

Resolution 2023-R-93

***A Resolution authorizing execution of an agreement
with Strong Automotive Merchandising, LLC for an advertisement campaign***

WHEREAS, the Irondale Auto Mall is a major source of sales tax revenues in the city of Irondale;

WHEREAS, the City would desires to increase the sales tax earned by the City through the Irondale Auto Mall through an advertising campaign to publicize that the Irondale Auto Mall has more luxury car dealerships than any Alabama city its size; and

WHEREAS, the City Council finds that the increase of sales taxes through the use of an advertising campaign would benefit the citizens of the city of Irondale.

BE IT HEREBY RESOLVED by the City Council of the City of Irondale, Alabama, in regular meeting duly assembled, a quorum being present that Mayor James D. Stewart, Jr. or his designee is hereby authorized to execute an agreement with Strong Automotive Merchandising, LLC (in substantially the form attached hereto as **Exhibit 1**) for an advertisement campaign for the public purpose of increasing sales taxes for the City within the Irondale Auto Mall.

ADOPTED & APPROVED: This 18th day of July, 2023.

David Spivey, City Council President

APPROVED:

James D. Stewart, Jr., Mayor

ATTESTED:

Leigh Ann Allison, City Clerk

CERTIFICATION

I, Leigh Ann Allison, the City Clerk of the City of Irondale, Alabama, hereby certify that the above to be a true and correct copy of a resolution adopted by the City Council of the City of

Irondale at its regular meeting held on the 18th day of July, 2023, as the same appears in the minutes of record of said meeting.

Leigh Ann Allison, City Clerk

Exhibit 1