

RESOLUTION NO. 2017-2457

A RESOLUTION OF THE TOWN COMMISSION OF THE TOWN OF SURFSIDE, FLORIDA, AUTHORIZING AND APPROVING A PROPOSAL AND AGREEMENT WITH PINZUR COMMUNICATIONS, INC TO PROVIDE PUBLIC INFORMATION REPRESENTATIVE SERVICES; PROVIDING FOR WAIVER OF COMPETITIVE BIDDING; AUTHORIZING THE TOWN MANAGER TO NEGOTIATE AND ENTER INTO AN AGREEMENT FOR THE SERVICES; PROVIDING FOR IMPLEMENTATION; AND PROVIDING FOR AN EFFECTIVE DATE.

WHEREAS, the Town of Surfside (“Town”) has identified the immediate need for a Public Information Representative and approved such expenditure in its budget for Fiscal Year 2017/2018, including the provision of a Public Information Representative to provide a vital role in the public dissemination of Town information and business and the establishment of a strategic communications plan to ensure the timely and accurate distribution of such important Town information; and

WHEREAS, Pinzur Communications, Inc. (“Pinzur”) currently provides media and public relations services to the Town’s Tourist Board, and has submitted a Proposal to the Town to provide Public Information Representative services and a strategic communications plan and public relations services (the “Services”), a copy of which Proposal is attached hereto as Exhibit “A”; and

WHEREAS, the Town wishes to engage Pinzur to provide the Services as an independent contractor, and Pinzur has agreed to provide the Services in accordance with the Proposal attached hereto as Exhibit “A”; and

WHEREAS, the Town and Pinzur wish to enter into an agreement for the Services, substantially in accordance with the Proposal attached hereto as Exhibit “A”; and

WHEREAS, it is necessary to expeditiously proceed with the procurement and solicitation of the Services, in light of the recent aftermath of Hurricane Irma, the pendency of hurricane season, and the need for the Town to have a dedicated Public Information Representative to gather and disseminate vital information to Town residents and business interests, specifically, in the event of a natural disaster or other exigent circumstances; and

WHEREAS, the Town Commission wishes to authorize the Town Manager to negotiate and execute an agreement with Pinzur for the Services, substantially in accordance with the Proposal; and

WHEREAS, the competitive bidding procedures for the solicitation of the Services may be waived by the Town Commission pursuant to Section 3-12 of the Town Code, upon the recommendation of the Town Manager that such waiver is in the Town’s best interest in light of the

urgent need to obtain the Services expeditiously and provide for the vital dissemination of information to Town residents and interest holders, particularly, during and in the aftermath of a natural disaster and/or hurricane/storm event, and during the current hurricane season; and

WHEREAS, pursuant to the authority provided in Section 3-12 of the Town Code, the Town Commission finds and approves the waiver of competitive bidding in this instance in light of the urgent need to engage a Public Information Representative and provide such information services to Town residents and interests; and

WHEREAS, the Town Commission has determined that it is in the best interests of the Town to engage Pinzur to provide the Services as an independent contractor and authorize the Town Manager to negotiate and enter into an agreement with Pinzur for the Services, substantially in accordance with the terms of the Proposal attached as Exhibit "A", after conducting good faith efforts to review available sources and negotiate pricing and terms.

NOW, THEREFORE, BE IT RESOLVED BY THE TOWN COMMISSION OF THE TOWN OF SURFSIDE, FLORIDA, AS FOLLOWS:

Section 1. **Recitals Adopted.** That the above-stated recitals are hereby adopted and confirmed.

Section 2. **Authorization and Approval.** The Town Commission hereby authorizes and approves an agreement with Pinzur, substantially in accordance with the Proposal attached hereto as Exhibit "A", and authorizes the Town Manager to negotiate and execute the agreement with Pinzur on behalf of the Town, subject to approval as to form and legal sufficiency by the Town Attorney, and authorizes the expenditure of budgeted funds as detailed in the attached Proposal.

Section 3. **Waiver of Competitive Bidding.** That pursuant to Section 3-12 of the Town Code, the competitive bidding procedures of the Town's Purchasing Code are hereby waived for the attainment of the Services.

Section 3. **Implementation.** The Town Manager is hereby authorized to take any and all action necessary to implement the Proposal and this Resolution in accordance with its terms and conditions.

Section 5. **Effective Date.** That this Resolution shall become effective immediately upon adoption.

PASSED AND ADOPTED on this 10th day of October, 2017.

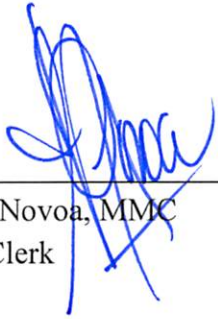
Motion By: Commissioner Karukin

Second By: Commissioner Gielchinsky

FINAL VOTE ON ADOPTION

Commissioner Daniel Gielchinsky	<u>yes</u>
Commissioner Michael Karukin	<u>yes</u>
Commissioner Tina Paul	<u>yes</u>
Vice Mayor Barry Cohen	<u>Absent</u>
Mayor Daniel Dietch	<u>yes</u>

Attest:

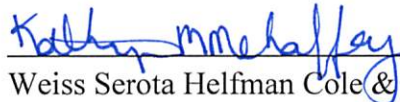


Sandra Novoa, MMC
Town Clerk



Daniel Dietch, Mayor

Approved as to Form and Legal Sufficiency:



Weiss Serota Helfman Cole & Bierman, P.L.
Town Attorney



October 1, 2017

Guillermo Olmedillo
Town Manager
Town of Surfside
9293 Harding Avenue
Surfside, FL 33154

Dear Guillermo,

The Town of Surfside deserves a reputable public information representative that understands every aspect of building and enhancing communications through an integrated strategic public relations plan.

That's where *Pinzur Communications* comes in. With nearly 20 years of experience creating transformational results for a number of top South Florida clients, we are confident that our hands-on approach to public relations, valuable media contacts and outstanding knowledge of Surfside would greatly impact the town. By the same token, it would be wonderfully rewarding for us to continue our partnership with Surfside and support the town's efforts to bridge the community together and to promote positive change.

Since beginning work with Surfside in April of this year, our agency has successfully secured a number of stories that shine a spotlight on the town. Several examples include a *NY Daily News* article titled "Here's why your next Miami trip should include a stop in Surfside" that ran online and in the paper's Sunday travel section, *Conde Nast Traveler* "Best beaches in Miami," *Tasting Table* roundup of small coastal towns including Surfside, *Miami News Times* "The 8 best things to do in Surfside," to name a few.

Please find a proposal enclosed that we feel addresses the needs of Surfside. Should you have any questions, feel free to reach out to me directly at 305-725-2875 or email Rachel@pinzurpr.com. Thank you.

Warmest regards,

Rachel Pinzur

Rachel Pinzur, President
Pinzur Communications

PUBLIC RELATIONS PROPOSAL

The following proposal has been created by Pinzur Communications in order to successfully devise and execute a public relations strategy for the Town of Surfside.

Executive Summary:

For a small municipality, the Town of Surfside and its city officials have brought radical and noteworthy change to the community. Examples to name a few include: building Surfside's capacity to manage climate change, enhancing public safety, implementing more sustainable initiatives, improving municipal services, lowering property tax mileage rate, and building a community recreation center. Additionally, Surfside is experiencing tremendous growth and redevelopment, transforming this town of 5,800 residents into a desirable place to live, work and play.

Surfside has tremendous opportunities to continue to foster positive change, build transparency between town officials, the public and press, and serve as a role model for other communities by establishing a strong communications program with support from Pinzur Communications, which would serve as an independent contractor. A South Florida-based firm, Pinzur Communications is already very familiar with the Town of Surfside, having worked with Surfside over the last five months.

By engaging with Pinzur Communications, agency would serve as the town's "public information representative" and would craft and execute a comprehensive PR plan that tackles the challenges that Surfside faces, as well as shines a positive spotlight on this beautiful community. In the event of crises or emergency situations, Pinzur Communications also would help guide Surfside's swift responses and actions.

Preliminary Objectives:

- Create and execute a strategic communications plan for the Town of Surfside that includes key messages for better transparency, standard operating procedures on handling media inquiries, crises and emergency situations, etc.
- Position the Town of Surfside as a community that cares deeply about issues that impact its residents, visitors, local businesses and employees and that is committed to the community's continued enhancement and future sustainability.
- Secure positive news stories about Surfside that resonate with the press, public and target audiences

Public Relations Services:

Pinzur Communications would provide the following services to the Town of Surfside.

- Hold fact-finding meeting with Town of Surfside point-person(s) in order to form key messages and set the future direction/ PR strategy for Surfside
- Use public information guide provided to Surfside as framework for shaping Surfside's communications policies and program
- Create standard operating procedures for communications program
- Develop comprehensive crisis communications plan
- Draft strategic PR plan and timeline outlining initiatives and programs
- Draft press materials as needed

- Craft thoughtful media pitches (English and Spanish) and target local (and some select) national online, print and broadcast media through ongoing media relations efforts
- Follow-up with interested press, coordination of interviews, journalist visits to Surfside, exchange of information and images, etc.
- Gather editorial calendars and determine best fit for Surfside
- Secure Surfside in key feature stories and roundup articles
- Draft talking points for media interview opportunities
- Media train spokesperson(s) for press opportunities
- Monitor conversations being held about Surfside including Nextdoor and help manage key messages, as well as correct erroneous information
- Provide strategic PR counsel, as necessary
- Participate in post-commission recap meetings with staff and regularly scheduled calls to discuss progress and next steps
- Monitor media coverage and prepare monthly clip reports

Budget:

Under budget of \$37,000 from October 15, 2017 through September 30, 2018, Pinzur Communications will provide the Town of Surfside with services detailed in the above proposal for up to 50 hours per month. In the event of a crisis or emergency situation, hours from following month can be borrowed for use in current month's services or vice-versa, any unused hours can be transferred to next month's services.

Under this fee, our services include all those listed in the above proposal. However, it does not include any out-of-pocket expenses and program-specific costs, such as laser printing, telephone charges, mailings, photocopying, postage and courier charges, graphics, publications and reprints, shipping, travel/mileage, and applicable taxes. **Any out-of-pocket expenses will be pre-approved by the client.**