

**RESOLUTION 72-22
THE TOWN OF FOREST HEIGHTS**

**A RESOLUTION TO AUTHORIZE THE MAYOR AND TOWN COUNCIL TO ACCEPT
THE PROPOSAL TO RENEW A CONTRACT WITH ASIL PUBLIC RELATIONS, LLC
TO MAINTAIN COMMUNITY ENGAGEMENT/PUBLIC RELATIONS FOR THE TOWN
OF FOREST HEIGHTS**

Introduced By: Mayor Calvin J. Washington

WHEREAS, the Town wishes to renew its agreement with ASIL Public Relations, LLC to maintain and sustain the public awareness in Forest Heights through brand identity and developing and enhancing the popularity and use of social media (Live stream, video, Facebook, Instagram, Twitter) and all related services; and

WHEREAS, the Town has enjoyed a successful relationship with ASIL Public Relations, LLC and benefitted over the past years from their services as the town has grown both geographically and in terms of increased staffing; and

WHEREAS, the Town desires that ASIL Public Relations, LLC continue to manage and advise the Town concerning community engagement, marketing and public relations strategies in order to maximize the various desired media outcomes;

NOW THEREFORE BE IT RESOLVED that the Town Council of the Town of Forest Heights, Maryland hereby authorize the Mayor to approve and enter into a renewal contract dated January 9th 2023 (attached) with ASIL Public Relations, LLC for services stated therein and referenced as Exhibit A; and

BE IT FURTHER RESOLVED, that the Mayor and Town Council of the Town of Forest Heights, Maryland hereby agree to authorize a total payment of no more than \$17,000.00 for these services from Budget Line Item 7265 "Marketing" of the FY 2023 Budget.

BE IT FURTHER RESOLVED, that this Resolution shall take effect immediately upon its passage.

PASSED this 9th day of January 2023.

APPROVED: By Resolution of the Town Council of The Town of Forest Heights, Maryland

ROLL CALL VOTE

YEA/NAY/ABSTAIN/ABSENT

LILLY

Yea

KENNEDY II

Yea

NOBLE

Yea

The Town of Forest Heights
Resolution 72-22

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BARNES

N/A

HINES

N/A

WASHINGTON

N/A

ATKINSON

Absent

ATTEST:

THE TOWN OF FOREST HEIGHTS,
MARYLAND

Sherletta Hawkins
Sherletta Hawkins, Town Clerk

By: [Signature]
Calvin Washington, Mayor

By: [Signature]
Troy Lilly, Council President

CERTIFICATION

I, hereby certify, as the duly appointed Town Clerk of the Town of Forest Heights, Maryland, that on the 9th day of January 2023 with 5 Aye votes and 0 Nay votes the aforesaid Resolution 72-22 passed.

Sherletta Hawkins
Sherletta Hawkins, Town Clerk

[Exhibit A - Contract]