

10244. RESOLUTION 10-44 – AUTHORIZES A CONTRACT BETWEEN THE AUTHORITY AND THE STAR GROUP TO PROVIDE ADVERTISING AND MARKETING PROFESSIONAL SERVICES FOR THE CAPE MAY-LEWES FERRY

WHEREAS, The Delaware River and Bay Authority (the “Authority”) is a bi-state Authority of the State of Delaware and the State of New Jersey created by Compact that owns, operates and controls the Delaware Memorial Bridge, Cape May-Lewes Ferry and five (5) regional airports; and

WHEREAS, the Authority desires to procure those professional advertising and marketing consulting services for the Cape May – Lewes Ferry with an initial term of three (3) years with one (1) optional one-year renewal, such renewal to be authorized by the originating committee with the consent of the Chairperson and Vice Chairperson of the Board of Commissioners; and

WHEREAS, the Authority publicly advertised and issued a Request for Proposal (“RFP”) for the required professional advertising and marketing consulting services in compliance with Resolution 98-31, as amended by Resolution 09-52, which governs the procedure for the procurement of professional services; and

WHEREAS, the Authority received and evaluated thirteen (13) proposals pursuant to the aforementioned requirements; and

WHEREAS, the Authority short-listed five (5) firms and conducted oral interviews; and

WHEREAS, The Star Group was designated first on the preference list; and

WHEREAS, the estimated budget for such services is \$75,000 annually with a not to exceed \$225,000 over three (3) years; and

WHEREAS, the Budget & Finance Committee reviewed the recommendation and concurs with the evaluation.

NOW, THEREFORE, BE IT RESOLVED, that the Executive Director is hereby authorized to finalize the terms and conditions of a Services Agreement with The Star Group to provide professional advertising and marketing consulting services for the Cape May-Lewes Ferry and to have such agreement executed by the Chairperson, Vice-Chairperson and Executive Director.

A motion to approve Resolution 10-44 was made by Commissioner Lathem, seconded by Commissioner Smith, and approved by a roll call vote of 10-0.