

RESOLUTION NO. 18-__

**A RESOLUTION OF THE TOWN COUNCIL OF THE
TOWN OF CUTLER BAY, FLORIDA, RATIFYING THE
EXECUTION OF A PROFESSIONAL SERVICES
AGREEMENT WITH MAD 4 MARKETING, INC. FOR
PUBLIC OUTREACH SERVICES RELATED TO THE
TOWN'S GENERAL OBLIGATION BOND; AND
PROVIDING FOR AN EFFECTIVE DATE.**

WHEREAS, on March 21, 2018, the Town of Cutler Bay (the "Town") Council adopted Resolution No. 18-16 calling for a referendum regarding the Town's issuance of General Obligation Bonds in an amount not to exceed \$40,000,000 ("GOB") for the purpose of financing the costs of acquiring and improving property for parks, open space, public facilities, and economic development; and

WHEREAS, pursuant to the adoption of Resolution No. 18-16, the Town Council held a workshop on March 29, 2018 and Special Town Council Meeting on April 2, 2018 to discuss key dates and informational outreach strategy for the GOB; and

WHEREAS, at the April 2, 2018 Special Town Council Meeting, the Town Council authorized the Town Manager to spend funds in an amount not to exceed \$85,000 for informational outreach costs associated with the GOB referendum; and

WHEREAS, Section 24-44 of the Town Code states, ". . . contracts for materials, supplies, equipment, improvements or services where the total amount expended is \$25,000.00 or more shall be awarded by the town council after formal competitive bidding"; and

WHEREAS, Section 24-66 of the Town Code establishes impracticability as an exemption from the formal competitive bidding requirements and impracticability is defined as "situations where time constraints do not permit the preparation of clearly drawn specifications"; and

WHEREAS, time is of the essence to begin the public outreach for the GOB because mail-in ballots will be sent to thousands of registered voters within the Town on May 16, 2018 by Miami-Dade County Elections Department with a June 5, 2018 deadline to submit the ballot; and

WHEREAS, Town Staff was able to obtain two (2) written proposals from marketing firms and based on the review of the two proposals, Town Staff has selected the firm Mad 4 Marketing, Inc. (the "Consultant"); and

WHEREAS, the Consultant will lead a nine (9) week public awareness strategy for the GOB, which includes services such as consulting and meeting with Town staff, attending public information sessions, developing and sending press releases, press editorial responses,

developing messaging and content for a social media campaign, and creating content to distribute to registered voters within the Town; and

WHEREAS, the Consultant has provided similar services for the City of Coral Springs, Broward College Foundation and Office of Advancement, South Florida Commuter Services, Greater Fort Lauderdale Chamber of Commerce, and Port Everglades; and

WHEREAS, the Town Council finds that this Resolution is in the best interest and welfare of the residents of the Town.

NOW, THEREFORE, BE IT RESOLVED BY THE MAYOR AND TOWN COUNCIL OF THE TOWN OF CUTLER BAY, FLORIDA, THAT:

Section 1. **Recitals.** The above Recitals are true and correct and are incorporated herein by this reference.

Section 2. **Ratification.** The Town Council hereby ratifies the Town Manager's execution of a Professional Services Agreement, in an amount not to exceed \$59,315.00, in the form attached hereto as Exhibit "A" with the Consultant.

Section 3. **Effective Date.** This Resolution shall take effect immediately upon adoption.

PASSED and ADOPTED this ____ day of April, 2018.

Attest:

PEGGY R. BELL
Mayor

DEBRA E. EASTMAN, MMC
Town Clerk

APPROVED AS TO FORM AND
LEGAL SUFFICIENCY FOR THE
SOLE USE OF THE TOWN OF CUTLER BAY:

WEISS SEROTA HELFMAN
COLE & BIERMAN, P.L.
Town Attorney

Moved By: _____
Seconded By: _____

FINAL VOTE AT ADOPTION:

Mayor Peggy R. Bell _____

Vice Mayor Sue Ellen Loyzelle _____

Council Member Mary Ann Mixon _____

Council Member Michael P. Callahan _____

Council Member Roger Coriat _____