

RESOLUTION

WHEREAS, the Township Council of the Township of West Orange (the “Township”) desire to retain a company to launch a brand identity campaign to promote the Township externally to prospective homeowners, realtors and to attract new businesses; and

WHEREAS, Direct Ignition, LLC (“Direct”), at 50 Oak Crest Road, West Orange, has submitted a proposal to design and implement a brand identity campaign as set forth in the contract with the Township (the “Contract”), annexed hereto as Attachment “A;” and

WHEREAS, the West Orange Public Relations Commission has recommended that the Township retain Direct to design and implement the Township’s brand identity campaign; and

WHEREAS, the term of the Contract shall be twelve (12) months; and

WHEREAS, Direct has agreed that the cost of its services shall not exceed \$15,000 to be paid at a monthly rate of \$1,250, which shall not include costs associated with editing video content utilized for branding purposes.

NOW, BE IT HEREBY RESOLVED BY THE TOWNSHIP COUNCIL OF THE TOWNSHIP OF WEST ORANGE that the Mayor is hereby authorized to execute the Contract, annexed hereto as Attachment “A” with Direct for a price not to exceed \$15,000; and

BE IT FURTHER RESOLVED that the Agreement between the Township and Direct shall be published and maintained in the Municipal Clerk's office in accordance with applicable law.

Karen J. Carnevale, Municipal Clerk

Patty Spango, Council President

Adopted:

**I hereby certify funds are available from:
Account No.**

Chief Financial Officer

ATTEST:

TOWNSHIP OF WEST ORANGE

Karen J. Carnevale
Municipal Clerk

By:_____
Mayor Robert D. Parisi