



# Huntsville, Alabama

305 Fountain Circle  
Huntsville, AL 35801

## Cover Memo

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**Meeting Type:** City Council Regular Meeting **Meeting Date:** 3/26/2026

**File ID:** TMP-6756

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**Department:** Administration

**Subject:**

**Type of Action:** Approval/Action

Resolution authorizing the Mayor to enter into a Consulting Agreement between the City of Huntsville and Bold Agency, LLC., for graphic design support and web development services.

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. 26-**

**BE IT RESOLVED** by the City Council of the City of Huntsville, Alabama, that the Mayor be, and is hereby authorized on behalf of the City of Huntsville, to enter into an Agreement between the City of Huntsville, a municipal corporation in the State of Alabama, and Bold Agency, 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 Bold Agency,” consisting of three (3) pages with the date of March 26, 2026, 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 26<sup>th</sup> day of March, 2026

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

**APPROVED** this the 26th day of March, 2026.

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Mayor of the City of Huntsville,  
Alabama

**CONSULTING AGREEMENT  
BETWEEN THE CITY OF HUNTSVILLE  
AND BOLD AGENCY, LLC**

STATE OF ALABAMA     )  
COUNTY OF MADISON    )

**CONSULTING AGREEMENT BETWEEN THE CITY OF HUNTSVILLE AND  
BOLD AGENCY, LLC**

**THIS AGREEMENT** is made and entered into on the 9th day of April, 2026, by and between Bold Agency, LLC, ("Bold"), an Alabama limited liability company, and the City of Huntsville, Alabama, a municipal corporation in the State of Alabama (the "City"),

**WITNESSETH:**

In consideration of the mutual promises and covenants herein contained, the parties do hereby agree as follows, to wit:

1. Bold shall provide services as a Consultant to the City Administration and shall provide professional graphic design support and web development services to the City. The scope of services to be performed by Bold include the following:

a) Graphic Design Services.

Bold may provide professional graphic design support services under the oversight, direction, and editorial control of the City's Communication Office. Task assignments will be given on an "as needed" basis in writing. The City of Huntsville shall retain the sole right to the use, publication and trademark for the works or products created by Bold pursuant to this agreement. Bold acknowledges that the City from time to time desires to seek copyright registration protection for certain works of authorship created by the City, and to which Bold may make contributions in the form of copyrightable works of authorship. Bold agrees to assign, and hereby does assign, to the City, all right, title, and interest including all copyright rights, in and to any works of authorship it delivers to the City under this contract. To the extent Bold desires the right to thereafter use said works, the City hereby provides to Bold a royalty-free, non-exclusive, license to subsequently use, copy, and distribute, said works.

b) Web Design Services.

Bold will provide new web development services for [huntsvilleal.gov](http://huntsvilleal.gov). The City's Communication Office will provide oversight, direction, and editorial control of new development. Bold will supply weekly reports to the Communication Office regarding services provided. The City of Huntsville shall retain the sole right to the use, publication and trademark for the works or products created by Bold pursuant to this Agreement.

2. Bold is hereby contracted as an independent contractor and shall have no authorization to incur any debt or obligation on behalf of the City.

3. The term of this contract shall be for a period of one year commencing on March 26, 2026 and continuing through March 25, 2027.

4. This contract may be terminated by either party upon thirty (30) days written notice being provided to the other party.

5. The City shall pay Bold a set amount per project for work performed pursuant to this agreement. When each task assignment is made, Bold, shall provide a written not-to-exceed (NTE) estimated price to the City's Director of Communications within three workdays, in order to establish the estimated cost of design services for that particular task. The NTE amount is subject to the approval of the City's Director of Communications. This estimated NTE price shall not be exceeded for the task unless approved in advance by the City's Director of Communications. Bold shall invoice the City monthly for payment for services rendered pursuant to this Agreement and shall itemize the cost for each task. The City will remit payment to Bold in a timely manner upon its receipt of an invoice. The total amount paid to Bold pursuant to this agreement shall not exceed One Hundred Thousand Dollars (\$100,000.00). Additional assignments above and beyond the scope of this contract will be priced separately pursuant to the agreement between the parties.

6. Bold shall be responsible for maintaining automobile liability insurance on any vehicle owned or leased by it and used while performing services for the City with minimum limits of \$100,000 for personal injury; \$100,000 property damage; and \$300,000 per occurrence.

7. Bold acknowledges that confidential information in the way of financial practices, internal activities and operations, may be made available to it in connection with work performed pursuant to this agreement. Bold agrees not to disclose the confidential information to any third party at any time following execution of this agreement. This clause shall survive the termination of this agreement.

8. This agreement constitutes the entire agreement between the parties.

9. This agreement shall be governed by the laws of the State of Alabama. Venue of any action to enforce the terms of this agreement shall be in the Circuit Court of Madison County, Alabama or the United States District Court for the Northern District of Alabama, Northeastern Division.

10. Bold shall be responsible for providing all services, supplies, instruments of service, and facilities necessary for performing the task assignments and shall be compensated as set forth herein.

11. The Parties agree that any form of electronic signature, including but not limited to signatures via facsimile, scanning, or electronic mail, may substitute for the original signature and shall have the same legal effect as the original signature.

**IN WITNESS WHEREOF**, the parties hereto have executed this agreement on the day and year first above written.

BOLD AGENCY, LLC

By:  Lauren Gowins  
Its: Founder & CEO

ATTEST

By: \_\_\_\_\_  
Shaundrika Edwards  
Its: City Clerk

**CITY OF HUNTSVILLE, ALABAMA**  
a municipal corporation

By: \_\_\_\_\_  
Tommy Battle  
Its: Mayor