

RESOLUTION NO. 2021- 140

RESOLUTION EXERCISING THE SECOND OPTION YEAR RENEWAL TO CONTRACT FOR MARKETING, ADVERTISING, PROMOTIONAL AND PUBLIC RELATIONS/CONSTITUENT CONSULTING SERVICES.

WHEREAS, on February 12, 2019, City Council adopted Resolution No. 2019-54, awarding contract for Marketing, Advertising, Promotional and Public Relations/Constituent Consulting Services to Lee Tofanelli and Associates, Inc.; and

WHEREAS, the specifications included an option to renew for three (3) additional one (1) year terms; and

WHEREAS, the Purchasing Agent has advised that it is necessary to exercise the 2nd option year renewal to Contract C19-0018 through January 31, 2022; and

WHEREAS, the total amount of this renewal term shall be \$105,300.00 (\$6,650.00 monthly retainer fee plus a \$2,125.00 monthly website development Maintenance & Management fee) in accordance with Resolution No. 2021-117;

NOW, THEREFORE BE IT RESOLVED, by the Council of the City of Vineland that the Purchasing Agent is hereby authorized and directed to amend Resolution 2019-54 to allow for the 2nd option year period, for Contract No. C19-0018, issued to Lee Tofanelli and Associates, Inc., Vineland, NJ, for Marketing, Advertising, Promotional and Public Relations/Constituent Consulting Services, beginning February 1, 2021 and ending January 31, 2022, for the total amount of \$105,300.00 (\$6,650.00 monthly retainer fee plus a \$2,125.00 monthly website development Maintenance & Management fee) in accordance with Resolution No. 2021-117.

Adopted:

President of Council

ATTEST:

City Clerk

FROM THE DESK OF MIGUEL A. MERCADO



March 11, 2021

MEMORANDUM TO BUSINESS ADMINISTRATION:

RE: Resolution Request to exercise the 2nd option renewal to Contract for Marketing, Advertising, Promotional and Public Relations/Constituent Consulting Services

Request to exercise the 2nd option renewal to Contract C19-0018 awarded to Lee Tofanelli and Associates, Inc., 616 Landis Avenue for one (1) additional year through January 31, 2022. Total amount of this renewal term shall be \$105,300.00 (\$6,650.00 monthly retainer fee plus a \$2,125.00 monthly website development Maintenance & Management fee) in accordance with Resolution No. 2021-117.

If you have any questions or need additional information, please contact me.

Sincerely,


Miguel A. Mercado, QPA
Purchasing Agent