



BOROUGH OF FAIR LAWN
MAYOR AND COUNCIL WORK SESSION
AGENDA

NOTE: FORMAL ACTION MAY BE TAKEN AT REGULAR MEETINGS, WORK SESSIONS OR SPECIAL MEETINGS. AGENDAS ARE PUBLISHED 48 HOURS IN ADVANCE TO THE EXTENT KNOWN.

WORK SESSION

7:30 P.M.

June 14, 2022

1. CALL TO ORDER

- a. Statement of Compliance with the Open Public Meetings Act
- b. Roll Call
- c. Flag Salute

2. REVIEW OF TENTATIVE AGENDA – June 28, 2022 Meeting

3. CME PILOT WATER TREATMENT PRESENTATION

4. GARRETSON FORGE & FARM – 100 YEAR ANNIVERSARY PRESENTATION

5. COUNCIL COMMENTS

6. ORDINANCE ON DRIVE THRU ESTABLISHMENTS

(Council Carryover – 10 minutes)

7. ANIMAL CONTROL – EMERGENCY SERVICE RESPONSE POLICY

(Council Carryover – 5 minutes)

8. BOROUGH SOCIAL MEDIA POLICY

(Deputy Mayor Cutrone & Councilmember Reinitz – 10 minutes)

9. BIKE LANE PILOT PROJECT

(Mayor Peluso – 10 minutes)

10. BUILDING CODE – WINDOW COVERAGE

(Deputy Mayor Cutrone - 10 minutes)

11. EXTENSION OF SHARED SERVICES AGREEMENTS W/FLBOE (SLEO CLASS III OFFICERS AND SCHOOL RESOURCE OFFICER)

(Manager Van Kruijningen – 10 Minutes)

12. AMENDMENT TO TRAFFIC ORDINANCE – NO LEFT TURN – 1ST STREET

(Manager Van Kruijningen – 5 Minutes)

13. AMENDMENTS TO FEE ORDINANCE – WORK ZONE SAFETY PROJECTS

(Manager Van Kruijningen – 5 Minutes)

14. BOROUGH ORDINANCE BANNING FEATHER SIGNS

(Deputy Mayor of Community Affairs Krause - 10 minutes)

15. DISABLED VETERAN TAX EXEMPTION APPLICATION (BLOCK 3409 LOT 16)

(Manager Van Kruiningen – 5 Minutes)

16. STATE TAX COURT SETTLEMENT (BLOCK 1301 LOT 13)

(Manager Van Kruiningen – 5 Minutes)

17. PUBLIC COMMENTS

Advisory: Each Speaker must provide their name and address. There is a five minute limit per speaker.

18. RESOLUTION 210-2022

RESOLUTION AUTHORIZING DEVELOPER'S AGREEMENT WITH 15-00 POLLITT DRIVE ASSOCIATES, LLC AND 19-00 POLLITT DRIVE ASSOCIATES, LLC

19. RESOLUTION 211-2022 - EXECUTIVE CLOSED SESSION

- a. Personnel matter pursuant to N.J.S.A. 10:4-12b(8)
- b. Pending or anticipated litigation or contract negotiation, other than collective bargaining agreements, in which the public body is or may become a party, or matters falling within the attorney-client privilege.

20. RECONVENE PUBLIC SESSION


21. ADJOURNMENT

Borough of Fair Lawn

Inter-Office Correspondence

JIM VAN KRUININGEN
BOROUGH MANAGER

TO: Mayor & Council

FROM: Jim Van Kruiningen, Borough Manager 

DATE: June 13, 2022

RE: Evaluation Report – Public Relations Specialist Consulting Services

In accordance with (N.J.S.A. 40A:11-4.1 et seq.) of the Local Public Contracts Law, sealed proposals for the provisions of Public Relations Specialist Consulting Services were received by the Borough, at 8-01 Fair Lawn Avenue, Fair Lawn, New Jersey, Room 206, on Tuesday, May 17, 2022 at 10:00 a.m., and publicly opened and read aloud.

The Borough requires an experienced and qualified public relations firm to assist the Borough in crafting and disseminating information of public importance, and to be the liaison to the Governing Body during any high profile or other events or incidents of public importance regarding the Borough. The Services to be performed under this contract awarded to the Successful Respondent will generally include public relations, press releases and communication strategies and shall be provided on an as-needed basis. The specific Services to be provided will be based on the needs related to the specific matter at hand. Specific items of work for each task will vary; however, examples of tasks could include, but are not limited to, the following:

1. Be available to consult with Borough representatives on an as needed basis as required;
2. Attend Council meetings and Borough events, as needed or requested;
3. Execute targeted public information in the forms of featured articles and related publicity for Borough events, promotions and important community information;
4. Write, format (with photos) and distribute press releases to print, online and broadcast media, including but not limited to recapping events that have occurred and addressing public comments received regarding such events;
5. Utilize social media to generate interest in, and improve, the Borough's overall social media presence;
6. Deliver key messages to the public through a public relations campaign via the press, social media and other media; and
7. Provide on-call public relations services; and be available for discussion on communication strategy or guidance when called upon, including nights and weekends, if necessary.
8. Other tasks related to the Services as the need arises.

The Borough received proposals from the following firms:

LW Communications, LLC, 445 Red Birch Court, Ridgewood, New Jersey 07450
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Direct Development, 1970 Brunswick Avenue, Suite 2, Lawrenceville, New Jersey 08648

8-01 FAIR LAWN AVENUE ~ FAIR LAWN, NEW JERSEY 07410

Telephone: (201) 794-5310

www.fairlawn.org

Proposals were referred to my office for review and recommendation.

The proposals were evaluated based on the below criteria:

1. Experience and reputation in the field;
2. Knowledge of the Borough of Fair Lawn in relation to the Services to be provided under the contract;
3. Availability to attend meetings and events of the Borough of Fair Lawn and to be on-call to address the Borough's need as and when requested;
4. Number of years practicing in the field;
5. Familiarity with the Borough of Fair Lawn;
6. Availability of personnel and other resources; and
7. Reasonableness of Cost Proposal;

LW Communications, LLC, 445 Red Birch Court, Ridgewood, New Jersey 07450

Clients	Fair Lawn Schools
Availability to Attend Meetings & Events	Yes
Number of Years in the Field	15
Familiarity with the Borough	Yes
Availability of Personnel, Equipment & Resources	Yes
Hourly Rate	\$150 per hour

Direct Development, 1970 Brunswick, Avenue, Suite 2, Lawrenceville, New Jersey 08648

Clients	Fanwood, Morristown, Roselle Park
Availability to Attend Meetings & Events	Yes
Number of Years in the Field	14
Familiarity with the Borough	No
Availability of Personnel, Equipment & Resources	Yes
Hourly Rate	\$125 per hour (M-F)(9:00 a.m. to 5:00 p.m.) \$187.50 after hours

After a thorough review of the proposals received, it is my recommendation that a contract be awarded and a resolution authorizing same be approved to the below firm for the provision of Public Relations Specialist Consulting Services for the Borough:

Firm: LW Communications, LLC, 445 Red Birch Court, Ridgewood, New Jersey 07450

Cost: \$150.00 per hour

Term: July 1, 2022 and ending June 30, 2023

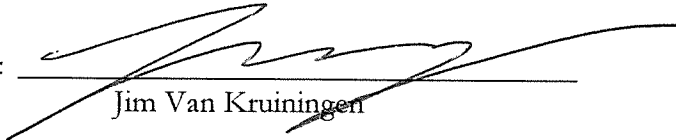
This firm shall work under the direction of the Mayor or his designee to provide the Services, as they are required.

As the governing body of the Borough, you have the right to reject these proposals for the reasons set forth in N.J.S.A. 40A:11-13.2.

This report shall be made available to the public at least 48 hours prior to the awarding of a contract on July 1, 2022.

Respectfully,

Name:



Jim Van Kruiningen

Title: Borough Manager

(Original to be retained by Governing Body's Clerk with the affirmed copy of the resolution; signed duplicate to be kept by appropriate official.)