

# County of Passaic

## Board of County Commissioners



*OFFICE OF COUNTY COMMISSIONERS*

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Matthew P. Jordan, Esq.  
 Administrator  
 Nadege D. Allwaters, Esq.  
 County Counsel  
 Louis E. Imhof  
 Clerk Of The Board

Date: May 12, 2026 - 5:30 PM

Agenda: RESOLUTION AUTHORIZING PURCHASE OF DIGITAL ADVERTISING SERVICES THROUGH WILLOWBROOK MALL, LLC, FOR ADVERTISING AT WILLOWBROOK MALL FOR CALENDAR YEAR 2026, PURSUANT TO N.J.S.A. 40A:11-3

THIS RESOLUTION WAS REQUESTED BY:  
 CULTURAL AND HISTORIC AFFAIRS

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REVIEWED BY:

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Matthew P. Jordan, Esq.  
 COUNTY ADMINISTRATOR

APPROVED AS TO FORM AND LEGALITY:

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Nadege D. Allwaters, Esq.  
 COUNTY COUNSEL

<b>Official Resolution#</b>	
Meeting Date	5/12/2026
Introduced Date	4/30/2026
Adopted Date	
Agenda Item	56.
CAF#	G-01-41-785-025-201
Purchase Req. #	R6-09839
Result	

Public Works

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COMMITTEE NAME

**RESOLUTION AUTHORIZING PURCHASE OF DIGITAL ADVERTISING SERVICES THROUGH WILLOWBROOK MALL, LLC, FOR ADVERTISING AT WILLOWBROOK MALL FOR CALENDAR YEAR 2026, PURSUANT TO N.J.S.A. 40A:11-3**

**WHEREAS**, the County of Passaic (the “County”) is a government body incorporated pursuant to N.J.S.A. 40:18-1, et seq. and vested with all rights contained therein; and

**WHEREAS**, pursuant to N.J.S.A. 40:20-1 the Board of County Commissioners for the County of Passaic (hereinafter the “Board”) are vested with decision making powers on behalf of the County; and

**WHEREAS**, pursuant to N.J.S.A. 40A:11-3(c), the Governor, in consultation with the Department of Treasury, shall, no later than March 1 of every fifth year beginning in the fifth year after the year in which P.L. 1999, c.440 takes effect, adjust the [bid] threshold amount, in direct proportion to the rise or fall of the index rate as the term is defined in section N.J.S.A. 40A:11-2, and shall round the adjustment to the nearest \$1,000.00; and

**WHEREAS**, on July 15, 2025, the Board approved Resolution No. R-25-0618, setting the bid threshold at fifty-three thousand dollars (\$53,000.00), in accordance with the law; and

**WHEREAS**, the Department of Cultural & Historic Affairs (hereafter “Department”) desires the services of Willowbrook Mall LLC, to provide destination marketing services to promote destinations within the County at its shopping center, Willowbrook Mall; and

**WHEREAS**, Willowbrook Mall LLC, provided a quote to advertise and promote Passaic County events, programs, and brand awareness at Willowbrook Mall, in a total amount not to exceed nine thousand seven hundred fifty dollars (\$9,750.00), which is being recommended for approval by the Director of the Department of Cultural & Historical Affairs; and

**WHEREAS**, Willowbrook Mall LLC, has executed a Business Entity Disclosure Certification for Non-Fair and Open Contracts pursuant to N.J.S.A. 19:44A-20.8, stating that Direct Supply has not made and will not make any reportable contributions pursuant to N.J.S.A. 19:44A-1, et seq. that would bar award of this contract, which is attached hereto and made part of this resolution; and

**WHEREAS**, the Director of the Department of Cultural & Historical Affairs desires to award a contract to Willowbrook Mall LLC, to advertise and promote Passaic County events, programs, and brand awareness at Willowbrook Mall, in a total amount not to exceed nine thousand seven hundred fifty dollars (\$9,750.00); and

**WHEREAS**, funds are available in Account No. G-01-41-785-025-201 or any other account that may be deemed appropriate by the Chief Financial Officer or his designee, and the availability of funds has been contingently certified by the Chief Financial Officer subject to sufficient funds being appropriated by the Board in the 2026 and/or subsequent years’ County budget(s), which is attached to and made part of this Resolution; and

**WHEREAS**, this project is being funded through the County’s Destination Marketing Organization FY26 grant.

**WHEREAS**, this matter was discussed at the April 29, 2026, meeting of the Public Works Committee and is being recommended to the Board for approval; and

**NOW, THEREFORE, LET IT BE RESOLVED**, pursuant to N.J.S.A. 40A:11-6.1(a), the Board of County Commissioners of the County of Passaic authorizes an award of contract to Willowbrook Mall LLC, to advertise and promote Passaic County events, programs, and brand awareness at Willowbrook Mall, in a total amount not to exceed nine thousand seven hundred fifty dollars (\$9,750.00).

**LET IT BE FURTHER RESOLVED**, the Clerk to the Board shall publish on the Public Notices page of the County’s website, a brief notice stating the nature, duration, service, and amount of the contract to Willowbrook Mall LLC, and maintain a copy of the resolution on file and available for public inspection in the Office of the Clerk to the Board.

**LET IT BE FURTHER RESOLVED**, that the Clerk to the Board, County Counsel, and the Director of the Board are authorized to take any other steps necessary to carry out the purpose of this resolution.

ZMQ

May 12, 2026