

RESOLUTION NO. 2024- 01

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

WHEREAS, on January 10, 2023, City Council adopted Resolution No. 2023-05, 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 1st option year renewal to Contract C23-0004 through January 31, 2025; and

WHEREAS, the total amount of this renewal term shall be \$111,600.00 (\$6,850.00 monthly retainer fee plus a \$2,450.00 monthly website development Maintenance & Management fee) in accordance with Resolution No. 2023-05;

NOW, THEREFORE BE IT RESOLVED, by the Council of the City of Vineland that the Purchasing Agent is hereby authorized to issue an extension to Contract No. C23-0004, issued to Lee Tofanelli and Associates, Inc., Vineland, NJ, for Marketing, Advertising, Promotional and Public Relations/Constituent Consulting Services, beginning February 1, 2024 and ending January 31, 2025, for the total amount of \$111,600.00 (\$6,850.00 monthly retainer fee plus a \$2,450.00 monthly website development Maintenance & Management fee) in accordance with Resolution No. 2023-05.

Adopted:

President of Council

ATTEST:

City Clerk

FROM THE DESK OF JEANINE N. MENEGETTI

December 21, 2023



MEMORANDUM TO BUSINESS ADMINISTRATION:

RE: Resolution Request to exercise the 1st year option renewal to Contract for Marketing, Advertising, Promotional and Public Relations/Constituent Consulting Services

Request to exercise the 1st year option renewal to Contract C23-0004 awarded to Lee Tofanelli and Associates, Inc., 616 Landis Avenue for one (1) additional year through January 31, 2025. Total amount of this renewal term shall be \$111,600.00 (\$6,850.00 monthly retainer fee plus a \$2,450.00 monthly website development Maintenance & Management fee) in accordance with Resolution No. 2023-05.

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

Sincerely,

Jeanine N. Meneghetti, QPA
Purchasing Agent