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

**RESOLUTION
NUMBER 2025-008**

**A RESOLUTION OF THE CITY OF BLUE ISLAND,
COOK COUNTY, ILLINOIS, TO AUTHORIZE
AND APPROVE A PROPOSAL WITH BROWNTOWN
COMMUNICATIONS**

**FRED BILOTTO, Mayor
RAEANN CANTELO-ZYLMAN, City Clerk
NANCY RITA, City Treasurer**

**DEXTER JOHNSON
LUIZ MONTOYA
THEODORE RUTHENBERG
BILL FAHRENWALD
GABRIEL McGEE
CANDACE CARR
JOSH ROLL**

Alderman

RESOLUTION NUMBER 2025- 008

**A RESOLUTION OF THE CITY OF BLUE ISLAND, COOK COUNTY, ILLINOIS, TO
AUTHORIZE AND APPROVE A PROPOSAL WITH BROWNTOWN
COMMUNICATIONS**

WHEREAS, the City of Blue Island, Cook County, Illinois (the “City”) is a duly organized and existing City created under the provisions of the laws of the State of Illinois and operating under the provisions of the Illinois Municipal Code, and all laws amendatory thereof and supplementary thereto, with full powers to enact ordinances and adopt resolutions for the benefits of the residents of the City; and

WHEREAS, the City of Blue Island desires to enter into an agreement with Brownmtown Communications based on the Proposal provided on February 5, 2025, to provide digital marketing, website management, graphic design, photography, and video production a copy of which is attached hereto and made a part hereof as Exhibit A (the “*Proposal*”); and

WHEREAS, the Mayor and Aldermen of the City deem it advisable and in the best interest of the health, safety and welfare of the residents of the City to enter an Agreement based on this Proposal.

NOW, THEREFORE, BE IT RESOLVED by the Mayor and the Aldermen of the City of Blue Island, Cook County, Illinois as follows:

Section 1. That the above recitals and legislative findings are found to be true and correct and are hereby incorporated herein and made a part hereof, as if fully set forth in their entirety.

Section 2. The Proposal, which are attached hereto and made a part hereof as Exhibit A, is hereby approved in substantially the same form presented to the Mayor and Aldermen of the City with such necessary non-material changes as may be authorized by the Mayor and City

Attorney.

Section 3. The officials, officers of the City, and City Attorney are hereby authorized to undertake actions on the part of the City, including the drafting of an Agreement based on the terms of the Proposal, as contained therein to complete satisfaction of the provisions, terms or conditions stated therein.

Section 4. If any section, paragraph, clause or provision of this Resolution shall be held invalid, the invalidity thereof shall not affect any other provision of this Resolution.

Section 5. All ordinances, resolutions, motions or orders in conflict with this Resolution are hereby repealed to the extent of such conflict.

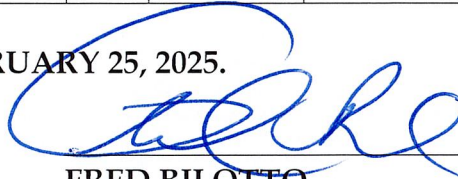
Section 6. This Resolution shall be in full force and effect immediately upon its passage, approval, and publication as required by law.

(Left intentionally blank)

ADOPTED this 25TH day of **FEBRUARY, 2025**, pursuant to roll call as follows:

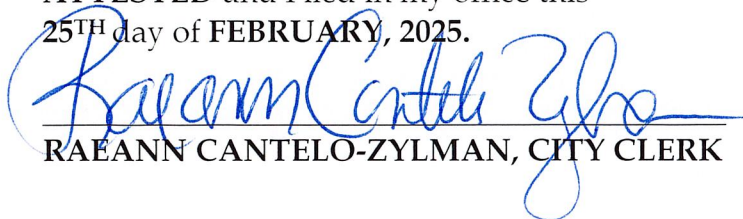
	YES	NO	ABSENT	PRESENT	ABSTAIN
Alderman JOHNSON			X		
Alderman MONTOYA	X				
Alderman RUTHENBERG	X				
Alderman FAHRENWALD	X				
Alderman MCGEE	X				
Alderman CARR	X				
Alderman ROLL	X				
Mayor BILOTTO					
	6		1		

APPROVED by the Mayor on **FEBRUARY 25, 2025**.



FRED BILOTTO
MAYOR OF THE CITY OF BLUE ISLAND,
COUNTY OF COOK AND STATE OF ILLINOIS

ATTESTED and Filed in my office this
25TH day of **FEBRUARY, 2025**.



RAEANN CANTELO-ZYLMAN, CITY CLERK

STATE OF ILLINOIS)
)
COUNTY OF COOK) ss.

CERTIFICATION

I, RAEANN CANTELO-ZYLMAN, DO HEREBY CERTIFY THAT I am the duly elected City Clerk of the City of Blue Island, Illinois, as such City Clerk, I am the keeper of the minutes and records of the Proceedings of the City Council of the said City and have in my custody the RESOLUTIONS and BOOKS of the records of said City.

I DO FURTHER CERTIFY that the attached and foregoing is a true and correct copy of the certain **RESOLUTION: A RESOLUTION OF THE CITY OF BLUE ISLAND, COOK COUNTY, ILLINOIS, TO AUTHORIZE AND APPROVE A PROPOSAL WITH BROWNTOWN COMMUNICATIONS.**

RESOLUTION NO. 2025-0008 which was adopted at a regular meeting of the City Council of the City of Blue Island, Illinois held on the **25TH of February, 2025**; that at said meeting **6** Alderman were present; that at said meeting, on motion duly made and seconded that the Resolution did pass and on the roll being called the vote of each Aldermen present on the question of the passage of said Resolution was duly and separately taken by Ayes and Nays and their names and votes recorded in the minutes of **6** Alderman voted Aye and **0** Alderman voted Nay and **0** Alderman voted Abstain and **1** Alderman Absent.

I DO FURTHER CERTIFY that the original Resolution which the foregoing is a true copy, is entrusted to my care for safe keeping, and that I am the lawful keeper of the same.

IN WITNESS WHEREOF, I have hereunto set my hand and affixed the Corporate Seal of the City of Blue Island aforesaid, at the said City in the County and State aforesaid, this **25th** day of **February, 2025**.

CORPORATE SEAL

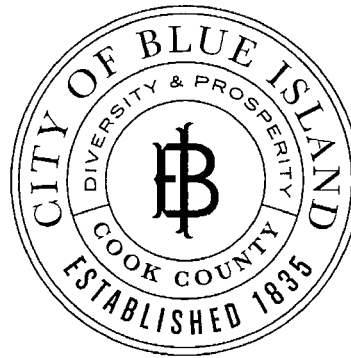

City Clerk

Exhibit A
Proposal
(see attached)

Proposal

Digital Marketing, Website Maintenance, Graphic Design & Videography Services Proposal

prepared for



Browntown Communications



Prepared by Sara & Kevin Brown
BROWNTOWN COMMUNICATIONS

Proposal for Ongoing Digital Marketing, Website Maintenance, Graphic Design,
Photography & Video Production

Prepared for: The City of Blue Island

Presented by: Browntown Communications

Date: February 5, 2025



Introduction

Browntown Communications, led by Kevin and Sara Brown, brings over two decades of experience in digital marketing, website management, graphic design, photography, and video production. We have a deep-rooted commitment to the City of Blue Island, demonstrated through our community involvement and award-winning media productions. This proposal outlines our services, estimated hours, and suggested fees to continue supporting the City's communication needs.

Scope of Work

We will work in collaboration with the Mayor and City Administrative Staff to execute digital communications and marketing strategies, ensuring seamless and effective engagement with the community.

1. Digital Marketing & Communications

- Execution of monthly marketing campaigns
- Email marketing and community outreach
- Social media content creation and management
- Copywriting for website and digital platforms
- Monthly analytics reporting on website and social media performance

2. Website Administration

- Act as website administrators, with regular contact with department heads and content creators (as designated by The City of Blue Island)
- Regular updates to blueisland.org, including:
 - Job postings, agendas, and public works notifications
 - Community event updates

- Resource links and emergency alerts
- Troubleshooting and technical maintenance
- Participation in website improvement reviews

3. Administration of Digital Signs

- Custom creative design (x2) for digital billboards at 127th and Western and Olde Western Ave & Western Ave.
- Coordinate creative with designated City employee/department and participating community organizations
- Troubleshooting and technical maintenance

4. Graphic Design

- Creation of newsletters, flyers, banners, and signage, including new multi-use branded templates
- Custom graphics for city programs, events, and community initiatives
- Coordination with printing and distribution partners

5. Photography

- Event photography for major city events:
 - Black History Celebration
 - Fireworks at the Falls
 - Dia de los Muertos
 - Light Parade
 - New Year's Eve Celebration
- Facebook Live streaming for key events
- Photo editing for promotional content
- Videography contractor coordination and direction (as requested by City of Blue Island)

6. Hourly Grant Writing Services

- Find Grants: Search for funding opportunities that fit the City's needs.
- Write & Submit Grants: Prepare and submit applications for funding.
- Grant Follow-Up: Help with reports and any required paperwork after receiving funding.

7. À La Carte Video Production (*Optional Service*)

- High-quality video production for city projects, promotional campaigns, and community storytelling
- Interviews and feature videos for local initiatives
- Scriptwriting, filming, and post-production editing
- Pricing available upon request based on project scope

8. Hourly Work for Subsite Development

- Design & Development: Custom creation of subsites for the Blue Island Park District and Economic Development for the City of Blue Island, ensuring alignment with branding, accessibility, and user experience best practices.
- Content Integration & Functionality: Implementation of relevant content, navigation structure, and interactive features tailored to each subsite's goals, including business resources, event listings, and community engagement tools.
- Testing & Deployment: Comprehensive testing for performance, mobile responsiveness, and security, followed by deployment and ongoing hourly support as needed.

City of Blue Island Expectations

1. The City of Blue Island agrees to provide reasonable notice of (2 business days) and turn-around time (2-4 business days) for non-emergency marketing/communications requests.
2. The City of Blue Island agrees to review all content and provide approval/revisions within 3 business days of content receipt.
3. City Administrator Tom Wogan will meet with Browntown Communications no less than once per month to review current projects, discuss upcoming initiatives and provide strategic planning and feedback.

Estimated Hours & Fees

Service	Weekly Hours	Monthly Hours	Quarterly Hours	Monthly Fee
Comprehensive Digital Marketing, Website Maintenance, Graphic Design & Photography	10-15	40-60	120-180	\$3,750
Grant Writing Services	TBD	TBD	TBD	\$75/hour

Service	Weekly Hours	Monthly Hours	Quarterly Hours	Monthly Fee
À La Carte Video Production	Based on project scope	TBD	TBD	Quote-based
Subsite Development	Based on project scope	TBD	TBD	\$75/hour

Note: The first month's payment is due upon contract signing. All ad costs and services not outlined in this proposal are subject to fee. A 30-day written notice is required for service cancellations.

Conclusion

Browntown Communications is committed to enhancing the City of Blue Island's digital presence through strategic marketing, web management, and creative services. Our tailored approach ensures that the city's messaging reaches residents effectively while maintaining a professional and engaging online presence.

We look forward to continuing our partnership with the City of Blue Island.

Sincerely,

Sara Brown

President, Browntown Communications

sara@browntown.co | 708-710-2943