



# Allentown

435 Hamilton Street  
Allentown, Pa. 18101

## Minutes - Final

### City Council

---

Wednesday, September 5, 2018

6:45 PM

Council Chambers

---

#### Contract Approval Meeting

#### Call to Order: Council President MacLean

**Present:** 7 - Candida Affa, Roger MacLean, Courtney Robinson, Cynthia Mota, Daryl Hendricks, Julio Guridy, and Ed Zucal

#### RESOLUTIONS FOR FINAL PASSAGE (To be Voted On):

[15-2517](#)

R104

Authorization for Engagement of Professional Services for \$25,000 with Faces International LLC for social media consulting for the Community & Economic Development Department - including the creation and launch of various social media platforms and the creation of content and messaging for social media marketing - 3 quotes.

**Attachments:** [R104 Faces](#)

Ms. Cynthia Mota stated that they do a lot of community engagement and most of the events that she attended is always a full house.

Mr. Julio Guridy stated that when we were interviewing mayoral candidates, he was told that the city needed to advertise more on what we offer, including the NIZ.

Mr. Dan Diaz stated as a resource we can use this platform as to demonstrate that Allentown is open for business. We want to put a face out there. We have so many great attributes and institutions that need to be highlighted throughout the city.

Mr. Courtney Robinson stated that he is confused because when he spoke to Mr. Lightner he said it was for the Comprehensive Plan and not for marketing to the business community. How are you going to judge the matrix if it is only a five month contract?

Mr. Dan Diaz stated that the Comprehensive Plan has a component of community engagement and that is done through Planning. This is for Community and Economic Development and engaging the businesses. He stated that it will tie into the Comprehensive Plan and the outreach is a

component to that. Our Social Media campaign is another way to implement business outreach and retention. This group right now is going to do the research component. We will develop a strategy.

Mr. Ed Zucal asked is this going to be a progressive thing. Is it going to be \$25,000 a month for Phase II.

Mr. Dan Diaz stated that is difficult to answer. This is the point in time we are doing the research and getting the bones together to establish a structure and explore the most efficient platform of social media to help us engage the community.

Mr. Roger MacLean asked if there were any other questions from Council or the public.

Mr. Ken Heffentager, 214 N. St. Cloud Street, stated that Quakertown has one signal billboard and then you can't help see what is going on in Quakertown. The same thing with WFMZ news. The news go across the bottom on their feed. There is nothing of Allentown on it. If you go to Philadelphia and park events. We have electronic billboards all over the city and you never see anything on it accept for movies. Why don't we go after obvious sources. In Philadelphia in order to get an electronic billboard, the company has to promise so much time for the city itself on there.

Mr. Julio Guridy stated that when we did that Lease initially, we did that.

Mr. Dan Diaz stated that with Adams Outdoor, we do put community events that are Allentown sponsored as marketing for those.

Mr. Julio Guridy stated that we need to be more proactive.

Mr. Dan Diaz stated that is a great suggestion and we want to explore that. When you have businesses that have been here for 50 years, is this an opportunity to highlight them on the billboards. From an ethics standpoint, we can't pick one from the other. We want to highlight those particular institutions that really invest in Allentown.

Mr. Julio Guridy stated that even with the cable televisions that we have contracts with. When Verizon came over to put Fios throughout the city and we talk about something like that and also Service Electric. He suggested to look into those contracts.

Mr. Dan Diaz stated that he will be happy to do so.

Mr. Roger MacLean asked if there were any other comments from the public.

Mr. James Whitney stated that he doesn't know who runs Faces International. He stated that he does have some concerns. He is looking at Faces International following on Social Media and he is seeing Matrix that don't necessarily add up with an agency that has the ability to create a type of engagements needed that will result in action. He stated that his wife and he create Social Media content for Target, Adidas, Samsung, T-Mobile, and there is an expectation and a game plan on how that Social Media content is going to result in positive financially for the people that pay us. The organization that we are talking about paying \$25,000 and I am looking at their Instagram and what I am seeing is that they are getting one percent of their following engaging in their content that they are posting. They are not necessarily creating original content on a level of someone that wants to do Social Media for the City of Allentown. He stated that he would love to work with them to try to get that content up to that level and volunteer his services free of charge to consult with them. We need to be really sure and fully vet any Social Media content creators. There should be a board of volunteers that could do this free of charge.

Mr. Roger MacLean asked if the city received nine bids for this.

Mr. Dan Diaz stated no.

Ms. Jessica Baraket stated no, we received three bids.

Mr. Roger MacLean asked if there were an Evaluation Committee.

Mr. Dan Diaz stated correct.

Mr. Roger MacLean asked if there were any other comments from the public.

Mr. Cecelia Gerlach, 109 S. 9th Street, stated that we engaged with at that time they were called Lehigh Valley Faces, now they have another name. We engaged with them as a School District. They did an awesome job with no issue.

Ms. Jessica Baraket stated that part of the criteria in looking at this was looking at past references and including some of the content as well. It was what was included in the evaluation process. This was not done solely based on pricing. It was done off of an evaluation based off of nine factors with cost being one of the nine. There were eight other factors that was taken into consideration and evaluated by the committee. They did look at

other factors in addition to costs to making the decision.

Ms. Cynthia Mota stated that a couple of years ago the city did Black History Month and one of the gentlemen that runs this organization was working with us at the city. He did an amazing job. It was the first time we did Black History Month. He did an amazing job and it was successful.

Mr. Roger MacLean asked if there were any other comments from the public.

Mr. Michael Hanlon stated that to Mr. Robinson's point, two weeks you approved a contract for the same group for the Comprehensive Plan.

Mr. Courtney Robinson stated that is exactly why i asked the question last night.

**Yes:** 7 - Candida Affa, Roger MacLean, Courtney Robinson, Cynthia Mota, Daryl Hendricks, Julio Guridy, and Ed Zucal

Enactment No: 29697

[15-2518](#)

R105

Authorization for a Change Order on a contract previously bid and awarded to DeAngelo Brothers, LLC in the amount of \$104,388.02 to perform additional pavement marking services. The Change Order Committee approved an increase the contract sum of the original contract. Funds will be spread over the two remaining contract years.

Original Contract Sum: \$52,194.01

Change Order No. 1: \$104,388.02

New Contract Sum: \$156, 582.03

**Attachments:** [R105 Deangelo Brothers](#)  
[Resolution #29698](#)

Ms. Jessica Baraket stated that in 2016 services for this contract it was solicited through a bid process. The original Council's approval that came before you and was approved by Council read to approve a total contract value of \$52,194.01 for the total contract value for three years. It was an error how it was written and it should have said per year for three years. This is a Change Order to correct that error and have you approve the actual total amount of the contract which is \$52,194.01 per year for three years. The Change Order is for an increase to bring the total sum of the contract to \$156,582.03 for three years.

Mr. Roger MacLean asked is the money there.

Ms. Jessica Baraket stated correct.

Mr. Daryl Hendricks asked if the markings will be your area, Mr. Messinger.

Mr. Craig Messinger stated that they are the WLO, the white lines and all the markings that go into the streets, yearly. It was just a misstep. It was up to \$52,000 a year. As we budget in our Traffic account for those markings.

Mr. Roger MacLean asked if there were any other questions from Council or the public.

**Yes:** 7 - Candida Affa, Roger MacLean, Courtney Robinson, Cynthia Mota, Daryl Hendricks, Julio Guridy, and Ed Zucal

Enactment No: 29698

**ADJOURNED: 7:30 PM**