



Board of County Commissioners

Resolution No. 2024 – 206

Administrative Committee

RESOLUTION AUTHORIZING A NON-FAIR AND OPEN CONTRACT BETWEEN CLEAR CHANNEL OUTDOOR AND THE COUNTY OF SALEM FOR BILLBOARD ADVERTISING

WHEREAS, the County of Salem has a need to acquire billboard space for advertising as a non-fair and open contract pursuant to the provisions of N.J.S.A. 19:44A-20.4 and 20.5 for multiple departments within the County to advertise their programs and services on local outdoor billboards; and

WHEREAS, the Purchasing Department has determined and certified in writing that the value of the contract will exceed \$17,500 (Seventeen Thousand, Five Hundred Dollars and Zero Cents) ; and

WHEREAS, this service can be defined as an Extraordinary Unspecifiable Service (EUS), N.J.S.A. 40A:11-5(1)(a)(ii) an N.J.A.C. 5:34-2.3(b) given only one vendor has the contract for billboard advertising in South Jersey; and

WHEREAS, it has been determined that a bid specification would be specialized & qualitative in nature and would only generate one response; and

WHEREAS, the Salem County Purchasing Department has completed the required certificate for authorizing approval of a resolution through the EUS process; and

WHEREAS, it has been determined that Clear Channel Outdoor has the only "sole source" ability to execute billboard contracts in Salem County and South Jersey; and

WHEREAS, Clear Channel Outdoor, has completed and submitted a Business Entity Disclosure Certification which certifies that they have not made any reportable contributions to a political or candidate committee in the County of Salem in the previous one year, and that the contract will prohibit her from making any reportable contributions through the term of the contract; and

NOW, THEREFORE, BE IT RESOLVED by the Board of County Commissioners of the County of Salem as follows:

1. The Salem County Board of County Commissioners hereby awards a contract to Clear Channel Outdoor in the amount not to exceed \$24,700 (Twenty-Four Thousand Dollars and Zero Cents) to advertise on billboards in Salem County.
2. The contract, commencing May 1, 2024 and terminating upon the completion of the billboard scheduling, with a final date no later than December 31, 2024 and shall be completed in full accordance with the terms and conditions of the contract.

3. The County Commissioner Director and the Clerk of the Board shall be authorized to execute said contract in conjunction with Salem County, subject to the review of the Salem County Counsel.

I hereby certify the foregoing to be a true resolution adopted by the Salem County Board of County Commissioners at its annual reorganization meeting held on May 15, 2024.


 STACY L. PENNINGTON
 Clerk of the Board

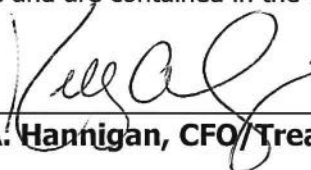
RECORD OF VOTE

COMMISSIONER	RESOLUTION MOVED	RESOLUTION SECOND	AYE	NAY	ABSTAIN	ABSENT
E. Ramsay		✓	✓			
C. Taylor			✓			
D. Timmerman			✓			
G. Ostrum Jr.	✓		✓			
B. Laury			✓			

✓ Indicates Vote

Department Initials _____

I, **Kelly A. Hannigan, CFO/Treasurer** of the County of Salem, hereby certify in accordance with **Section 5:34-5 of the Local Public Contracts Guidelines and Local Public Contracts Regulations** that adequate funds for the contract listed below are available and are contained in the **OFFICIAL BUDGET** of the County of Salem.


 Kelly A. Hannigan, CFO/Treasurer

AMOUNT: Not to exceed \$24,700.00	DATE: May 15, 2024
ACCOUNT # and NAME: G-02-41-701-23M-303 – MIPPA Grant - \$8,200.00	
G-02-41-733-23D-303 – Safer Communities Grant - \$9,000.00	
G-02-41-756-23C-303 – Lead Exposure Grant - \$7,500.00	
FOR:	Outdoor Billboard Advertising for Salem County Programs
VENDOR:	Clear Channel Outdoor