

RESOLUTION NO. 2017- 391

A RESOLUTION TO AMEND AND SUPPLEMENT  
RESOLUTION NO. 2017-124 AUTHORIZING A  
CONTRACT FOR PUBLIC RELATIONS/MARKETING  
SERVICES, IN THE AMOUNT OF \$64,500.00

WHEREAS, the City Council of the City of Vineland, on February 28, 2017 adopted Resolution No. 2017-124, entitled “A RESOLUTION AUTHORIZING THE EXECUTION OF A PROFESSIONAL SERVICES AGREEMENT BY AND BETWEEN THE CITY OF VINELAND AND LEE TOFANELLI AND ASSOCIATES, LANDIS AVENUE VINELAND, NEW JERSEY FOR PUBLIC RELATIONS/MARKETING SERVICES”; and

WHEREAS, there exists a need to amend and supplement the Professional Services contract awarded to Lee Tofanelli and Associates, Landis Avenue Vineland, New Jersey, for Public Relations/Marketing Services, as authorized by Resolution No. 2017-124; by change order #1 to Contract No. C17-0033, for the redesign of the City of Vineland website to include the Municipal Utilities, Health Department, Economic Development Department, Police Department and Fire Department; and

WHEREAS, the City Comptroller has certified that funds for the amendment requested herein are available; now, therefore,

BE IT RESOLVED by the Council of the City of Vineland as follows:

1. THAT Resolution No. 2017-124, entitled “A RESOLUTION AUTHORIZING THE EXECUTION OF A PROFESSIONAL SERVICES AGREEMENT BY AND BETWEEN THE CITY OF VINELAND AND LEE TOFANELLI AND ASSOCIATES, LANDIS AVENUE VINELAND, NEW JERSEY FOR PUBLIC RELATIONS/MARKETING SERVICES”; be

and the same is hereby amended and supplemented to increase maximum amount of the contract by \$64,500.00.

2. THAT the Purchasing Agent be and the same is hereby authorized to issue an amendatory supplemental change order #1 to Contract No. C17-0033, in the amount of \$64,500.00.

Adopted:

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President of Council

ATTEST:

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City Clerk



September 5, 2017

REPORT

TO: THE MAYOR AND COUNCIL

RE: Amendatory Supplemental Change Order No. 1  
Contract No. C17-0033  
Public Relations/Marketing Services for the redesign of the City of Vineland website  
Lee Tofanelli and Associates, Landis Avenue, Vineland, New Jersey

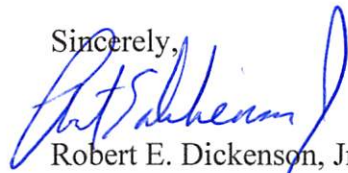
Dear Mayor and Member of Council:

We are requesting an amendatory supplemental change order to Contract No. C17-0033, issued to Lee Tofanelli and Associates, Inc., Landis Avenue, Vineland, New Jersey for the redesign of the City of Vineland website to include the Municipal Utilities, Health Department, Economic Development Department, Police Department and Fire Department. This contract was authorized by Resolution No. 2017-124, adopted by City Council on February 28, 2017.

The change order requested in the amount of \$64,500.00 will provide for the redesign of the City of Vineland website. This change order will increase the original contract amount from \$88,000.00 to \$152,500.00.

The amendatory supplemental change order for which authorization is herein requested may be authorized in accordance with N.J.A.C. 5:34-4.1 et seq.

Sincerely,



Robert E. Dickenson, Jr.  
Business Administrator

RD/rl

# FROM THE DESK OF MIGUEL A. MERCADO



August 23, 2017

MEMORANDUM TO BUSINESS ADMINISTRATION:

This is a request for change order #1 to Contract #C17-0033 for:

Project Name: Provide Marketing, Advertising, Promotional and Public/Relations/Constituent Consulting Services for the City of Vineland

Name/Address of Contractor: Lee Tofanelli and Associates, Inc.  
616 Landis Avenue  
Vineland, NJ 08360

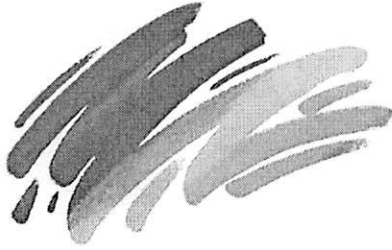
This change order is necessary to incorporate the following modification to this contract:

Redesign of the City of Vineland website to include the Municipal Utilities, Health Department, Economic Development Department, Police Department and Fire Department as outlined in written proposal dated June 15, 2017 at a cost of \$64,500.00.

<b>TOTAL AMOUNT OF CHANGE ORDER #1</b>	<b><u>\$ 64,500.00</u></b>
<b>Original Contract Amount:</b>	<b><u>\$ 88,000.00</u></b>
<b>Amount of this Change Order:</b>	<b><u>\$ 64,500.00</u></b>
<b>Previous Change Orders:</b>	<b>NONE</b>
<b>Total Revised Amount:</b>	<b><u>\$152,500.00</u></b>

Sincerely,

  
Miguel A. Mercado, QPA  
Purchasing Agent



*Lee Tofanelli and Associates, Inc.*

June 15, 2017

Mayor Anthony Fanucci  
640 Wood Street  
Vineland, NJ 08360

RE: City of Vineland Website Project

Dear Mayor Fanucci:

As a follow-up to our recent meeting, I have outlined the scope of services and costs associated with a redesign of the City of Vineland website, as well as ancillary websites currently being operated by individual city departments, in order to present a unified look and feel. This would include the Municipal Utilities, Health Department, Economic Development Department, Police Department, and Fire Department. The project cost is based on the parameters outlined in the written proposal incorporated as part of our current contract.

I understand your desire to move away from the current Sharepoint platform. So as discussed, we are recommending that the new site be created in Wordpress for the following reasons:

- WordPress is easy to use and has an intuitive interface which makes updating content quick and simple, and because it is browser based it can be managed from any computer. The site administrator can assign access levels and capabilities to individual users.
- Wordpress is a self-contained system and does not require HTML editing or FTP software.
- Search Engines like Google work very well with WordPress sites because they are easy to read and index, allowing for very precise search engine optimization.
- The design of the website is fully customizable, and functionality can be easily expanded through simple plug-ins.

Our team will create a custom, mobile-friendly design using all new imagery and video content which incorporates and builds upon functionality in the current city website. The new site will include advanced search capabilities, breadcrumb navigation, calendars, e-commerce functions, custom mapping, a forms database, news/RSS feeds, social media feeds, and will be compatible with all browsers. The site will be user-friendly with an intuitive design organized for the end user. It will include searchable forms that are printable and fillable, subscriber email alerts, and modern mega menu navigation.

After coordinating with the IS Department on technical requirements, Home Page layouts will be created and presented for review and consideration. Comments and suggestions will then be incorporated into the final Home Page design. The Home Page treatment will set the tone for the design execution of the ancillary pages that comprise the balance of the site content.

Mayor Anthony Fanucci  
June 15, 2017  
Page Two

After mapping out the information architecture, a comprehensive site-map will be built that will detail the hierarchy of content in flow-chart format. This will allow for review of content in a non-linear fashion and determine the appropriate navigational structure for the content. Development will take available screen real estate that is common to the various end users. Careful attention will be paid to the file sizes (particularly graphics and any rich media elements) in order to minimize slow load speeds.

The website will be constructed with natural optimization for Search Engines. Meta Data will be coded into each page that will inform Search Engines of keywords and content description, as well as include instructions for cataloging. Page titles will be crafted in a fashion so as to be descriptive, and appropriate copy and ALT tags will be utilized in the source code of web pages to optimize Search Engine indexing. A Site Map will also be built into the site in order to assist Search Engine cataloging as well. We estimate completion time to be approximately six months.

Project parameters and anticipated costs break down as follows:

• Review and update existing site content and develop new content as needed.	\$12,000
• Onsite photography and video production.	\$15,000
• Photo and video editing.	\$ 9,000
• Design and develop each site on its testing domain within its own Wordpress installation.	\$17,500
• Export pertinent text and other content from current sites. Configure A, MX, CName records, and modify in-site assets to reflect the host site URL.	\$ 4,550
• Site review and revisions retainage.	\$ 6,450
<b>TOTAL</b>	<b>\$64,500</b>

Since these actions will be taking place concurrently, we would propose to bill the project in five (5) monthly installments of \$11,610.00 beginning in July. The final payment of \$6,450 would be due and payable upon final approval of the new website by city officials.

Please let me know if you have any questions or require additional information. We are prepared to begin work immediately upon your confirmation.

Sincerely,

  
MICHAEL TOFANELLI  
Vice President