



MEMORANDUM

DATE: 1/18/2024

TO: The TARTA Board of Trustees

FROM: Sam Melden, Chief Communications & External Affairs Officer

CC: Laura Koprowski, CEO

SUBJECT: Resolution No. 02-24 Hart Inc. for Creative Services

Hart Inc. has been TARTA's creative services vendor since 2022 when they were awarded a contract through resolution 58-22 in September of 2022. Since then they have been instrumental in helping us reimagine and elevate our brand and community reach throughout our expanded service area. (This is demonstrated through the "Body of Work 2023" document attached to this resolution on OnBoard).

This resolution is to allow us to spend up to, but not to exceed, \$200,000 for the year 2024 on creative service needs. This is a 50% reduction from what the board approved in 2023 and has been approved in our 2024 budget. This year we will focus on increasing our internal capacity, therefore decreasing our reliance upon outside vendors.

1127 West Central Avenue, P.O. Box 792
Toledo, Ohio 43697-0792
P: 419.243.7433 | F: 419.243.8588

TARTA.COM