

County of Passaic
Board of County Commissioners



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Date: May 27, 2025 - 5:30 PM


Agenda: RESOLUTION AUTHORIZING AN AWARD OF CONTRACT TO GATEWAY MEDIA, LLC FOR PUBLIC RELATIONS SERVICES, PURSUANT TO N.J.S.A. 40A:11-4.1, ET SEQ.

THIS RESOLUTION WAS REQUESTED BY:
ADMINISTRATION

REVIEWED BY:


Matthew P. Jordan, Esq.

APPROVED AS TO FORM AND LEGALITY:


Nadege D. Allwaters, Esq.

Official Resolution#	
Meeting Date	5/27/2025
Introduced Date	5/21/2025
Adopted Date	
Agenda Item	1.
CAF#	
Purchase Req. #	
Result	

Administration and Finance
COMMITTEE NAME

**RESOLUTION AUTHORIZING AN AWARD OF CONTRACT TO GATEWAY MEDIA, LLC
FOR PUBLIC RELATIONS SERVICES, PURSUANT TO N.J.S.A. 40A:11-4.1, ET SEQ.**

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

WHEREAS, pursuant to N.J.S.A. 40:20-1, the Board of County Commissioners of the County of Passaic (“Board”) is vested with managing the property, finances, and affairs of the County; and

WHEREAS, N.J.S.A. 40A:11-4.1 authorizes the County to utilize competitive contracting in lieu of public bidding for procurement of specialized goods and services, the price of which exceeds the bid threshold; and

WHEREAS, the County is in need of a qualified public relations consultant ; and

WHEREAS, N.J.S.A. 40A:11-4.1(m) specifically authorizes the County to utilize competitive contracting for the procurement of consulting services; and

WHEREAS, pursuant to N.J.S.A. 40A:11-4.3, on January 28, 2020, the Board approved Resolution No. R20200032, authorizing competitive contracting to retain a public relations consultant, and thereafter, the Passaic County Purchasing Agent issued RFP-25-022, Public Relations Services (“RFP-25-022”), seeking a qualified consultant to provide public relations services for the County; and

WHEREAS, on April 22, 2025, the Purchasing Agent unsealed responses to RFP-25-022, and in accordance with the law, a Review Committee was convened to review and score the responses to RFP-25-022; and

WHEREAS, in a memorandum dated May 12, 2025, attached hereto and made part of this Resolution, the Review Committee recommended a contract award to Gateway Media, LLC, to provide public relations services to the County for a three-year contract term, commencing on July 1, 2025 and expiring on June 30, 2028, for a total amount of two hundred fifty-nine thousand and two hundred dollars (\$259,200.00), with the County retaining two (2) one (1) year options to be exercised at the discretion of the Board; and

WHEREAS, pursuant to N.J.S.A. 19:44A-20.4, this contract is being awarded under a fair and open procurement process, which requires that a contract be: publicly advertised in sufficient time to give notice in advance of the contract; awarded under a process that provides for public solicitation of proposals or qualifications and awarded and disclosed under criteria established in writing by the public entity prior to the solicitation of proposals or qualifications; and publicly opened and announced when awarded; and

WHEREAS, pursuant to N.J.S.A. 52:32-60-1, et seq., Gateway Media, LLC executed the Non-Involvement in Prohibited Activities in Russia or Belarus Certification, attached hereto and made part of this Resolution, certifying that it is not involved in prohibited activities in Russia and Belarus, and the County confirmed that said vendor is not identified on the Specially Designated Nationals and Blocked Persons list created by the Office of Foreign Assets Control; and

WHEREAS, funds are available in any 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 2025 and/or subsequent County budget(s), which is attached hereto and made part of this Resolution; and

WHEREAS, this matter was discussed at the May 14, 2025 Administration and Finance Committee meeting, and is being recommended to the Board for approval.

NOW, THEREFORE, LET IT BE RESOLVED, pursuant to N.J.S.A. 40A:11-4.1, et seq., the Board of County Commissioners of the County of Passaic authorizes the award of a contract to Gateway Media, LLC, to provide public relations services to the County for a three-year contract term, commencing on July 1, 2025 and expiring on June 30, 2028, for a total amount of two hundred

fifty-nine thousand and two hundred dollars (\$259,200.00), with the County retaining two (2) one (1) year options to be exercised at the discretion of the Board, all in accordance with the terms and conditions set forth in RFP-25-022.

LET IT BE FURTHER RESOLVED, that the Clerk of the Board shall print, in the official newspaper, a brief notice stating the nature, duration, service, and amount of the contract awarded to Gateway Media, LLC, and maintain a copy of this 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 of the Board, County Counsel, Purchasing Agent, and Director of the Board are authorized to take any action necessary to carry out the purpose of this Resolution.

NB

May 27, 2025