

RESOLUTION NO. 2018- 2540

A RESOLUTION OF THE TOWN COMMISSION OF THE TOWN OF SURFSIDE, FLORIDA APPROVING A RENEWAL/AMENDMENT TO THE AGREEMENT WITH PINZUR COMMUNICATIONS, INC. FOR PUBLIC INFORMATION REPRESENTATIVE SERVICES; PROVIDING FOR AUTHORIZATION AND IMPLEMENTATION OF THE RENEWAL/AMENDMENT; AND PROVIDING FOR AN EFFECTIVE DATE.

WHEREAS, on November 15, 2017, the Town of Surfside (the “Town”) entered into a Professional Services Agreement with Pinzur Communications, Inc. (“Consultant”) for public information representative services (“Agreement”); and

WHEREAS, the Town and Consultant wish to amend the Agreement as set forth in the Renewal/Amendment to the Agreement attached hereto as Exhibit “A” (the “Amendment”), in order to extend the term of the Agreement for an additional one year period effective October 1, 2018 through September 30, 2019, provide for additional renewal terms, amend the scope of services to be provided by Consultant and the total compensation payable Consultant for the renewal term; and

WHEREAS, the Town Commission finds that the Amendment is in the best interest and welfare of the Town and wishes to approve same in substantially the form attached hereto as Exhibit “A.”

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

Section 1. Recitals. That the above and foregoing recitals are true and correct and are hereby incorporated by reference.

Section 2. Approval and Authorization. The Amendment between the Town and Consultant, substantially in the form attached hereto as Exhibit “A”, is hereby approved. The Town Commission authorizes the Town Manager to execute the Amendment on behalf of the Town, together with such non-substantive changes as may be approved by the Town Manager and Town Attorney for legal sufficiency.

Section 3. Implementation. The Town Manager and/or designee are authorized to take any and all action necessary to implement the purposes of this Resolution and the Amendment.

Section 4. Effective Date. This Resolution will become effective upon adoption.

PASSED AND ADOPTED this 9th day of October, 2018.

Motion by Vice Mayor Gielchinsky.
Second by Mayor Dietch.

FINAL VOTE ON ADOPTION

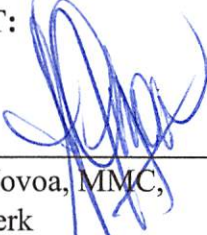
Commissioner Daniel Gielchinsky
Commissioner Michael Karukin
Commissioner Tina Paul
Vice Mayor Barry Cohen
Mayor Daniel Dietch

yes
Absent
NO
Absent
yes



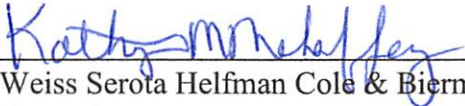
Daniel Dietch, Mayor

ATTEST:



Sandra Novoa, MMC,
Town Clerk

**APPROVED AS TO FORM AND
LEGAL SUFFICIENCY FOR THE TOWN OF SURFSIDE ONLY:**



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

RENEWAL/AMENDMENT TO AGREEMENT

TOWN OF SURFSIDE

AND

PINZUR COMMUNICATIONS, INC.

PUBLIC INFORMATION REPRESENTATIVE

THIS RENEWAL/AMENDMENT TO AGREEMENT (this "Amendment") is entered into as of October 1, 2018 by and between the **TOWN OF SURFSIDE, FLORIDA**, a Florida municipal corporation (hereinafter the "Town"), and **PINZUR COMMUNICATIONS, INC.**, a Florida corporation (hereinafter the "Consultant").

WHEREAS, the Town and Consultant entered into that certain Professional Services Agreement for Public Information Representative services dated November 15, 2017 (the "Agreement"); and

WHEREAS, the Town and Consultant wish to extend or renew the Term of the Agreement for a one (1) year period effective October 1, 2018, and provide the Town with the option of additional renewal terms, all as provided for herein; and

WHEREAS, the Town and Consultant further wish to amend and expand the scope of services as set forth in Exhibit "A" attached hereto and the compensation payable to Consultant.

NOW, THEREFORE, for and in consideration of the mutual promises set forth herein, the parties do hereby agree as follows:

1. **Recitals Adopted.** The above recitals are true and correct and are incorporated herein by this reference. All initially capitalized terms used but not otherwise defined herein shall have the meaning ascribed thereto in the Agreement.

2. **Extension/Renewal of Term.** Section 2 of the Agreement is hereby amended to extend or renew the Term of the Agreement for one (1) year effective October 1, 2018, from October 1, 2018 through September 30, 2019 ("First Renewal Term"). Thereafter, the Town shall have the further right to extend the Term of the Agreement for two (2) successive one (1) year terms, upon providing Consultant with a minimum of thirty (30) days' advance written notice (via email) of such election to renew for an additional year term.

3. **Scope of Services.** Section 1 of the Agreement is hereby amended in order to expand the Services provided by Consultant in accordance with the revised Scope of Services attached hereto as Exhibit "A." Consultant shall provide all Services provided in the revised Scope of Services attached hereto as Exhibit "A."

4. **Compensation and Payment.** Section 3.1 of the Agreement is hereby amended to provide that the Town shall pay the Consultant total compensation of \$90,020.00 for the First Renewal Term.

5. **Conflict; Amendment Prevails.** In the event of any conflict or ambiguity between the terms and provisions of this Amendment and the terms and provisions of the Agreement, the terms and provisions of this Amendment shall control.

6. **Agreement Ratified.** Except as otherwise specifically set forth or modified herein, the all terms and pricing in the Agreement are hereby ratified and affirmed and shall remain unmodified and in full force and effect in accordance with its terms.

[THE REST OF THIS PAGE INTENTIONALLY LEFT BLANK;
SIGNATURE PAGES FOLLOW]

IN WITNESS WHEREOF, the parties have executed this Amendment as of the date first set forth above.

TOWN:

TOWN OF SURFSIDE, a Florida municipal corporation

By: _____
Guillermo Olmedillo, Town Manager

Date Executed: _____

Attest:

Town Clerk

Approved as to Legal Form and
Leal Sufficiency:

Town Attorney

IN WITNESS WHEREOF, the parties have executed this Amendment as of the date first set forth above.

CONSULTANT:

Witnesses:

PINZUR COMMUNICATIONS, INC., a Florida corporation

By: _____

Print Name: _____

Name: _____

Title: _____

Date Executed: _____

Print Name: _____

EXHIBIT "A"

(Attach Revised Scope of Services)

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TOWN OF SURFSIDE

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Town Clerk

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Leal Sufficiency:

Town Attorney

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Witnesses:

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By: _____

Print Name: _____

Name: _____

Title: _____

Date Executed: _____

Print Name: _____

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(Attach Revised Scope of Services)

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By: _____

Print Name: _____

Name: _____

Title: _____

Date Executed: _____

Print Name: _____

EXHIBIT "A"

(Attach Revised Scope of Services)

Public Information Representative Expanded Scope of Services for FY 2019

PIR Scope of Services:

Pinzur Communications will provide the following expanded scope of services:

- Draft communications plan and strategy for FY 2019, as well as execute plan
- Draft key messages and FAQ documents around resident hot topics
- Provide strategic PR counsel, as necessary, on matters of importance to Town residents
- Continue to use public information program as a guide to set the framework for shaping Surfside's communications policies and program
- Transform Channel 93 into a more lifestyle-focused channel that will appeal more to Surfside residents; PIR and video production team to:
 - Create monthly schedule that includes topic and segment ideas (i.e. Haute Happenings in Surfside, new business features, dog identification, events, important topics for residents, etc.)
 - Reach out to subjects, businesses, department directors, etc. to notify them in advance of filming
 - Develop a TV training guide to help educate the interviewee about what to expect for filming, talking points, etc.
 - Schedule and film 2 to 3 segments per month at various locations. This takes (1) full day.
 - Edit each video, which takes several days. Videos will have unlimited use and can also be used for media opportunities
 - Upload videos to Channel 93 and make necessary edits/additions to content on Ch. 93 throughout the month
- Help boost citizen engagement and increase the amount of residents who sign-up for Town news alerts through the launch of a new campaign called #MySurfside
- Set-up Surfside table at key Town events to serve as another resource for residents to receive educational materials, ask questions and participate in the #MySurfside citizen engagement campaign
- Meet with Sustainability and Resiliency Committee to brainstorm ways to create a more engaged community on matters including sea level rise and climate change
- Monitor conversations being held about Surfside including Nextdoor for example; draft content for each month and regularly post updates to keep residents informed of important information, events, etc.; respond to residents' public and private questions on platform
- Survey residents on preferred mode of communication; continually look for ways to enhance existing and/or launch new communication channels based on feedback, such as additional social media channels
- Draft social media policy for Town of Surfside and, subject to the direction of the Elected Officials, coordinate social media workshop for Elected Officials and Town Administration and implement social media directives of Elected Officials and Town Administration.
- Film, produce and edit videos to educate residents on certain processes, hurricane preparedness, budget season and other relevant topics
- Assist with outreach to key stakeholders and the procurement of experts to speak at Town Commission meetings and workshops
- Assist with development of PowerPoint presentations as another communications tool for residents on matters of importance

- Continue to reach out to neighboring municipalities to form beneficial partnerships and share best practices
- Produce Town e-blasts to ensure messages are consistent; propose new look and feel; continually keep residents engaged and informed of important information and updates
- Assist with the creation of uniform/branded staff flyers for communication to residents, as well as produce graphics/flyers to be used on various communication channels (i.e. Nextdoor, social media, Publix and Starbucks community boards, etc.)
- Responsible for overseeing, drafting and/or editing any communication that goes to residents, such as door hangers, brochures, etc.
- Oversee regular updates to Town website and work with department directors on updating FAQs and relevant information that is important to residents
- Oversee the monthly Gazette including transformation of newsletter, editing and supplying information
- Include neighborhood synagogues, churches, schools and PTAs as part of communication outreach
- Help manage SeeClickFix and hold directors accountable for responding to residents in a timely manner; also provide further guidance on how to appropriately respond to challenging submissions
- Draft nominations for consideration of the Town of Surfside for key industry awards, such as American Planning Association – Florida Chapter’s “Great Places in Florida” or Florida League of Cities sustainability awards
- 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
- Form a “Government Academy” (similar to the Police Academy) with the goal of educating residents on how government works
- Attend Town Commission Meetings and participate in pre-agenda, as well as post-commission recap meetings with staff and regularly scheduled calls/meetings to discuss progress and next steps
- Regularly update crisis communications plan and work directly with Command Chief to ensure residents receive timely and regular updates on crises, hurricanes, etc.; draft talking points for Town staff as well as press
- Monitor media coverage, and prepare monthly status and clip reports; submit weekly reports