

RESOLUTION No. 22-169

A RESOLUTION OF THE MAYOR AND THE CITY COUNCIL OF THE CITY OF DORAL, FLORIDA, APPROVING THE AWARD OF REQUEST FOR PROPOSALS #2022-15 “MEDIA MONITORING SERVICES” TO THE TOP RANKED VENDOR; AUTHORIZING THE CITY MANAGER TO ENTER INTO AN AGREEMENT WITH PRESSRELATIONS INC. FOR ROBUST MEDIA MONITORING SERVICES, AND TO EXPEND BUDGETED FUNDS FOR A THREE (3) YEAR PERIOD WITH THE OPTION TO RENEW FOR AN ADDITIONAL TWO (2) ONE (1) YEAR PERIODS UNDER THE SAME TERMS, AND CONDITIONS OF THE CONTRACT; AUTHORIZING THE CITY MANAGER TO NEGOTIATE AND ENTER INTO AN AGREEMENT WITH THE NEXT LOWEST BIDDER SUCCESSIVELY IF AN AGREEMENT CAN NOT BE NEGOTIATED WITH THE TOP BIDDER; AUTHORIZING THE CITY MANAGER TO EXECUTE THE CONTRACT AND EXPEND BUDGETED FUNDS ON BEHALF OF THE CITY; PROVIDING FOR IMPLEMENTATION; AND PROVIDING FOR AN EFFECTIVE DATE

WHEREAS, Media monitoring services has been a tool utilized by the Public Affairs Department for years. Media monitoring tools allows the tracking of topics across print, online, and broadcast media output. This is important to measure successes, deal with a crisis quickly, listen out for negative publicity, and address inaccuracies; and

WHEREAS, on May 2, 2022, the City of Doral (the “City”) issued Request for Proposal #2022-15, “Media Monitoring Services” (the RFP) for the purpose of obtaining services from parties capable of providing robust media monitoring services for printing and broadcasting; and

WHEREAS, the City received seven (3) submittals for the RFP which were opened on June 17, 2022 at 10:00 a.m., with two (2) firms meeting the minimum required criteria set forth in the RFP with minor irregularities that were cured; and

WHEREAS, the City requested for all bid submittals to consider the bid amount for a potential five (5) year contract; and

WHEREAS, a public meeting was scheduled for Phase I of the evaluation, which was held on June 28th, 2022, where the committee decided to shortlist both firms for Phase II presentation/Interview. Both shortlisted firms are in equal standing at the beginning of Phase II Evaluation; and

WHEREAS, upon review of the bids submitted, and completion of the Phase II Evaluation, City Staff respectfully requests that the City Council authorize the City Manager to enter into an agreement with PressRelations Inc, who was deemed the lowest most responsive and responsible bidder for the printing and mailing services, expending budgeted funds for a three (3) year term with the option to renew for an additional two (2) one (1) year terms.

NOW, THEREFORE, BE IT RESOLVED BY THE MAYOR AND 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 City Manager is authorized to enter into an Agreement with PressRelations Inc for the provision of media monitoring services, expending budgeted funds for a three (3) year term with the option to renew for an additional two (2) one (1) year terms under the same terms, and conditions.

Section 3. **Authorization.** The City Manager is authorized to execute the work orders and expend budgeted funds on the behalf of the City.

Section 4. **Implementation.** The City Manager and the City Attorney are hereby authorized to take such further 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 Puig-Corve and upon being put to a vote, the vote was as follows:

Mayor Juan Carlos Bermudez	Yes
Vice Mayor Digna Cabral	Yes
Councilman Pete Cabrera	Yes
Councilwoman Claudia Mariaca	Yes
Councilman Oscar Puig-Corve	Yes

PASSED AND ADOPTED this 14 day of September, 2022.



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