

BY THE MUNICIPAL COUNCIL:

WHEREAS, the City of New Brunswick is in need of **Public Information Support and Related Services**; and

WHEREAS, **Jaffe Communications, Inc., 312 North Avenue East, Suite 5, Cranford, NJ 07016**, has proposed to perform the necessary services for the City of New Brunswick at a cost not to exceed **Seventeen Thousand Dollars (\$17,000.00)**; and

WHEREAS, Michael K. Drulis, City Administrator, has recommended that **Jaffe Communications, Inc.** be awarded a **Public Information Support and Related Services** contract for the City of New Brunswick for a twelve (12) month period commencing **March 1, 2022** and ending **February 28, 2023**; and

WHEREAS, funds are available for this purpose in the amount of **Seventeen Thousand Dollars (\$17,000.00)** in **Account Number 01-201-20-101-519**, the signature of Richard Mulrine, Chief Financial Officer, on this Resolution certifying that such funds will be available in the **2022** Municipal Budget.

NOW, THEREFORE, BE IT RESOLVED, by the New Brunswick City Council that the Mayor and City Clerk be and hereby are authorized to execute a Contract with **Jaffe Communications, Inc.**, in the amount of **Seventeen Thousand Dollars (\$17,000.00)** for a **Public Information Support and Related Services** contract for a twelve (12) month period commencing **March 1, 2022** and ending **February 28, 2023**, the form of said Contract to be approved by the City Attorney; and

BE IT FURTHER RESOLVED, that Certified Copies of this Resolution shall be sent by the City Clerk to the following:

- City Administrator
- Chief Financial Officer
- Purchasing Agent
- Jaffe Communications, Inc.

ADOPTED: February 16, 2022


COUNCIL PRESIDENT


CITY CLERK

APPROVALS:


CITY ADMINISTRATOR


CITY ATTORNEY


CHIEF FINANCIAL OFFICER

TKS/kc

COUNCIL MEMBER	YES	NO	NO VOTE	ABSENT
BOB ANDREWS				
JOHN BARNES				
JOHN BELL				
JOHN BELL				
JOHN BELL				
JOHN BELL				
JOHN BELL				

I, Lolita R. Zedler, City Clerk of the City of New Brunswick, N.J., do hereby certify that foregoing Resolution is a true and correct copy of the original resolution adopted at the regular meeting of the New Brunswick City Council on February 16, 2022.


Lolita R. Zedler, City Clerk



Jaffe Communications, Inc.
312 North Avenue East, Suite 5
Cranford, NJ 07016
Tel. 908-789-0700
Fax 908-967-5044
Email – info@jaffecom.com

March 1, 2022

Scope of Work

Contractor shall be responsible to assist the public information officer in the following areas:

Review, evaluate, and write speeches;

Prepare articles for municipal newsletters, brochures, webpages, on local government;

Prepare correspondence related to public information matters;

Arrange print, radio, television, and magazine interviews;

Prior to release to media or other instruments of public information, including city webpages and social media, review, evaluate, coordinate, and write in proper form information pertinent to any of the programs and activities of city government or any of its various departments; and

Review department programs and plans; write, edit, and prepare for distribution concerning the functions, activities, responsibilities, policies, objectives, methods, and procedures for the various departments of the city.

Total annual budget: \$17,000 for services in the scope of work

Engagement: March 1, 2022 – February 28, 2023