MEMORANDUM

TO: The Honorable Mayor and City Commission

FROM: Jane A. Hines, CMC, City Clerk

DATE: 7/19/2012

RE: Authorizing an Increase with the Miami Herald Publishing Company for Retail Advertising Services

RECOMMENDATION:

It is recommended that the City Commission adopt the attached Resolution authorizing an increase for retail advertising services with the Miami Herald Publishing Company.

REASONS:

The City has been under contract with the Miami Herald Publishing Company for several years as there are legal obligations that require us to use The Miami Herald or Neighbors section for legal public noticing. Additionally when Special City Commission Meetings are scheduled, we do not have much flexibility to use other publications and still meet the noticing deadlines. On October 20, 2011 via Resolution No. 2011-1790, the City Commission entered into a retail, annual volume contract rate to advertise in The Miami Herald to allow the City to achieve a rate discount, with option for a second year, in an amount not to exceed Thirty Thousand Dollars ($30,000.00)

Due to an increase in demand of advertising services, an additional Eleven Thousand Dollars ($11,000.00) is needed to legally comply with statutory obligations to inform our residents and property owners of City Commission public hearings, a Special Edition entitled "Where You Live" commemorating the City's 15th Anniversary, and other related matters regarding the City.

FUNDING SOURCE:

Funding is available in the respective departments' advertising budget.

ATTACHMENTS:

1. Resolution
RESOLUTION NO. 2012-______

A RESOLUTION OF THE CITY COMMISSION OF THE CITY OF SUNNY ISLES BEACH, FLORIDA, AUTHORIZING THE NOT TO EXCEED AMOUNT FROM THIRTY THOUSAND DOLLARS ($30,000.00) TO FORTY-ONE THOUSAND DOLLARS ($41,000.00) WITH THE MIAMI HERALD PUBLISHING COMPANY FOR RETAIL ADVERTISING SERVICES; AUTHORIZING THE CITY MANAGER TO DO ALL THINGS NECESSARY TO EFFECTUATE THIS RESOLUTION; PROVIDING FOR AN EFFECTIVE DATE.

WHEREAS, The Miami Herald is a major daily newspaper in South Florida that also publishes the Neighbors section twice a week; and

WHEREAS, since the City’s incorporation, we have complied with various State public noticing requirements by placing legal notices as ads in either The Miami Herald, Neighbors or Metro sections, and for the required Spanish language election notices, in El Nuevo Herald; and

WHEREAS, on October 20, 2011 via Resolution No. 2011-1790, the City Commission entered into a retail, annual volume contract rate to advertise in The Miami Herald to allow the City to achieve a rate discount, with option for a second year, in an amount not to exceed Thirty Thousand Dollars ($30,000.00); and

WHEREAS, due to an increase in demand of advertising services, an additional Eleven Thousand Dollars ($11,000.00) is needed to legally comply with statutory obligations to inform our residents and property owners of City Commission public hearings, a Special Edition entitled “Where You Live” commemorating the City’s 15th Anniversary, and other related matters regarding the City.

NOW THEREFORE, BE IT RESOLVED BY THE CITY COMMISSION OF THE CITY OF SUNNY ISLES BEACH, FLORIDA, AS FOLLOWS:

Section 1. Approval of Authority. The City Commission hereby approves the authorization to increase the not to exceed amount from Thirty Thousand Dollars ($30,000.00) to Forty-One Thousand ($41,000.00) with the Miami Herald Publishing Company for retail advertising services.

Section 2. Authorization of City Manager. The City Manager is hereby authorized to do all things necessary to effectuate this Resolution.

Section 4. Effective Date. This Resolution will become effective upon adoption.

PASSED AND ADOPTED on this 19th day of July 2012.

______________________________
Norman S. Edelcup, Mayor
ATTEST:

_______________________________
Jane A. Hines, CMC, City Clerk

APPROVED AS TO FORM AND
LEGAL SUFFICIENCY:

_______________________________
Hans Ottinot, City Attorney

Moved by: _____________________________
Seconded by: _____________________________

Vote:

Mayor Edelcup  ____ (Yes)  ____ (No)
Vice Mayor Thaler ____ (Yes)  ____ (No)
Commissioner Aelion  ____ (Yes)  ____ (No)
Commissioner Gatto  ____ (Yes)  ____ (No)
Commissioner Scholl  ____ (Yes)  ____ (No)