

RESOLUTION NO. 2022-123

A RESOLUTION OF THE BOARD OF TRUSTEES OF THE VILLAGE OF CALEDONIA APPROVING A PROFESSIONAL SERVICES AGREEMENT WITH MUELLER COMMUNICATIONS LLC FOR PUBLIC EDUCATION INITIATIVES

The Board of Trustees of the Village of Caledonia, Racine County, Wisconsin, do resolve as follows:

WHEREAS, the Village of Caledonia is reviewing public safety staffing needs and the funding required to achieve the necessary staffing levels.

WHEREAS, the Village of Caledonia would like to retain Mueller Communications LLC to counsel the Village in developing strategic communications for our residents regarding funding options for the Village's public safety staffing needs.

WHEREAS, the Public Education professional services will be charged on a "pay as you go" basis as outlined in the Letter of Agreement for an amount not exceeding \$37,625 for Professional Services.

WHEREAS, the Public Education costs of materials and advertising will be charged on a "pay as you go" basis as outlined in the Letter of Agreement, estimated at \$14,763.

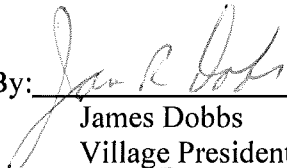
WHEREAS, funds for the expenditures of \$52,440.50 shall be transferred from Account 100-90-60000, Stop Loss, to Account 100-90-61000, Professional Services, as outlined in **Exhibit B**, Fiscal Note.

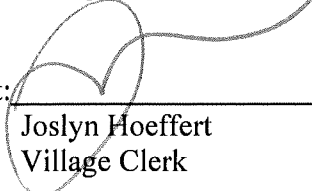
NOW THEREFORE BE IT RESOLVED THAT, the Board of Trustees of the Village of Caledonia approves the Professional Services Agreement set forth in **Exhibit A**.

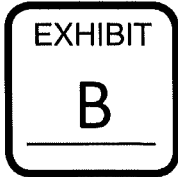
BE IT FURTHER RESOLVED THAT, the Village Administrator is authorized to execute the said agreement and to take such actions necessary and consistent with the intent of this resolution and said agreement.

Adopted by the Board of Trustees of the Village of Caledonia, Racine County, Wisconsin, this 5 day of December, 2022.

VILLAGE OF CALEDONIA

By: 
James Dobbs
Village President

Attest: 
Joslyn Hoeffert
Village Clerk



VILLAGE OF CALEDONIA

FISCAL NOTE: BUDGET MODIFICATION TO REPROGRAM PREVIOUSLY APPROVED BUDGETED FUNDS IN THE INSURANCE STOP LOSS LINE ITEM TO THE CONTRACTED SEDRVICES LINE ITEM WITHIN THE GENERAL FUND; PROFESSIONAL DEPARTMENT.

FISCAL YEAR: 2022

ACCOUNT NAME	ACCOUNT NUMBER	CURRENT BUDGET	YEAR TO DATE EXPENDITURES	CURRENT BALANCE	BUDGET MODIFICATION	BUDGET AFTER MODIFICATION	REMAINING BUDGET BALANCE
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DEPARTMENT: GENERAL FUND; PROFESSIONAL

Insurance Deductible / Stop Loss	100-90-60000	\$ 75,000	\$ 2,182	\$ 72,818	\$ (52,441)	\$ 22,559	\$ 20,377
Professional Services	100-90-61000	\$ 5,000	\$ 1,116	\$ 3,884	\$ 52,441	\$ 57,441	\$ 56,325
		<u>\$ 80,000</u>	<u>\$ 3,298</u>	<u>\$ 76,702</u>	<u>\$ -</u>	<u>\$ 80,000</u>	<u>\$ 76,702</u>



Mueller Communications

COMMUNICATIONS • MARKETING • PUBLIC AFFAIRS • STRATEGIC CONSULTING • VIDEO PRODUCTION



November 22, 2022

Kathy Kasper
Village Administrator
Caledonia
5043 Chester Lane
Racine, WI 53402

Re: Letter of Agreement

Dear Kathy:

This correspondence serves as Letter of Agreement between the Village of Caledonia (Caledonia) and Mueller Communications LLC (Mueller Communications). It outlines the nature and terms of the working relationship between our organizations.

Mueller Communications will provide strategic communications counsel and support to facilitate public dialogue and discussion to help Caledonia educate voters about an upcoming referendum aimed to address public safety staffing challenges.

Fees for these services will be billed on a monthly “pay as you go” basis. We anticipate our professional fees associated with the public information campaign will not exceed \$35,500.00 without prior permission. We also anticipate social media ad spend and third-party expenses related to printing and mailing materials to residents, costs which are currently estimated at \$14,763.

Unless specified otherwise by the client, Mueller Communications strives to have all work performed by the least costly, most qualified person on our staff to deliver the best and most comprehensive results for our clients.

In addition to professional fees, Mueller Communications charges an administrative service & technology fee of seven and a half percent (7.5%) of the monthly professional fees to cover internal expenses incurred on client’s behalf. A copy of Mueller Communications’ Standard Expense Reimbursement Policy has been enclosed for your review.

Mueller Communications posts invoices, which are payable upon receipt, at the end of each month for services performed that month. Each invoice includes a separate breakdown of out-of-pocket expenses and a total summary of activities performed. This contract may be terminated at any time with a 60-day advance notice to the affected parties.

LETTER OF AGREEMENT - MUELLER / CALEDONIA Nov. 22, 2022

Please sign a copy of this letter of agreement and email it back to me. Upon receipt, I'll return a countersigned copy of the agreement for your files.

Mueller Communications works aggressively to ensure open lines of communication on all aspects of the working relationship with a client. Please feel free to contact me personally if you have any questions or need additional information on any portion of this letter or any other matter.

Sincerely,

JAMES MADLOM
Chief Executive Officer
Mueller Communications LLC

Accepted by:



KATHY KASPER
Village Administrator
Village of Caledonia, Wisconsin



Mueller Communications

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STANDARD EXPENSE REIMBURSEMENT POLICY

In order to provide the high-quality services our clients have come to expect, Mueller Communications LLC (Mueller Communications) incurs reimbursable expenses on behalf of its clients. We have prepared this policy statement to ensure a full understanding of how these charges are handled and to provide clients with more information on our policy. Our main objective is to develop a relationship with clients based on mutual trust. To further that goal, Mueller Communications expends funds on a client's behalf with exactly the same care and concern we have for personal monies.

Mueller Communications charges an administrative service & technology fee of seven and a half percent (7.5%) of the monthly professional fees to cover internal expenses incurred on client's behalf. Included in this fee is access to our full suite of media database and monitoring services, basic administrative support, in-county travel, routine printing, telecom and technology services.

Any extraordinary expenses will be billed separately. All third-party vendors used are reputable and continually monitored for quality and competitiveness. All charges paid by Mueller Communications on behalf of the client will have 17.65 percent (17.65%) added to cover the cost of the oversight and administration. Typical services provided by third-party vendors include, but are not limited to, costs for design, ad buys, or direct mail / email services, as well as working meals and out-of-county travel.

We encourage clients to discuss any questions or comments they may have concerning this policy with us at any time.