

RESOLUTION

WHEREAS, the Township of West Orange seeks a professional social media and marketing coordinator to continue managing the Township's social media outreach and marketing campaigns, and maintain and administer to same on a day-to-day basis; and

WHEREAS, Perry Bashkoff ("Bashkoff"), of Bashkoff Enterprises, LLC of West Orange, New Jersey, was awarded and did fully perform a contract for the foregoing services for the year 2014; and

WHEREAS, Mr. Bashkoff has formed a new corporation named Buzz1441 Incorporated ("Buzz1441"); and

WHEREAS, Bashkoff, through Buzz1441, has agreed to again provide the foregoing services to the Township, for a term to begin on January 1, 2015 and end on December 31, 2015, on the terms and conditions stated in the proposed contract annexed hereto as **Attachment "A,"** for a sum total of \$24,000, to be paid in monthly installments of \$2,000; and

WHEREAS, the annual cost of the proposed contract does not exceed the bid threshold of \$25,000 set forth in N.J.S.A. 40A:11-3, and the proposed contract has therefore not been publicly advertised; and

WHEREAS, the Township's Public Information Officer/Communications Director recommends retention of Bashkoff, and believes the Township and its residents would benefit from an ongoing social media outreach and marketing campaign to alert and engage residents regarding events and issues relating to the Township;

NOW, BE IT HEREBY RESOLVED BY THE TOWNSHIP COUNCIL OF THE TOWNSHIP OF WEST ORANGE, that the Township shall and hereby does award a contract for social media coordination services to Buzz1441, to be executed in the form annexed hereto as Attachment "A"; and be it further

RESOLVED, that the Mayor be and is hereby authorized to execute all documents necessary to effectuate such agreement between the Township and Buzz1441, and the Municipal Clerk shall be and is hereby authorized to attest to the Mayor's signature; and be it further

RESOLVED that this award shall be published and available in the Clerk's Office for reasonable inspection in accordance with applicable law.

Karen J. Carnevale
Municipal Clerk

Jerry Guarino
Council President

I hereby certify funds are available from:

Account No.

John Gross, Chief Financial Officer

Adopted: January 6, 2015