

9887. RESOLUTION 08-50 – AUTHORIZES A CONTRACT BETWEEN THE DELAWARE RIVER AND BAY AUTHORITY AND ALOYSIUS BUTLER & CLARK TO PROVIDE ADVERTISING AND MARKETING CONSULTING SERVICES

WHEREAS, The Delaware River and Bay Authority (the “Authority”) is a bi-state Authority created by Compact for the purpose of owning, operating and controlling both Crossing and Non-Crossing facilities in the states of Delaware and New Jersey; and

WHEREAS, the Authority desires to procure professional advertising and marketing consulting services with an initial term of two years with three optional one-year renewals; and

WHEREAS, the Authority publicly advertised and issued a Request for Proposals (“RFP”) for the required advertising and marketing consulting services in compliance with Resolution 98-31 which governs the procedure for the procurement of professional services; and

WHEREAS, the Authority received and evaluated a total of six (6) proposals pursuant to the aforementioned requirements which resulted in a short-list of three (3) firms; and

WHEREAS, the Authority conducted oral interviews with the short-listed firms and Aloysius Butler & Clark was designated first on the preference list; and

WHEREAS, the Authority negotiated for services at compensation determined to be fair and reasonable, and in making such determination, conducted an analysis of the cost of the services in addition to considering the scope and complexity; and

WHEREAS, the Budget & Finance Committee reviewed the recommendation and concurs with the evaluation; and

NOW, THEREFORE, BE IT RESOLVED, that the Executive Director is hereby authorized to finalize the terms and conditions of an Advertising and Marketing Consulting Services Agreement with Aloysius Butler & Clark to provide such advertising and marketing consulting services and to have such agreement, upon advice and consent of counsel, executed by the Chairperson, Vice Chairperson and Executive Director.

Chairperson Parkowski stated that his daughter is employed with Aloysius Butler & Clark and stated that he will abstain from voting on Resolution 08-50.

A motion to approve Resolution 08-50 was made by Commissioner Dorn, seconded by Commissioner Simmerman. With Commissioner Favre voting no and Chairperson Parkowski abstaining, the motion was approved by a roll call vote of 9 yes, 1 no, and 1 abstention.