



# Huntsville, Alabama

305 Fountain Circle  
Huntsville, AL 35801

## Cover Memo

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**Meeting Type:** City Council Regular Meeting **Meeting Date:** 9/11/2025

**File ID:** TMP-5933

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**Department:** Administration

**Subject:**

**Type of Action:** Approval/Action

Resolution authorizing the Mayor to enter into an Agreement between the City of Huntsville and Meltwater.  
Resolution No.

**Finance Information:**

**Account Number:** N/A

**City Cost Amount:** N/A

**Total Cost:** N/A

**Special Circumstances:**

**Grant Funded:** N/A

**Grant Title - CFDA or granting Agency:** N/A

**Resolution #:** N/A

**Location: (list below)**

**Address:**

**District:** District 1 ☐ District 2 ☐ District 3 ☐ District 4 ☐ District 5 ☐

**Additional Comments:**

**RESOLUTION NO. 25-**

**BE IT RESOLVED** by the City Council of the City of Huntsville, Alabama, that the Mayor be, and he is hereby authorized on behalf of the City of Huntsville, a Municipal Corporation in the State of Alabama, to enter into an Agreement by and between The City of Huntsville and Meltwater which said Agreement is substantially in words and figures similar to that certain document attached hereto and identified as, “Agreement between the City of Huntsville and Meltwater,” consisting of four (4) pages with the date of September 11, 2025, appearing on the margin of the first page, together with the signature of the President or President Pro Tem of the City Council, an executed copy of said document being permanently kept on file in the Office of the City Clerk of the City of Huntsville, Alabama.

**ADOPTED** this the 11th day of September, 2025.

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President of the City Council  
of the City of Huntsville, Alabama

**APPROVED** this the 11th day of September, 2025.

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Mayor of the City of Huntsville,  
Alabama

# Order Confirmation

## The Platform

### Media Relations Platform

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- Access to media contacts in the following country: United States.
- Ability to research, organize and manage relevant media contacts and related outreach.
- Proprietary media contact search with relevance rankings.
- Advanced search of media contact database by journalist or publication name, location, beat, role and channel.
- Limit of 1,000 recipients per Outreach distribution (email) and exporting 3,000 contacts per month.
- Limit of 1,000 email recipients per day.
- Access for all Authorized Users with current access to Meltwater platform. If purchased as a standalone product without prior access to Meltwater platform, access provided for up to 2 Authorized Users.

### Newsletter

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- Design and send branded e-Newsletters from within the Meltwater platform, containing search results and/or Customer generated content.
- Includes 1 branded, customized template and 1 pre-saved Recipient list. Pre-saved Recipient list can save up to 1,000 e-mail addresses of customers choice.
- Customer is responsible for obtaining any required consent from recipients on the Recipient list where necessary. Customer will receive one newsletter template with a maximum of 3 revisions. Meltwater may pause Newsletter sends if unsubscribe rates trigger SPAM alerts.

### Meltwater Lite

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- Searches: 5 Searches. A "Search" is a string of keywords used to search online news or social media sources and find relevant results in the form of articles or posts. Results are displayed in the Meltwater platform and contain a hyperlink to the original source article or post.
- Dashboards: 2 dashboard(s) on the Meltwater platform. Dashboards are customizable and display analytics and search results from any Searches. Each Dashboard can contain up to 9 Widgets.
- Users: Access by up to 2 Authorized Users to the Meltwater platform.
- Widgets: Access to both Brand Monitoring and Brand Analysis widget groups, including Potential Reach, Sentiment Score, Share of Voice, Advertising Value Equivalency, Top Languages, RSS Feed, Content Streams, Media Exposure, World Heat Map, Trending Themes, Top Publishers and Top Locations widgets.
- Sources: News and social media monitoring. News search results from all sources tracked by Meltwater worldwide.
- Extras: Tagging, translation and distribution of search results.
- Sentiment: Natural Language Processing (NLP) analysis of article sentiment in selected languages.
- Alerts: X Influencer (X only) and Top reach (news only) are included. Authorized Users can configure Alerts for Searches and Users. Alerts are available in the Meltwater Platform, email reports and/or Mobile App.
- Email: Daily e-mail reports and ad-hoc dashboard reports showing search results for Authorized Users.
- Mobile: Access to Meltwater app (available in iOS and Android) to view saved Searches and Search Results.

### Premium Social Package

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- Social media content package for use with searches and dashboard analytics in Meltwater platform.
- Search results from X, Facebook, Instagram, Forum sites, Product Review sites and website comment sections.
- Search results can be visualized alongside other content types in integrated dashboards.
- Available widgets for visualization include Heat Maps, Media Exposure, Share of Voice, Top Posters, Sentiment Score, Sentiment, Languages, Locations, Sources, Topic Momentum and Trending Themes.
- Sentiment rating for all results using Natural Language Processing. (selected languages only)
- Search results can be exported in PDF, Image or Excel formats.(selected languages only)

### Shareable Dashboards - Pro

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- Ability to drill down on largest data points within most widgets/charts for up to 25 articles.
- Ability to save up to 100 shared dashboards.

- Ability to remove meltwater watermark/logo and replace with something else.

#### Global Print Media

- Global Media coverage from over 10,000 news sources globally.
- Global media feed integration powered by Moody's delivered to Meltwater Platform.
- Customer acknowledges that Global Print Media is a third-party product and the right to access and use Global Print Media is being resold by Meltwater. Customer agrees that: (a) its use of Global Print Media is solely governed by, and subject to, the Acquire Media U.S. LLC License Agreement displayed at: <https://drive.google.com/file/d/13Lba1lp1GIO57YThqBZ1v2xinvZKghG6/view> ("Acquire Media EULA"), (b) Meltwater does not provide, and is not responsible for, Global Print Media, and (c) Customer will direct any claim related to its use of Global Print Media to Acquire Media U.S. LLC., in accordance with the Acquire Media EULA.

#### Meltwater Regular Americas

- Searches: 15 Searches. A "Search" is a string of keywords used to search online news or social media sources and find relevant results in the form of articles or posts. Results are displayed in the Meltwater platform and contain a hyperlink to the original source article or post.
- Dashboards: 10 dashboard(s) on the Meltwater platform. Dashboards are customizable and display analytics and search results from any Searches. Each Dashboard can contain up to 9 Widgets.
- Users: Access by up to 5 Authorized Users to the Meltwater platform.
- Widgets: Access to both Brand Monitoring and Brand Analysis widget groups, including Potential Reach, Sentiment Score, Share of Voice, Advertising Value Equivalency, Top Languages, RSS Feed, Content Streams, Media Exposure, World Heat Map, Trending Themes, Top Publishers and Top Locations widgets.
- Sources: News and social media monitoring. News search results from sources tracked by Meltwater globally. Full historic news search results available.
- Extras: Tagging, translation and distribution of search results.
- Sentiment: Natural Language Processing (NLP) analysis of article sentiment in selected languages.
- Alerts: X Influencer (X only), Top reach (news only), Spike detection, Sentiment Shift, and Events (40 companies) are included. Authorized Users can configure Alerts for Searches and Users. Alerts are available in the Meltwater Platform, email reports and/or Mobile App.
- Support: Technical and Consultative support during normal local business hours, for the duration of the subscription.
- Email: Daily e-mail reports and ad-hoc dashboard reports showing search results for Authorized Users.
- Mobile: Access to Meltwater app (available in iOS and Android) to view saved Searches and results.

#### Broadcast National

- Monitoring of Broadcast content for one country, United States, within the Meltwater Platform (including archive functionality).

## Initial Term and Platform Fee

Meltwater will provide the above Platform subscriptions for the period of time reflected by the start and end dates below (the "Initial Term").

Platform Subscriptions	Start Date	End Date
Media Relations Platform	Oct 01, 2025	Sept 30, 2026
Newsletter	Oct 01, 2025	Sept 30, 2026
Meltwater Lite	Oct 01, 2025	Sept 30, 2026
Premium Social Package	Oct 01, 2025	Sept 30, 2026
Shareable Dashboards - Pro	Oct 01, 2025	Sept 30, 2026

Global Print Media	Oct 01, 2025	Sept 30, 2026
Meltwater Regular Americas	Oct 01, 2025	Sept 30, 2026
Broadcast National	Oct 01, 2025	Sept 30, 2026

Total Fee (excluding tax): 13455 USD

## The Agreement

This Order Confirmation incorporates and is governed by the Meltwater General Terms and Conditions ("GTC") displayed at <https://www.meltwater.com/en/terms-of-use/northamerica>. The Order Confirmation, the Product Specific Terms displayed at <https://www.meltwater.com/en/product-specific-terms> and the GTC are collectively referred to herein as the "Agreement".

## Country

Customer may authorize its Authorized Users who are employed or engaged by Customer in the following country to use the Platform in accordance with the Agreement: United States.

## Special Terms

In the event of conflict or ambiguity between the Special Terms and any other terms in the Agreement, the Special Terms shall prevail.

- The second sentence of Section 7.2 is removed and replaced with: The Order Confirmation shall not automatically renew at the end of the Initial Term and shall expire unless renewed by mutual written agreement of the parties.
- Notwithstanding anything to the contrary in this Agreement, Customer shall pay all invoices within 30 days of the date of invoice.
- The "Agreement" section of this Order Confirmation shall be removed and replaced as follows: This Order Confirmation incorporates and is governed by the agreement entered into between the parties on Sept 16, 2024 (the "Current Terms"). This Order Confirmation and the Current Terms are collectively referred to herein as the "Agreement".

The company identified in the signature block below ("Customer") hereby agrees that its use of the Platform is governed by the terms of the Agreement. Any other terms, including those on a purchase order, in a vendor registration application, or part of an RFP, are considered void and shall have no force and effect.

This Order Confirmation, and the Agreement, is executed by the duly authorized representative of each party.

## Customer

### Name and Contact Information:

City of Huntsville  
308 Fountain Circle  
Huntsville Alabama 35801  
United States

Contact: Kelly Schrimsher

Date: September 11, 2025

Name: Tommy Battle

Email:

Title: Mayor

Signature:

US version last updated April 5, 2025

## Meltwater

### Name and Contact Information:

Meltwater News US Inc.  
275 Shoreline Drive Suite 150  
Redwood City, CA, 94065  
United States

Company Registration Number: 20-8289528

Contact: Elena Link

Date: June 05, 2025

Name: Elena Link