

**RESOLUTION NO. 2022-**

**A RESOLUTION OF THE VILLAGE OF PINECREST, FLORIDA, AUTHORIZING THE VILLAGE MANAGER TO ENTER INTO AN AGREEMENT WITH WRAGG & CASAS FOR US 1 VISION PLAN COMMUNITY ENGAGEMENT CAMPAIGN; PROVIDING FOR AN EFFECTIVE DATE.**

WHEREAS, the Village issued a Request for Proposals for *US 1 Vision Plan Community Engagement Campaign*; and

WHEREAS, the Village Manager received proposals by the published deadline; and

WHEREAS, a staff evaluation committee has ranked the top proposals as follows:

1. Wragg & Casas
2. The Brand Advocates
3. Amare

NOW, THEREFORE, BE IT RESOLVED BY THE VILLAGE COUNCIL OF THE VILLAGE OF PINECREST, FLORIDA, AS FOLLOWS:

Section 1. That the Village Manager is hereby authorized to enter into an agreement with Wragg & Casas for US 1 Vision Plan Community Engagement Campaign.

Section 2. This resolution shall be effective immediately upon adoption.

PASSED AND ADOPTED this 8th day of February, 2022.

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Joseph M. Corradino, Mayor

Attest:

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Priscilla Torres, CMC  
Village Clerk

Approved as to Form and Legal Sufficiency:


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Mitchell Bierman  
Village Attorney



Yocelyn Galiano, ICMA-CM  
Village Manager  
manager@pinecrest-fl.gov

MEMORANDUM  
Office of the Village Manager

DATE: March 1, 2022  
TO: The Honorable Mayor and Members of the Village Council  
FROM: Yocelyn Galiano, ICMA-CM, Village Manager   
RE: Resolution Awarding US 1 Vision Plan Community Engagement Campaign

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The Village published a Request for Proposals for US 1 Vision Plan Community Engagement Campaign. As a result of the RFP, the following three (3) proposals were received by the February 15, 2022 deadline:

1. Wragg & Casas
2. The Brand Advocates
3. Amare

Based upon the selection committee's evaluation of the qualifications and responsiveness, the firms were ranked in the following order:

1. Wragg & Casas
2. The Brand Advocates
3. Amare

I hereby respectfully recommend the Village Council adopt the attached resolution awarding the contract for US 1 Vision Plan Community Engagement Campaign to Wragg & Casas.

