

#2

**TOWNSHIP OF BERKELEY HEIGHTS
COUNTY OF UNION, NEW JERSEY**

**A RESOLUTION AWARDING A PROFESSIONAL SERVICE CONTRACT TO
WINNING STRATEGIES WASHINGTON – HOBOKEN STRATEGY GROUP, INC.**

WHEREAS, the Township of Berkeley Heights is in need of contracting for professional services to develop and execute a comprehensive government affairs strategy to advocate and advance funding requests for Berkeley Height’s priorities through the annual appropriations process and the biennial WRDA reauthorization process; and

WHEREAS, Winning Strategies Washington – Hoboken Strategy Group, Inc. submitted a proposal dated March 6, 2023, to provide the needed services in an amount not to exceed \$120,000.00; and

NOW, THEREFORE, BE IT RESOLVED by the Governing Body of the Township of Berkeley Heights that the Mayor of the Township of Berkeley Heights are hereby authorized to enter into an agreement with Winning Strategies- Hoboken Strategy Group, Inc., in an amount not to exceed \$120,000.00, pursuant to a proposal dated March 6, 2023. This contract is awarded without competitive bids as a “professional services contract” in accordance with N.J.S.A. 40A:11-5 (1)(a)(I) of the Local Public Contract Law and pursuant to an Unfair and Open process in accordance with the New Jersey Local Unit Pay-to-Play Law, N.J.S.A. 19:44A-20.5, et seq.; and

BE IT FURHTER RESOLVED, that the Chief Financial Officer has issued a Certificate of Available Funds which is incorporated herein by reference, for an amount not to exceed \$120,000.00.

Approved this 21st day of March, 2023.

ATTEST:

Ana Minkoff, Township Clerk

Certification of Availability of Funds

As required by N.J.S.A. 40A:4-57, N.J.A.C. 5:30-5.1 et seq., and any other applicable requirement, I, HFA, Chief Finance Officer of the Township of Berkeley Heights have ascertained that, upon adoption of this resolution, there will be available, sufficient and uncommitted appropriations to execute a contract with Winning Strategies Washington – Hoboken Strategy Group, Inc., in an amount not to exceed from the following account, \$120,000.00 from 3-01-20-701-028 subject to the approval of the 2023 budget.

HFA - Chief Financial Officer

meeting.

VII. NEW BUSINESS – RESOLUTIONS OFFICIAL ACTION WILL BE TAKEN ON THE FOLLOWING:

1. Resolution approving Bill List dated June 27, 2023, in the amount of \$940,437.31.
2. Resolution authorizing the Application for the FY2023 DOT Local Aid Infrastructure Grant Program, to help reduce Passaic River flooding in the River Bend Road and Chaucer Drive area, in the amount of \$500,000.
3. Resolution authorizing a grant submission to the NJ Department of Transportation for the “Safer Sidewalks for Springfield Avenue” project.
4. Resolution awarding a Professional services contract to Direct Development to provide Public Relations and Communications Services, in an amount not to exceed \$2,500 per month.
5. Resolution authorizing the Application for the FY2024 NJ DOT Municipal Aid grant program, for Balmoral Drive, Bristol Court, and a portion of Lawrence Drive.
6. Resolution awarding a Professional Services contract to Neglia Engineering Associates for engineering and Construction Management for Improvements to Orion Road, in an amount not to exceed \$18,850.
7. Resolution authorizing a Sidebar Agreement with the United Public Service Employees Union.
8. Resolution authorizing the Berkeley Heights Fire Department to engage in a vehicle trade with Bristol Myers Squibb.
9. **CONSENT AGENDA** – All matters listed under Consent Agenda are considered routine by the Township Council and will be enacted upon by one motion; there will be no separate discussion of these items. If discussion is desired, that item will be removed from the Consent Agenda and will be considered separately.
 - a. Resolution authorizing a Tax Sale Certificate for the property located at 82 Delmore Lane, in the amount of \$52,371.08.

**TOWNSHIP OF BERKELEY HEIGHTS
UNION COUNTY, NEW JERSEY
A RESOLUTION AWARDING A PROFESSIONAL SERVICES CONTRACT TO
DIRECT DEVELOPMENT TO PROVIDE PUBLIC RELATIONS &
COMMUNICATIONS SERVICES**

WHEREAS, the Township of Berkeley Heights, County of Union, and State of New Jersey, is in need of contracting for a professional creative services firm to help with various communication needs of the Township; and

WHEREAS, the Local Public Contracts Law, N.J.S.A. 40A:11-1 et seq., requires a resolution authorizing the award of the contract for professional services without competitive bid and that the contract itself must be available for inspection; and

WHEREAS, Direct Development, a New Jersey-based full-service creative services agency, has provided an updated proposal dated June 1, 2023, to provide the Township with services included, but not limited to: social media, press release writing, website writing, electronic newsletters for residents, resident-centric education and awareness campaigns, graphic design, and other needs; and

WHEREAS, Direct Development will execute these services at a retainer rate of \$2,500 a month; and

NOW THEREFORE BE IT RESOLVED by the Governing Body of the Township of Berkeley Heights that the Mayor of the Berkeley Heights is hereby authorized to execute and attest to an agreement with Direct Development.

BE IT FURTHER RESOLVED, that the Chief Financial Officer has issued a Certificate of Available Funds which is incorporated herein by reference, for an amount not to exceed \$2,500.00 per month.

APPROVED this 27th day of June 2023.

ATTEST:

Ana Minkoff
Township Clerk

Certification of Availability of Funds

As required by N.J.S.A. 40A:4-57, N.J.A.C. 5:30-5.1 et seq., and any other applicable requirement, I, Juan Uribe, Chief Finance Officer of the Township of Berkeley Heights have ascertained that, upon adoption of this resolution, there will be available, sufficient and uncommitted appropriations to execute a contract with Direct Development, in an amount not to exceed from the following account, \$2,500 per month from ---

Juan Uribe - Chief Financial Officer



Strategy + Communication + Design

1970 Brunswick Ave, Suite 2
Lawrenceville, NJ 08648
848.456.1070
directdevelopmentpr.com

Township of Berkeley Heights

Public Relations Consultant Proposal

Submittal Date: June 1, 2023



Executive Summary

Direct Development is a New Jersey-based, minority, and women-owned professional provider of strategic and creative services with a team of professionals that offers a wide range of industry expertise. Serving clients since 2008, we advance nebulous ideas into skillfully executed campaigns complemented by high-impact design. Our talented professionals have advanced government management, public, and community relations, marketing, and design experience. This allows our organization to masterfully conceptualize, promote, and carry out the messaging of the Township in all communication efforts on multiple platforms, including print, social media, website, email, and other digital mediums. Further, Direct Development is led by an individual who lives in Berkeley Heights, so we have specific knowledge of the fantastic community.

As a full-service creative agency, we will strategize the best solutions to partner with the Township to meet its public relations goals. We will work collaboratively with the Township to execute a comprehensive approach to communications with the goal of sharing programs, projects, issues, and priorities with the community. In addition, it will enable officials and employees to communicate more effectively with the public and enhance the awareness of offerings and services to further community participation. With our diverse experience in the public sector, we understand the Township's unique challenges and how important communications can be for a community. Our approach will ensure that the Township stands out from the crowd and drives positive community relations through public information.

Because we provide a diverse offering of services under one roof, the Township will have access to an entire team of professionals involved and invested in fulfilling the media and public relations goals for Berkeley Heights.



Services and Fee Schedule

Services	Specific Deliverables
Strategy & Planning	In collaboration with key staff/points of contact, we develop a strategic communications plan that focuses on increasing engagement, media relations and public outreach
Meetings + Collaboration	Monthly virtual meetings with key staff/points of contact
Public Relations & Communications We will develop a strategic communications plan that focuses on increasing engagement and public outreach. After an initial audit, we will develop recommendations for future improvements and consult on proactive relations and exigent matters.	Develop and distribution of monthly electronic and/or printed newsletter. (Costs of printing, postage and/or electronic delivery service, i.e. MailChimp, not included) Write up to four press releases/media advisories per month Develop of up to two phone/video scripts or speeches per month
Social Media Services We will provide ongoing strategy consulting and implementation on messaging. We'll monitor your accounts and provide recommendations to maximize engagement.	Develop copy and branded graphics for up to 10 posts per month on various platforms
Graphic Design of Collateral We'll create eye-catching collateral you will want to share including flyers, postcards, brochures, ads, etc.	Up to 4 per month

Services	Specific Deliverables
Content Creation for Website or Other Collateral We will provide comprehensive content creation services tailored to meet your program, service, and activity needs. Whether it's promoting a new initiative, highlighting a service offering, or showcasing exciting activities, we are adept at crafting compelling content that resonates with your target audience.	Up to 12 per contract year
Additional Special Services <ul style="list-style-type: none"> • Project Research, Strategy and Implementation • Government Relations Consulting • Special Event Planning, Coordination and Execution • Website Design (up to 3 pages) • Marketing and Promotional Material 	Choose 1 per year

We will provide ongoing strategy consulting and implementation on messaging. We'll monitor your accounts and provide recommendations to	to 10 posts per month on various platforms
<p>12 of 68</p> <p>eral</p> <p>g collateral you will want to share including flyers, postcards, brochures, ads, etc.</p>	Up to 4 per month

Services	Specific Deliverables
<p>Content Creation for Website or Other Collateral</p> <p>We will provide comprehensive content creation services tailored to meet your program, service, and activity needs. Whether it's promoting a new initiative, highlighting a service offering, or showcasing exciting activities, we are adept at crafting compelling content that resonates with your target audience.</p>	Up to 12 per contract year
<p>Additional Special Services</p> <ul style="list-style-type: none"> • Project Research, Strategy and Implementation • Government Relations Consulting • Special Event Planning, Coordination and Execution • Website Design (up to 3 pages) • Marketing and Promotional Material • Paid Social Media Campaign Strategy • Email Database Marketing Registration Campaigns • Logo and Identity Branding • Conference/Trade Show Support • Special Presentation Design and Development • Public Speaking Coaching • Other Mutually Agreed Upon Special Project Assistance 	Choose 1 per year

Fee for Service

Direct Development is proposing a monthly retainer of \$2,500 for the above outlined services.

For services outside of the scope of work, Direct Development utilizes a blended agency rate of \$150 per hour for standard services. Additional specialized services are based on a per project basis. Work commenced outside of normal business hours of 9am-5pm Monday through Friday will be charged the premium rate of \$200 per hour.

which must be received by the Township Clerk by 4:00 P.M. on the date of the meeting.

IX. NEW BUSINESS – RESOLUTIONS OFFICIAL ACTION WILL BE TAKEN ON THE FOLLOWING:

1. Resolution approving Bill List dated March 21, 2023, in the amount of \$351,313.99.
2. Resolution authorizing a professional service contract to Winning Strategies Washington – Hoboken Strategy Group, Inc., to assist the township to develop and execute a comprehensive government affairs strategy, to advocate and advance funding requests for the township’s priorities, through the annual appropriations process, and the biennial WRDA reauthorization process, in an amount not to exceed \$120,000.
3. Resolution authorizing a professional service contract to Arcari & Iovino to assist with the Berkeley Heights Municipal Complex, and remaining punch list items, in an amount not to exceed \$15,000.

2

4. Resolution authorizing a professional service contract to Mast Construction Services Inc., to assist with Claims Consulting Services for the Municipal Complex, in an amount not to exceed \$15,000.
5. Resolution authorizing an emergency temporary appropriation in the amount of \$599,605.12.
6. **CONSENT AGENDA** – All matters listed under Consent Agenda are considered routine by the Township Council and will be enacted upon by one motion; there will be no separate discussion of these items. If discussion is desired, that item will be removed from the Consent Agenda and will be considered separately.
 - a. Resolution authorizing a tax overpayment in the amount of \$2,666.85, for the property located at 280 Mountain Avenue.
 - b. Resolution authorizing a tax overpayment in the amount of \$944.78, for the property located at 182 Plainfield Avenue.
 - c. Resolution authorizing an tax overpayment in the amount of \$2,813.44, for the property located at 6 Maple Avenue.
 - d. Resolution authorizing a tax overpayment in the amount of \$53,484.77, for the property located at 100-200 Locust Avenue.
 - e. Resolution authorizing a tax overpayment in the amount of \$1,580.47, for the property located at Sherman Avenue.
 - f. Resolution authorizing the redemption of a tax sale certificate, for 82 Delmore Avenue, in the amount of \$47,022.68.
 - g. Resolution authorizing a block party on Holly Glen Lane South, on June 10, 2023, between the hours of 3:00 p.m. to 8:00 p.m.