

RESOLUTION No. 20-228

A RESOLUTION OF THE MAYOR AND THE CITY COUNCIL OF THE CITY OF DORAL, FLORIDA, AUTHORIZING THE CITY MANAGER TO ENTER INTO AN AGREEMENT WITH IN SITE MEDIA FOR A TWO (2) YEAR PERIOD WITH A ONE-YEAR (1) OPTION TO RENEW FOR THE DESIGN, CONSTRUCTION, INSTALLATION, AND MAINTENANCE OF THE CITY'S BUS BENCHES; AUTHORIZING THE CITY MANAGER TO EXECUTE THE AGREEMENT; AND PROVIDING FOR AN EFFECTIVE DATE

WHEREAS, on September 22, 2009 the City entered into a five (5) year contract with a one-time optional renewal of five (5) years for with Martin Outdoor Media commencing on November 1, 2009 and ending on October 31, 2014 the design, construction, installation, and maintenance of the City's bus benches; and

WHEREAS, on October 20, 2014, the City of Doral executed the final option-to-extend of the Bus Bench Contract which expired on October 31, 2019; and

WHEREAS, on September 11, 2019, the Mayor and City Council Members approved to extend the current Contract Agreement with In Site Street Media, formerly known as Martin Outdoor Media, on a month-to-month basis with a not to exceed one-year (1) period under the same terms and conditions of the original Contract; and

WHEREAS, the current contract extension will expire in October 31, 2020; and

WHEREAS, the City's Public Works Department (PWD) had been coordinating with Miami-Dade County's Department of Transportation and Public Works (DTPW) on the timing of their awarding of a Bus Passenger Bench Program contract to In Site Media which was anticipated to be awarded at the September 2019 Board of County Commissioner's (BCC) meeting; and

WHEREAS, the PWD was interested in the possibility of adopting the competitively bid contract by Miami-Dade County; and

WHEREAS, after reviewing the terms and conditions of the Miami-Dade County Contract with In Site Media, it was determined that it was not in the City's best interest to adopt the contract primary based on the design and aesthetics of the Miami-Dade County bus benches and the contract clauses; and

WHEREAS, COVID-19 Pandemic has led to an immediate drop in advertising spending throughout the country, which has greatly affected the advertising and marketing industry which has resulted In Site Media an actual revenue decrease of 25.4% for the four (4) month period of April through July 2020, a reduction of approximately \$300,000 from 2019; and

WHEREAS, Financial experts have forecasted a recovery period of 2-5 years due to the COVID-19 Pandemic; and

WHEREAS, the PWD respectfully recommends to waive the competitive bid process for a Bus Bench Contract and enter into a new contract with In Site Media for a two (2) year period with a one-year (1) option to renew under the same terms and conditions of the current contract with minor amendments.

NOW, THEREFORE, BE IT RESOLVED BY THE CITY COUNCIL OF THE CITY OF DORAL AS FOLLOWS:

Section 1. Recitals. The above recitals are confirmed, adopted, and incorporated herein and made part hereof by this reference.

Section 2. Approval. The contract agreement between the City of Doral and In Site Media for the design, construction, installation, and maintenance of the City's bus benches is hereby approved.

Section 3. Authorization. The City Manager is authorized to negotiate and execute a contract agreement two (2) year period with a one-year (1) option to renew under the same terms and conditions of the current contract with minor amendments with In Site Media on the behalf of the City.

Section 4. Implementation. The City Manager and City Attorney are hereby authorized to take such action as may be necessary to implement the purpose and the provisions of this resolution.

Section 5. Effective Date. This Resolution shall take effect immediately upon adoption.

The foregoing Resolution was offered by Councilmember Mariaca who moved its adoption.

The motion was seconded by Councilmember Cabrera and upon being put to a vote, the vote was as follows:

Mayor Juan Carlos Bermudez	Yes
Vice Mayor Christi Fraga	Yes
Councilwoman Digna Cabral	Yes
Councilman Pete Cabrera	Yes
Councilwoman Claudia Mariaca	Yes

PASSED AND ADOPTED this 14 day of October, 2020.




JUAN CARLOS BERMUDEZ, MAYOR

ATTEST:



CONNIE DIAZ, MMC
CITY CLERK

APPROVED AS TO FORM AND LEGAL SUFFICIENCY
FOR THE USE AND RELIANCE OF THE CITY OF DORAL ONLY:



LUIS FIGUEREDO, ESQ.
CITY ATTORNEY