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**THE CITY OF BLUE ISLAND  
COOK COUNTY, ILLINOIS**

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**RESOLUTION  
NUMBER 2019-024**

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**A RESOLUTION APPROVING AND AUTHORIZING  
A CONTRACT WITH BROWNTOWN COMMUNICATIONS FOR  
WEBSITE AND SOCIAL MEDIA MANAGEMENT**

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**DOMINGO F. VARGAS, Mayor  
Randy Heuser, City Clerk**

**DEXTER JOHNSON  
FRED BILOTTO  
NANCY RITA  
TOM HAWLEY  
MICHAEL MECH  
CANDACE CARR  
ALECIA SLATTERY**

**ANNETTE ALEXANDER  
WILLIAM CAZARES  
KEVIN DONAHUE  
BILL FAHRENWALD  
JOHNNY RINGO HILL  
RAEANN CANTELO-ZYLMAN  
JAMES KLINKER**

**Aldermen**

**RESOLUTION NO. 2019-024**

**A RESOLUTION APPROVING AND AUTHORIZING  
A CONTRACT WITH BROWNTOWN COMMUNICATIONS FOR  
WEBSITE AND SOCIAL MEDIA MANAGEMENT**

**WHEREAS**, the City of Blue Island has the authority to contract and be contracted with pursuant to 65 ILCS 5/2-2-12;

**WHEREAS**, the City plans to enter into a contract with Browntown Communications at a cost of \$1,000 per month, for website and social media management;

**WHEREAS**, the appropriate city officials have considered and reviewed the contract attached as Exhibit A and find it to be in the best interests of the City;

**NOW AND THEREFORE, BE IT RESOLVED** by the City Council of the City of Blue Island, Cook County, Illinois, as follows:

**SECTION 1: AGREEMENT FORM AND TERMS AUTHORIZED**

The terms and conditions as shown in the Agreement attached as Exhibit A to this Resolution are hereby approved.

**SECTION 2: AUTHORIZATION OF MAYOR & AGENT TO EXECUTE AND ACT IN  
ACCORDANCE WITH AGREEMENT**

The City Council approves a contract with Browntown Communications at a cost of \$1,000 per month for website and social media management and authorizes the Mayor or his designee to execute any and all documentation that may be necessary to carry out the intent of this Resolution. The officers, employees, and/or agents of the City shall take all action necessary or reasonably required by the City to carry out, give effect to, and consummate the intent of this Resolution.

### **SECTION 3: EFFECTIVE DATE**

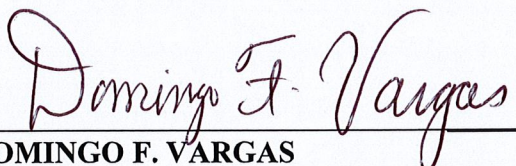
This resolution shall be in full force and effect upon its passage, approval and publication as required by law.

*Intentionally left blank*

ADOPTED this 11th day of June, 2019, pursuant to a roll call vote as follows:

	YES	NO	ABSENT	PRESENT	ABSTAIN
Alderman Johnson					X
Alderman Alexander	X				
Alderman Bilotto	X				
Alderman Casares	X				
Alderman Rita			X		
Alderman Donahue	X				
Alderman Hawley	X				
Alderman Fahrenwald			X		
Alderman Mech	X				
Alderman Hill	X				
Alderman Cantelo-Zylman	X				
Alderman Carr	X				
Alderman Slattery	X				
Alderman Klinker	X				
Mayor Vargas					
TOTAL	11		2		1

APPROVED by the Mayor on June 11, 2019.

  
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 DOMINGO F. VARGAS  
 MAYOR OF THE CITY OF BLUE ISLAND,  
 COUNTY OF COOK AND STATE OF ILLINOIS

ATTESTED and Filed in my office this  
 11th day of June, 2019.

  
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 RANDY HEUSER, CITY CLERK

**EXHIBIT A**

**CONTRACT WITH BROWNTOWN COMMUNICATIONS  
FOR WEBSITE AND SOCIAL MEDIA MANAGEMENT**

VERSION 2.0

June 3, 2019

*Browntown Communications*



# WEBSITE & SOCIAL MEDIA MANAGEMENT

PREPARED FOR THE CITY OF BLUE ISLAND

PRESENTED BY: KEVIN & SARA BROWN

BROWNTOWN COMMUNICATIONS

*WHO NEEDS DOWNTOWN WHEN THERE'S BROWNTOWN?*

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## WHO WE ARE

Browntown Communications is led by entrepreneurs Kevin and Sara Brown. The Browns have more than two decades of combined experience marketing and promoting businesses, organizations, and individuals through every medium, with a heavy concentration in video and digital. Their web documentary series about Blue Island, "my B.I.," earned top honors at the 2016 Savannah Big River Film Festival. The Browns are actively involved in their hometown, through the Blue Island Area Chamber of Commerce & Industry, Blue Island Historical Society, Historic Preservation Commission, Blue Island Arts Alliance, and Blue Island Park District.

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## OVERVIEW

Browntown Communications will provide digital communications and marketing messaging for the City of Blue Island's website, [www.cityofblueisland.com](http://www.cityofblueisland.com), and the city's Facebook page, along with ongoing website maintenance and updates.

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## SCOPE

Browntown Communications will work at the direction of the Community Development Committee and Chair to execute specific digital communications and marketing functions, such as:

- The creation of topics for promotion on the website and city social for monthly review and approval
- Proactively posting and optimizing messaging regularly with corresponding updates made to home page slider
- Website support and updates
- Maximizing opportunities for sharing good news
- Integrating existing city media with website home page and city Facebook page
- Custom photography and image sourcing for website updates

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## FEES

Browntown Communications Monthly Retainer - \$1000.00

First month's payment due signed contract. Cancellation of service requires advance 30-day notice in writing. Thank you for your business, and we look forward to working with you!

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Michael Marzal, Director of Finance & Administration  
City of Blue Island

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Sara Brown, President, Browntown Communications