



Meeting Type and Date: Finance Committee Meeting, October 25, 2023

Items Approved by the Finance Committee will be included on a consent agenda for final approval at the October 25, 2023, Special Board of Education meeting.

Agenda Item: Consider Approval of District Purchase or Expenditure that Equals or Exceeds \$250,000–Marketing Services As Needed

Presenters: Charlotte Gensler, Executive Director, Procurement

Background: In accordance with APS Board of Education [Purchase and Project Approval Procedural Directive](#), approval is requested for the purchase of marketing services—as needed

This purchase is in accordance with State of New Mexico Procurement Code, Federal Uniform Guidance and APS Procurement Policy. A multi-award was recommended in accordance with RFP 24-013RR as the procurement method. The estimated purchased for a four year contract is \$1 million utilizing federal, capital and operational funds. Purchases are dependent on District need, funding and budget.

Action	Name	Title	Department	Signature
Prepared by:	Charlotte Gensler	Executive Director	Procurement	
Recommended by:	Monica Armenta	Executive Director	Communications	
Recommended by:	Kizito Wijenje	Executive Director	Capital Master Plan	
Approved by:	Dr. Gabriella Blakey	Chief Operations Officer	Albuquerque Public Schools	
Approved by:	Scott Elder	Superintendent	Albuquerque Public Schools	
Approved by the APS Board of Education October 25, 2023:	Yolanda Montoya-Cordova	President	APS Board of Education	
	Courtney I. Jackson	Secretary	APS Board of Education	