

RESOLUTION NO. \_\_\_\_\_

**A RESOLUTION OF THE COUNCIL OF THE CITY OF SAN JOSE (A) APPROVING THE FINAL RANKING OF THE RESPONDENTS TO THE MARKETING STRATEGY AND EXECUTION SERVICES RFQ FOR THE SAN JOSE MINETA INTERNATIONAL AIRPORT; AND (B) AUTHORIZING THE CITY MANAGER TO NEGOTIATE AND EXECUTE UP TO THREE MASTER CONSULTANT AGREEMENTS WITH THREE HIGHEST-RANKED RESPONDENTS AND WITH THE NEXT HIGHEST-RANKED RESPONDENTS, IN ORDER, IN THE EVENT THAT THE CITY CANNOT REACH AGREEMENT WITH ANY ONE OR MORE OF THE FIVE HIGHEST-RANKED PROPOSERS, IN AN AMOUNT NOT TO EXCEED \$6,900,000 FOR EACH AGREEMENT FOR A TERM OF FIVE YEARS FROM THE DATE OF EXECUTION BY THE CITY AND FOR A TOTAL EXPENDITURE FOR ALL EXECUTED MASTER CONSULTANT AGREEMENTS NOT-TO-EXCEED \$6,900,000**

**WHEREAS**, the City of San José (“City”) City Council desires to adopt this resolution for the reasons set forth in the memorandum, dated September 29, 2025, from the Director of Director of Aviation, Mukesh (Mookie) Patel, for the October 21, 2025, City Council meeting;

**NOW, THEREFORE**, BE IT RESOLVED BY THE COUNCIL OF THE CITY OF SAN JOSE THAT:

1. The City hereby approves the final ranking of the responses to the Marketing Services RFQ.
2. The City Manager or their designee is hereby authorized to negotiate and execute three Master Consultant Agreements with three highest-ranked respondents and with the next highest-ranked respondents, in order, in the event that the City cannot

reach agreement with any one or more of the five highest-ranked proposers, in an amount not to exceed \$6,900,000 for each Agreement for a term of five years from the date of execution by the City and for a total expenditure for all executed Master Consultant Agreements not-to-exceed \$6,900,000.

ADOPTED this \_\_\_\_\_ day of \_\_\_\_\_, 2025, by the following vote:

AYES:

NOES:

ABSENT:

DISQUALIFIED:

---

MATT MAHAN  
Mayor

ATTEST:

---

TONI J. TABER, MMC  
City Clerk