



Board of County Commissioners

Administrative Committee

RESOLUTION REVISING A NON-FAIR AND OPEN CONTRACT BETWEEN EFFECTV AND THE COUNTY OF SALEM FOR COMMERCIAL ADVERTISING ON CABLE TELEVISION

WHEREAS, the County of Salem has a need to acquire commercial TV 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 cable television channels; and

WHEREAS, the County of Salem approved the original Resolution 2023-523 on December 20, 2023 for \$50,824.00 (Fifty Thousand, Eight Hundred Twenty-Four Dollars and Zero Cents) with a revised Resolution 2024-453 on November 6, 2024 for \$80,824.00 (Eighty Thousand, Eight Hundred Twenty-Four Dollars and Zero Cents) to use Effectv for commercial TV advertising in South Jersey; and

WHEREAS, the Child Advocacy Center will also be running commercials through December 31, 2024 to highlight their program in Salem County; 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); and

WHEREAS, the current contract with Effectv is for \$80,824.00 (Eighty Thousand, Eight Hundred Twenty-Four Dollars and Zero Cents) and will increase \$15,000.00 (Fifteen Thousand Dollars and Zero Cents) with the new Child Advocacy Center program added, bringing the new contract total to \$95,824.00 (Ninety-Five Thousand, Eight Hundred Twenty-Four Dollars and Zero Cents); and

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

WHEREAS, Effectv, 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.

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 revised contract to Effectv in the amount not to exceed \$15,000.00 (Fifteen Thousand Dollars and Zero Cents) to create and advertise cable TV commercials for the Child Advocacy Center.
2. The contract commenced January 1, 2024 and terminates upon the completion of the commercial 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.

- 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 meeting held on November 20, 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: \$15,000.00	DATE: November 20, 2024
ACCOUNT # and NAME: G-02-41-784-24C-303 – Child Advocacy Development O/E	
FOR: Cable Television Commercials for Child Advocacy Center	
VENDOR: Effectv – a Comcast Company	