

VILLAGE OF LONG GROVE

RESOLUTION NO. 2024-R-___

A RESOLUTION APPROVING A PROPOSAL FOR PUBLIC RELATIONS AND MARKETING COMMUNICATIONS SERVICES WITH WISDOM BRIDGE MARKETING

WHEREAS, the Village of Long Grove (the “**Village**”) makes ongoing efforts to communicate with its residents and the broader Long Grove community through newsletters, social media, and various other means (“**Communication Activities**”); and

WHEREAS, to supplement the Village’s capabilities in undertaking its Communication Activities, the Village staff has sought out third-party consulting services (“**Consultants**”); and

WHEREAS, after reviewing proposals from various Consultants, the Village entered into an agreement (the “**2023 Agreement**”) with Wisdom Bridge Marketing L.L.C. (“**Wisdom Bridge**”) to assist the Village with its Communication Activities; and

WHEREAS, the 2023 Agreement expires on January 31, 2024;

WHEREAS, Wisdom Bridge has submitted a proposal for a new agreement, attached hereto as Exhibit A (the “**Proposal**”); and

WHEREAS, the Village staff has determined that the Proposal is best suited to assist the Village with its Communication Activities; and

WHEREAS, the Village President and Board of Trustees (the “**Village Board**”) have determined that it is necessary and appropriate to approve the Proposal as hereinafter set forth;

NOW, THEREFORE, BE IT RESOLVED BY THE BOARD OF TRUSTEES OF THE VILLAGE OF LONG GROVE, LAKE COUNTY, ILLINOIS, as follows:

SECTION ONE. Recitals. The foregoing recitals are incorporated herein as the findings of the Village Board.

SECTION TWO. Approval; Authorization.

(a) The Village of Long Grove hereby approves the Proposal provided by Wisdom Bridge in the amount of \$51,975.00 for eleven months (plus authorized reimbursable expenses),

unless otherwise approved by resolution of the Village Board. The Proposal supersedes the 2023 Agreement.

(b) The Village Manager, in consultation with the Village Attorney, is authorized and directed to negotiate final contract terms with Wisdom Bridge in general conformity with the Proposal. Upon finalization of such contract terms, the Village President and Village Manager are each authorized to execute, and the Village Clerk or a Deputy Clerk of the Village is authorized to attest, such contract and related documents (the “**Contract Documents**”) on behalf of the Village; provided, however, that no person shall execute any Contract Documents on behalf of the Village unless and until the Village has received the signed Contract Documents from Wisdom Bridge.

SECTION THREE. Effective Date. This Resolution shall be in effect from and after its passage and approval by the corporate authorities in the manner provided by law.

PASSED this ___ day of January, 2024.

AYES:

NAYS:

ABSTAIN:

ABSENT:

APPROVED this ___ day of January, 2024.

Bill Jacob, Village President

ATTEST:

Michele Schmitke, Village Clerk

EXHIBIT A

WISDOM BRIDGE COMMUNICATIONS SERVICES PROPOSAL