

**ANCHORAGE COMMUNITY DEVELOPMENT AUTHORITY
RESOLUTION 2010-03**

**A RESOLUTION OF THE ANCHORAGE COMMUNITY DEVELOPMENT AUTHORITY AUTHORIZING
USE OF APPROVED 2010 "MARKETING AND PROMOTIONS" EXPENSES FOR EXTERIOR
SIGNAGE AT THE ACDA OPERATED PARKING GARAGES**

WHEREAS, Anchorage Community Development Authority (ACDA) hired parking consultants Carl Walker, Inc. to produce a Parking Program Best Practices Review & Strategic Plan which was delivered in February 2008; and

WHEREAS, The ACDA Parking Program Best Practices Review and Strategic Plan was endorsed by the ACDA Board of Directors in June 2008; and

WHEREAS, The Parking program Best Practices Review and Strategic Plan, page 114 details the need for a "Branded Parking Signage Program"; and

WHEREAS, ACDA has allocated \$150K to "Marketing & Promotions" in the 2010 Expense Budget to promote garages;

NOW THEREFORE, the ACDA Board of Directors resolves that:

1. The "EasyPark" name and theme are selected to brand and market all parking facilities and programs, and
2. The Executive Director is authorized to expend up to \$150K in Calendar year 2010, to equip all four ACDA managed parking garages with "EasyPark" theme exterior signage aligning with objectives detailed in the Parking Program Best Practices & Strategic Plan.

PASSED AND CERTIFIED THIS 4th DAY OF FEBRUARY, 2010

APPROVED: _____

Debbie Sedwick
Debbie Sedwick, Chair

ATTEST: _____

Ronald T. Pollock
Ronald T. Pollock, Secretary

