



AGENDA

SPECIAL COMMISSION MEETING

6:00 PM - Monday, November 27, 2023

Commission Chambers

Page

1. CALL TO ORDER
2. PLEDGE OF ALLEGIANCE
3. ROLL CALL
4. PUBLIC COMMENTS RELATED TO AGENDA ITEMS / GOOD & WELFARE
5. NEW BUSINESS
 - 5.1. Crisis Communications Contract - Interim Town Attorney Horowitz,
Acting Town Manager Ghany
[Competitive Quote](#)
[Competitive Quote 2](#)
[#3 Quote for Communications Services - November 2023](#)
[TA email regarding Crisis Communication contract](#)
3 - 7
 - 5.2. Letter to Grants - Mayor Mohammed
[Dee JAG rescission letter fully executed](#)
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6. ATTORNEY COMMENTS
7. TOWN MANAGER COMMENTS
8. COMMISSIONER COMMENTS
Commissioner Jacobs
Acting Clerk Commissioner Kashem
Clerk Commissioner Hodgkins
Vice Mayor Morrisette
Mayor Mohammed
9. ADJOURNMENT

IN ACCORDANCE WITH THE PROVISIONS OF F.S. SECTION 286.0105, IF A PERSON DECIDES TO APPEAL ANY DECISION MADE BY THE BOARD, AGENCY, OR COMMISSION WITH RESPECT TO ANY MATTER CONSIDERED AT THIS MEETING OR HEARING, HE OR SHE WILL NEED A RECORD OF THE PROCEEDINGS, AND, FOR SUCH PURPOSE, HE OR SHE MAY NEED TO ENSURE THAT A VERBATIM RECORD OF THE PROCEEDINGS IS MADE, WHICH RECORD INCLUDES THE TESTIMONY AND EVIDENCE UPON WHICH THE APPEAL IS TO BE BASED.

ANY PERSON REQUIRING AUXILIARY AIDS AND SERVICES AT THIS MEETING MAY CALL THE TOWN CLERKS OFFICE AT 954-966-4600 AT LEAST TWO CALENDAR DAYS PRIOR TO THE MEETING. IF YOU ARE HEARING OR SPEECH IMPAIRED PLEASE CONTACT THE FLORIDA RELAY SERVICES BY USING THE FOLLOWING NUMBERS: 1-800-955-8770 (VOICE) OR 1-800-955-8771 (TDD)

DECORUM - ALL COMMENTS MUST BE ADDRESSED TO THE COMMISSION AS A BODY AND NOT TO INDIVIDUALS. ANY PERSON MAKING IMPERTINENT OR SLANDEROUS REMARKS, OR WHO BECOMES BOISTEROUS WHILE ADDRESSING THE COMMISSION, SHALL BE BARRED FROM FURTHER AUDIENCE BEFORE THE COMMISSION BY THE PRESIDING OFFICER, UNLESS PERMISSION TO CONTINUE OR AGAIN ADDRESS THE COMMISSION IS GRANTED BY THE MAJORITY VOTE OF THE COMMISSION MEMBERS PRESENT. NO CLAPPING, APPLAUDING, HECKLING OR VERBAL OUTBURSTS IN SUPPORT OR IN OPPOSITION TO A SPEAKER OR HIS/HER REMARKS SHALL BE PERMITTED. NO SIGNS OR PLACARDS SHALL BE ALLOWED IN THE COMMISSION CHAMBERS. PLEASE MUTE OR TURN OFF YOUR CELL PHONE OR PAGER AT THE START OF THE MEETING. FAILURE TO DO SO MAY RESULT IN BEING BARRED FROM THE MEETING. PERSONS EXITING THE CHAMBER SHALL DO SO QUIETLY.

Marlen D. Martell
Town Clerk

From: Thom Mozloom <thom@m.network>
Date: November 8, 2023 at 3:47:58 PM EST
To: ashira.ann@gmail.com
Subject: Fwd: Pembroke Park Competitive quote

Begin forwarded message:

From: Thom Mozloom <thom@m.network>
Subject: Re: Pembroke Park Competitive quote
Date: November 8, 2023 at 3:43:33 PM EST
To: Ashira Mohammed <amohammed@tppl.gov>
Cc: "thom.mozloom@themnetwork.com" <thom.mozloom@themnetwork.com>

Hi Ashira,

Thanks for reaching out.

My company, The M Network, has several people that do crisis communication for governments and government agencies. While we typically work with major metropolitan areas, states, or federal agencies, we have done work with smaller municipalities like yours. Additionally, I'm not sure providing an hourly rate is the best means to provide an estimate. To give you a much more accurate quote, we would need to know a little more about project/scope, timeline, and duration of the commitment. This will allow us to deploy the right team for your particular project.

That said, The M Network typically charge between \$250 and \$400 per hour for crisis work (again, depending on who is deployed to the project) and, with some notable exceptions, we generally engage at a \$25k minimum.

I hope this is helpful to you. Please let me know if you'd like to set up a meeting call to discuss further

**We can do anything.
We choose to do good.**

Thom Mozloom



The M Network
14 NE 1st Avenue, #405
Miami, FL 33132

O: (305) 571-1455 | M: (786) 972-0489

www.M.Network

SachsMEDIA

THE BREAKTHROUGH AGENCY™

Founded in 1996, Sachs Media is the nation's preeminent strategic communications firm for high-stakes challenges, with recognition by PR News as a **2022 Top 100 Agency Elite** agency and by Forbes as one of **America's Top 100 PR firms** in 2021. We have a long history of representing governmental entities, including many Florida towns and cities, as well as the Florida League of Cities, creating campaigns to boost awareness, promote issues, and navigate crises.

QUOTE FOR CRISIS SERVICES

Services	Hours	Fee
Crisis communications and 24/7 rapid response support (20-hour minimum commitment)	20-200	\$400/hour
Extended crisis communications support (after initial week)	Over 200	\$300/hour
Resident Survey (includes at least 500 responses)	–	\$10,000
Crisis Communications Audit and Plan	–	\$8,000
Half-Day Crisis Communications / Media Training Session (excludes travel expenses)	–	\$6,000

CASE STUDIES

City of Dunedin

Code enforcement is how a municipality helps its residents maintain the high standards that make the city a "hometown community." When a code enforcement action against a frequent offender who generated multiple public complaints received widespread local and national media attention that cast the city in a negative light, Dunedin officials engaged Sachs Media to counter the adverse coverage. We helped the city craft effective messaging to counter misconceptions about the code enforcement action, drafted a FAQ document to assist city officials, fielded media inquiries from national media, conducted interviews with national media, and provided steady counsel to help city officials navigate the media crisis so they could continue to focus on the business of city government.

City of Palm Beach Gardens

After a plainclothes police officer fatally shot Corey Jones, the City of Palm Beach Gardens engaged Sachs Media to provide strategic counsel, crisis communications support, and media assistance. During the following weeks, we worked closely with the City's staff to provide the public with timely and accurate information, respond to dozens of media inquiries, and advise on how best to facilitate demonstrations that took place at City Hall by nationally recognized individuals, including Rev. Al Sharpton. We also conducted media training sessions with the City's leadership team, brought in third-party law enforcement experts to review the City's policies and procedures, and developed a social media response guide. As a result of our efforts and swift decisions by City leaders, the City of Palm Beach Gardens successfully navigated through the crisis and continues to thrive to this day.



Public Communicators Group

Since 2011, Public Communicator Group has been impacting outcomes on behalf of our clients.

 **We love local government:** We pride ourselves on helping municipalities deliver their message.

 **We're different:** We put the box out for recycling long ago. We're pretty sure one of our competitors picked it up, so they can try to stick you in it.

 **Why it matters:** We don't do cookie-cutter.

- We don't do hard to understand.
- We don't do, "but this is how we've always done it."

 We create innovative and easily understood communications that are engaging and impactful.

QUOTE FOR COMMUNICATIONS SERVICES

Services	Rate
Communications Services (including crisis)	\$250/hour
Graphic Design	\$150/hour
Video Production	\$250/hour

*All services are billed per hour, per person, in 15-minute increments.

OUR LOCAL GOVERNMENT CLIENTS



Public Communicators Group
Evan@PublicCommunicators.com
305.331.6300

From: [Jacob G. Horowitz](#)
To: [Town Clerk](#); [Aleem Ghany](#)
Cc: [ashira.mohammed](#); [Ashira Mohammed](#); [Suzi Reutlinger](#)
Subject: RE: Evan Ross contract
Date: Monday, November 20, 2023 10:01:36 AM

Marlen,
Good morning.

I just forwarded to you a copy of the existing contract between the Town and Evan Ross, along with two quotes for similar services.

Please be advised that Sec. 2-128 of the Town Code requires [a competitive solicitation process](#) for the purchase of good or services valued in excess of \$25,000. Three written proposals are required for the purchase of goods or services between \$10,000 and \$24,999.

Based on the two quotes that I have been provided, it appears that this service will exceed \$25,000. Therefore, I would recommend going through a formal RFP or RFQ bid process to secure a new crisis communications firm.

This item may be discussed at the special meeting on 11/27, and I will be prepared to share my recommendation with the commission at that time, if needed.

[Jacob G. Horowitz](#)



**GOREN CHEROF
DOODY & EZROL P.A.**
ATTORNEYS AT LAW

[3099 East Commercial Boulevard, Suite 200
Fort Lauderdale, Florida 33308](#)

[Telephone: \(954\) 771-4500 x 5055 | \(561\) 276-9400 x 5055 | Fax: \(954\) 771-4923](#)

[Email: JHorowitz@gorencherof.com | www.GorenCherof.com](#)

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From: Town Clerk [<mailto:townclerk@tppfl.gov>]

Sent: Saturday, November 18, 2023 9:18 AM

To: Jacob G. Horowitz <JHorowitz@gorencherof.com>; Aleem Ghany <aghany@tppfl.gov>

Cc: ashira mohammed <ashira.ann@gmail.com>; Ashira Mohammed <amohammed@tppfl.gov>; Suzi Reutlinger <sreutlinger@tppfl.gov>

Subject: Evan Ross contract

Good morning,

I spoke with the Mayor yesterday and she mentioned you are reviewing Evan Ross's contract and have the quotes. This is the item scheduled for the Special Commission meeting on Monday, November 27th. Please let me know if I can be of additional help; we have time because I am posting next Wednesday.

Please let me know if you have any questions.

Regards,



Marlen D. Martell, MPA, CMC, CFM

Town Clerk

Town of Pembroke Park

954.966.4600 ext. 235 | townclerk@tppfl.gov

www.tppfl.gov

3150 SW 52nd Avenue, Pembroke Park, FL 33023

The Town of Pembroke Parks Clerk's Office is committed to serving the community as the Town's records custodian; Supervisor of Elections; assisting the public in accessing public documents and information; and to provide services in a timely, accurate and professional manner.

Moving our Town forward

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Town of Pembroke Park

3150 SW 52nd Avenue • Pembroke Park, Florida 33023
954.966.4600 • www.tppfl.gov



November 15, 2023

Lynne Cramer, Grant Specialist B: FCCM
Office of Criminal Justice Grants
Florida Department of Law Enforcement
2331 Phillips Road, R
Tallahassee, Florida 32308

RE: Request for Rescission of JAG Award 3B175

Dear Ms. Cramer:

Pursuant to your email request, I am providing you with the required statement requesting rescission of the JAG Award grant (3B175) in the amount of \$102,772.00. At the time of notification of the award, the Town of Pembroke Park was without a Police Chief and unable to fulfill the purchasing process within the award's designated timeframe.

This is very disappointing, as our fiscal needs remain vital to the survival of our police department. We have secured a full time Police Chief who is adapting and managing the backlog of administrative tasks. Please look to a more effusive response from our Police Chief and the Town of Pembroke Park in the future.

I assure you that the Town of Pembroke Park will remain a good steward of our current grants and look forward to future fiscal opportunities administered by the FL Department of Law Enforcement. I thank you and please do not hesitate to contact me with any additional concerns.

Respectfully,

DocuSigned by:


1584F10B12864E7...
The Honorable Ashira A. Mohammed, Mayor
Town of Pembroke Park