN CREDIT UNION AND FOR THE EXPENDITURE OF A COMMISSION PAYMENT TO THE PATHFINDER GROUP

WHEREAS, in June 1999, the City Council adopted a Strategic Marketing Plan that established the Corporate Partnership Program (“CPP”) as a framework to develop resources for the City through partnerships with the corporate community; and

WHEREAS, the City, through its CPP has negotiated a Marketing Partnership Agreement with San Diego Metropolitan Credit Union; and

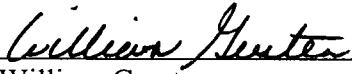
WHEREAS, under the terms of the Marketing Partnership Agreement, San Diego Metropolitan Credit Union will pay the City \$100,000 annually. The duration of the Agreement is for one year, with the option to renew for four additional one year terms (to a maximum total payment of \$500,000). In exchange, San Diego Metropolitan Credit Union will be given the right to be designated as the “Official Credit Union” of the City and the City will afford it various marketing benefits; and

WHEREAS, pursuant to the City’s contract with The Pathfinder Group and due to its provision of contractual services in securing the Marketing Partnership Agreement with San Diego Metropolitan Credit Union, the City will pay commissions in the amount of \$10,000 to the Pathfinder Group for the first year of the initial term, and \$10,000 in each of the next two optional years, if exercised. No commissions would be due for the fourth and fifth optional years, if exercised; NOW, THEREFORE,

BE IT RESOLVED, by the Council of the City of San Diego, that the Mayor is authorized to enter into a Marketing Partnership Agreement with San Diego Metropolitan Credit Union.

BE IT FURTHER RESOLVED that the Auditor and Comptroller is authorized to expend from Fund No. 100, Dept. 601, Org. 3305, Obj. Acct. 4151, payment to The Pathfinder Group in the amount of \$30,000, payable at the rate of \$10,000 per year for the first year of the term of the Marketing Partnership Agreement and the second and third optional years, if exercised.

APPROVED: MICHAEL J. AGUIRRE, City Attorney

By   
William Gersten  
Deputy City Attorney

This agreement is on file in the Office of the City Clerk as Document # RR-302127.

WG:lb  
11/13/2006  
Or.Dept: Corp. Sponsorship  
R-2007-569

I hereby certify that the foregoing Resolution was passed by the Council of the City of San Diego, at this meeting of NOV 28 2006.

ELIZABETH S. MALAND  
City Clerk

By   
Deputy City Clerk

Approved: 12-6-06  
(date)

  
JERRY SANDERS, Mayor

Vetoed: \_\_\_\_\_  
(date)

\_\_\_\_\_  
JERRY SANDERS, Mayor

Passed by the Council of The City of San Diego on NOV 28 2006, by the following vote:

Council Members	Yeas	Nays	Not Present	Ineligible
Scott Peters	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Kevin Faulconer	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Toni Atkins	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Anthony Young	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Brian Maienschein	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Donna Frye	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Jim Madaffer	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Ben Hueso	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Date of final passage DEC 06 2006

AUTHENTICATED BY:

(Seal)

JERRY SANDERS

Mayor of The City of San Diego, California.

ELIZABETH S. MALAND

City Clerk of The City of San Diego, California.

By , Deputy

Office of the City Clerk, San Diego, California

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