

**A RESOLUTION OF THE TOWNSHIP COUNCIL OF NORTH BRUNSWICK
AUTHORIZING A PROFESSIONAL SERVICE AGREEMENT WITH
BURTON TRENT PUBLIC AFFAIRS LLC
TO PROVIDE PUBLIC RELATIONS CONSULTING SERVICES**

WHEREAS, the Township of North Brunswick has a need for a professional to provide public relations consulting services for calendar year 2023; and

WHEREAS, on October 11, 2022, the Township Council approved Resolution #298-10.22, authorizing the solicitation of Requests for Proposals (RFP) for said professional services; and

WHEREAS, services were procured in formal manner in accordance with Local Public Contracts Law N.J.S.A. 40A:11-4.1a et seq., under both a fair and open and competitive process to assure that each person and/or firm is provided an equal opportunity to respond to the RFP; and

WHEREAS, on Thursday, November 10, 2022, the Purchasing Agent received, and the Municipal Clerk witnessed, the receipt of one proposal in response to PRO23027; and

WHEREAS, the Evaluation Committee, designated to review proposals and make a recommendation, has completed the review process and included herein their Evaluation Report; and

WHEREAS, the Evaluation Committee recommends authorizing a contract with Burton Trent Public Affairs LLC (144-A West State Street Trenton, NJ 08608) and determined them responsive in all respects and qualified for the position; and

WHEREAS, proposals have been reviewed and the response submitted by Burton Trent Public Affairs LLC has been determined to be responsive under the provisions of the Local Public Contracts Law N.J.S.A. 40A:11-1 et seq. and any provisions of the revised statutes of the State of New Jersey; and

WHEREAS, Burton Trent Public Affairs LLC shall be compensated for these services as outlined within their contract for an authorization not-to-exceed \$60,000.00 for calendar year 2023; and

WHEREAS, the Chief Financial Officer has certified that \$10,000.00 is available for this purpose in FY2023 Legal OE budget account 3-01-20-155-000-984, excluding special services which shall be charged to the related accounts as certified by the Chief Financial Officer, for services ending June 30, 2023 and the balance shall be certified upon the appropriation of funds in FY2024.

NOW, THEREFORE, BE IT RESOLVED on this 3rd day of January, 2023, that the Township Council of the Township of North Brunswick does hereby authorize the Mayor to

execute and the Township Clerk to witness an agreement with Burton Trent Public Affairs LLC to provide public relations consulting services for calendar year 2023, with a contract authorization not-to-exceed \$60,000.00, exclusive of special project services.

BE IT FURTHER RESOLVED notice of this action shall be published in the Home News & Tribune within 10 (ten) days after its passage.

CERTIFICATION

I, Cavel Gallimore, Chief Financial Officer, certify that \$10,000.00 is available for this purpose in FY2023 Legal OE budget account 3-01-20-155-000-984, excluding special services which shall be charged to the related accounts as certified by the Chief Financial Officer, for services ending June 30, 2023 and the balance of funds authorized shall be certified upon the appropriation of funds in FY2024. Contract PRO23027

Cavel Gallimore
Chief Financial Officer

Justine Progebin
Business Administrator

Ronald Gordon, Esq.
Township Attorney
Approved as to legal form

RECORDED VOTE:

COUNCIL MEMBER	YES	NO	ABSTAIN	NOTES
HUTCHINSON				
GUADAGNINO				
ANDREWS				
DAVIS				
SOCIO				
MEHTA				
MAYOR WOMACK				

I hereby certify that the above Resolution was duly adopted by the Township Council of the Township of North Brunswick, County of Middlesex, at its meeting held on January 3, 2023.

Lisa Russo
Township Clerk



TOWNSHIP OF NORTH BRUNSWICK

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EVALUATION REPORT

2023 PUBLIC RELATIONS - REQUEST FOR PROPOSAL

DECEMBER 30, 2022

As part of its annual award of professional service agreements in accordance with “Fair and Open” procurement process established in the State of New Jersey pursuant to N.J.S.A. 19:44A-20.1 et seq., North Brunswick Township solicited Requests for Proposals (RFP) for Public Relations Consulting Services for calendar year 2023.

The Township Council authorized the solicitation of proposals for said service. The process under a formal RFP allows for factors other than price to be taken into consideration when awarding a contract. This process also requires that a committee be established to evaluate proposals in accordance with “weighted” criteria established prior to solicitation of proposals.

Pursuant to N.J.A.C 5:34-4.3, the Township established a three (3) person committee comprised of the following individuals:

Michael C. Hritz, Director of Community Development

Cory Harris, Police Captain

William Lovas, Police Lieutenant

Each committee member assessed their own affiliations and financial interest, as well as the affiliations and financial interests of family members, to ensure that there was no conflict with potential vendors. Each member signed a statement attesting to the fact that there was no conflict of interest.

The committee reviewed and discussed the Request for Proposal and alternative evaluation criteria. The committee agreed to the criteria to be evaluated and the numerical weighting to be assigned to each. The established weighting criterion was as follows:

1. Understanding and Prior Experience with the township – 30 points
2. Experience and Qualifications of Individuals – 20 points
3. Overall company history – 30 points
4. Agreement to the Pricing Model – 20 points

There were two (2) proposals received by the submission deadline:

Burton Trent Public Affairs LLC
144-A West State Street
Trenton, NJ 08608

EFK Group
1027 South Clinton Avenue
Trenton, NJ 08611

The committee members individually reviewed the proposals.

Burton Trent Public Affairs LLC scored a total of 280 points and has been responsive and performed admirably over the past few years. EFK Group has scored 235 points.

Accordingly, the committee recommends the award of contract to Burton Trent Public Affairs LLC.

RECEIPT OF PROPOSALS

November 10, 2022

Results from the receipt of Requests for Proposals on Thursday, November 10, 2022 at 11:00 a.m., Municipal Complex, 710 Hermann Road, North Brunswick, N.J.

**Present: Justine Progebin, Business Administrator/Purchasing Agent
Samantha Sickles, Assistant Purchasing Agent
Lisa Russo, Municipal Clerk
Nellie Sowell, Clerk 3**

Resolution #298-10.22 was adopted on October 11, 2022 by Township Council authorizing receipt of proposals and advertised in the Home News & Tribune as according to law.

Receipt of proposals is closed.

The following receipt of proposals were received:

	Bond	Total
PRO23027 – Public Relations	No Bond required	
Burton Trent Public Affairs LLC 144-A West State Street Trenton, NJ 08608		Set Fees
EFK Group 1027 South Clinton Avenue Trenton, NJ 08611		Set Fees

A report will be presented to the Township Council for possible award at the Reorganization Township Council Meeting.

**Lisa Russo
Municipal Clerk**