

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, Mr. Perry Bashkoff, of Bashkoff Enterprises, LLC of West Orange, New Jersey ("Bashkoff"), responded to the Township's Request For Qualifications pursuant to a fair and open process for the year 2014; and

WHEREAS, Bashkoff has agreed to provide social media and marketing services to the Township for the balance of this calendar year, from March 1, 2014 to December 31, 2014, on the terms and conditions stated in the proposed contract annexed as Attachment "A," for a sum of \$2,000 per month, to be paid in monthly installments; 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 awards a contract for social media coordination services to Bashkoff, to be executed in the form annexed 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 with Bashkoff, 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
PRESIDENT**

SUSAN McCARTNEY, COUNCIL

Adopted: February 25, 2014

I hereby certify funds are available from:

Account No.

**John O. Gross,
Township Chief Financial Officer**