

CONSULTING AGREEMENT

This Consulting Agreement ("Agreement") is entered into as of this 11th day of December, 2012 (the "Effective Date") between the City of New Britain (the "Contracting Entity") and Global Strategy Group, LLC (the "Consultant"), for an Anti-Blight Public Education Campaign.

WITNESSETH

WHEREAS, the Contracting Entity desires to utilize the skills, experience and knowledge of the Consultant on a consulting basis; and

WHEREAS, the Consultant is willing to make its services available to the Contracting Entity subject to the terms and conditions provided herein.

NOW THEREFORE, in consideration of the mutual covenants contained herein and other good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, the parties hereto agree as follows:

1. Consulting Services.

- 1.1. The Contracting Entity hereby appoints the Consultant to provide the services as outlined in Exhibit A, the Scope of Work Document ("SOW"). The Contracting Entity and Consultant understand that the SOW is subject to change based on the needs of the Contracting Entity. Any and all changes to the SOW will be presented to the Consultant and agreed upon in writing prior to commencement. The Contracting Entity will use best efforts to ensure changes in SOW are requested with enough advance timing so the Consultant can perform their duties as outlined in Section 1.2.
 - 1.2. The Consultant undertakes to perform the obligations and duties to the Contracting Entity faithfully, diligently and skillfully in the best interests of the Contracting Entity, and in accordance with reasonable and safe methods of practices and with all recognized professional standards, ethics and customs.
 - 1.3. Consultant shall not use, or allow the use of Consultant's title or office or affiliation with the Contracting Entity or any of its affiliated entities in connection with any activities or endeavors that are not directly related to the performance of the services under this Agreement without the specific and express written authorization of the Contracting Entity.
2. Consulting Term. The Term of this Agreement shall commence as of the date hereof and shall continue until termination in accordance with the provisions of this Agreement (the "Term").

Compensation.

- 2.1. In consideration of the Consultant's providing the consulting services hereunder, the Contracting Entity shall pay to the Consultant during the Term compensation as set forth in Exhibit A, Schedule of Fees (the "Fees"). To the extent that any sales tax is applicable, sales tax will be added to the Fees. Consultant shall collect and remit all applicable sales tax to the taxing entity. All Fees plus applicable sales tax will be billed on the first business day of the month and are due to the Consultant upon receipt of invoice by the Contracting Entity.
- 2.2. Reimbursement of Pre-approved Expenses. Contracting Entity shall reimburse Consultant for all pre-approved reasonable and necessary work expenses incurred or paid by Consultant in connection with, or related to, the performance of the services under this Agreement. Consultant shall submit to Contracting Entity itemized monthly invoices of such expenses incurred in the previous month and original copies of receipts evidencing expenses sought for reimbursement by Consultant in a form satisfactory to Contracting Entity. Contracting Entity shall pay to Consultant amounts shown on each such invoice payable within thirty (30) days after receipt thereof. Notwithstanding the foregoing, Consultant shall not incur total expenses in excess of [\$500.00] per month without the prior written approval of Contracting Entity.

3. Independent Contractor Status.

- 3.1. It is expressly understood and agreed by the Contracting Entity and the Consultant that the Consultant is engaged hereunder as an independent contractor in the full legal sense of the term, and nothing in this Agreement shall create any contract or relationship of employment between the Contracting Entity and the Consultant or any of its officers or employees, or render the Consultant or any of its officers or employees an employee of the Contracting Entity.
- 3.2. Neither the Consultant nor any of its officers or employees shall be entitled to any benefits provided by the Contracting Entity to its employees. The Consultant shall be deemed an independent contractor and not an employee of the Contracting Entity for all purposes, including all federal, state, local or other laws, rules or regulations pertaining to income taxes, withholding taxes, Social Security, unemployment compensation, worker's compensation and any other rights, benefits or obligations relating to employment. Without limiting the foregoing, the Contracting Entity and the Consultant agree that the Contracting Entity shall not withhold any amount on account of any withholding or employment taxes from any payment to the Consultant under this Agreement. It shall be the Consultant's sole responsibility to report and pay all applicable taxes on all such payments made to the Consultant.
- 3.3. Consultant shall assume and accept all responsibilities which are imposed on independent contractors by any law, statute, regulation, rule, ordinance or otherwise.

- 3.4. The Consultant shall not have any right, power or authority to assume or create any obligation or responsibility, express or implied, on behalf of the Contracting Entity, or to bind the Contracting Entity in any manner.

4. Termination.

- 4.1. Termination without Cause. Either party may terminate this Agreement and the Term hereunder without cause by providing thirty (30) days prior written notice.
- 4.2. Termination for Cause. This Agreement shall terminate automatically without the need for notice for a breach by either party. In addition, either party may terminate this Agreement without notice in the event of any of the following: (a) a serious breach of trust including but not limited to theft, embezzlement, self-dealing, prohibited disclosure to unauthorized persons or entities of Proprietary Information; or (b) any willful failure to perform or failure to perform competently any of the fundamental functions or duties hereunder.
- 4.3. Return of Contracting Entity Property. On the termination of this Agreement for any reason, the Consultant shall immediately deliver to the Contracting Entity or to its order all books, documents, papers (including copies), materials, credit cards, keys and other property of or relating to the business of the Contracting Entity then in Consultant's possession or which are or were under Consultant's possession, custody, or control.

5. Non-Disclosure

- 5.1. Consultant is prohibited from using or disclosing to Contracting Entity any confidential or proprietary information and trade secrets of any former employer during the Term of this Agreement, without the express written permission of former employer.
- 5.2. Consultant acknowledges that Consultant shall receive and have access to confidential and proprietary information concerning the Contracting Entity, including without limitation, the Contracting Entity's properties, employees, plans, customers, data, suppliers, trade secrets, test results, campaign processes, strategies, know-how, improvements, inventions, and techniques. Such information, whether documentary, written, oral or computer generated, shall be deemed to be and referred to as "Proprietary Information."
- 5.3. Proprietary Information includes without limitation any and all confidential and/or proprietary information disclosed by or on behalf of the Contracting Entity and irrespective of form but excluding information that (i) shall have appeared in any printed publication or patent or shall have become a part of the public knowledge except as a result of breach of this Agreement by the Consultant, (ii) received by the Consultant from a third party having no obligation to the Contracting Entity, (iii) reflects general skills and experience gained during the Consultant's engagement by

the Contracting Entity, or (iv) reflects information and data generally known within the industries or trades in which the Contracting Entity competes.

- 5.4. Throughout the Term and thereafter, Consultant shall keep in confidence and trust all Proprietary Information. Consultant will not use or disclose any Proprietary Information or anything relating to it without the advance written consent of the Contracting Entity, except as may be necessary in the ordinary course of performing the Consultant's duties hereunder.
6. Intellectual Property. Consultant hereby acknowledges and agrees that all patents, trademarks, mask works, copyright and other proprietary rights (collectively "IP Rights"), if any, with respect to all works originated, conceived, written or made by the Consultant during the course or in the exercise of Consultant's duties and responsibilities hereunder, shall be owned exclusively by the Contracting Entity, once paid for in full. All works shall be deemed "works for hire." Consultant hereby assigns and transfers, and agrees to execute all documents necessary to assign all IP Rights to Contracting Entity and otherwise transfer such IP Rights to Contracting Entity. [Consultant shall have the non-exclusive, perpetual royalty-free right to use all polling data collected or received.]¹
7. Binding Agreement; Assignment. This Agreement is binding on and for the benefit of the parties hereto and their respective successors, permitted assigns, heirs, executors, administrators and other legal representatives. Neither this Agreement nor any right or obligation hereunder may be assigned by the Consultant. Consultant may perform any of the services hereunder through subcontractors.
8. Indemnification.
- 8.1. The Contracting Entity agrees to indemnify Consultant and its affiliates and their respective directors, officers, employees, agents and members (Consultant and each such person being an "Indemnified Person") from and against any and all losses, claims, damages and liabilities, joint or several, to which such Indemnified Person may become subject under any applicable federal, state or foreign law, or otherwise, and related to or arising out of the services provided hereunder and will promptly advance any Indemnified Person for all actual expenses (including reasonable counsel fees and disbursements) as they are incurred in connection with the investigation of, preparation for or defense of any pending or threatened claim or any action or proceeding arising therefrom, whether or not such Indemnified Person is a party and whether or not such claim, action or proceeding is initiated or brought by or on behalf of the Contracting Entity. The Contracting Entity will not be liable under the foregoing indemnification provision to the extent that any loss, claim, damage, liability or expense is found in a final judgment by a court of competent jurisdiction to have resulted directly and primarily from Consultant's gross negligence or willful misconduct. The Contracting Entity also agrees that no Indemnified Person shall have any liability (whether direct or indirect, in contract or tort or otherwise) to the Contracting Entity or its security

¹ Confirm.

holders or creditors related to or arising out of the engagement of Consultant pursuant to, or the performance by Consultant of the services contemplated by, this Agreement except to the extent that any loss, claim, damage or liability is found in a final judgment by a court of competent jurisdiction to have resulted directly and primarily from Consultant's gross negligence or willful misconduct.

8.2. The Contracting Entity agrees that, without Consultant's prior written consent, it will not settle, compromise or consent to the entry of any judgment in any pending or threatened claim, action or proceeding in respect of which indemnification could be sought under the indemnification provision of this Agreement, whether or not Consultant or any other Indemnified Person is an actual or potential party to such claim, or action or proceeding), unless such settlement, compromise or consent (a) includes an unconditional release of each Indemnified Person from all liability arising out of such claim, action or proceeding and (b) does not include a statement as to, or an admission of, fault, culpability or a failure to act, by or on behalf of any person entitled to indemnification hereunder. The indemnity and advancement obligations of the Contracting Entity shall be binding upon and inure to the benefit of any successors, assigns, heirs and personal representatives of the Contracting Entity or an Indemnified Person.

8.3. In the event that an Indemnified Person, by reason of the engagement of Consultant pursuant to, or the performance by Consultant of services contemplated by, this Agreement, is requested or required to appear as a witness in any action brought by or on behalf of or against the Contracting Entity or any other person in which such Indemnified Person is not named as a defendant, the Contracting Entity agrees to reimburse Consultant or such Indemnified Person, as the case may be, for all reasonable actual expenses incurred by it in connection with such Indemnified Person's appearing and preparing to appear as such a witness, including, without limitation, the reasonable fees and disbursements of its legal counsel.

8.4. The provisions of this Section shall survive the termination or expiration of this Agreement.

9. Certain Acknowledgements.

9.1. Consultant is not a registered broker-dealer. Consultant is not a registered lobbyist and its services shall not include lobbying activities, including communicating with public officials for the purpose of supporting or opposing the passage of legislation, regulation, or rule-making, or to facilitate a state procurement. The services hereunder shall not in any manner be construed as facilitating or effecting securities transactions. In addition, the parties acknowledge that Consultant is not providing any legal, tax or accounting advice hereunder.

9.2. It is expressly understood that no other person may rely on the advice of the Consultant other than the Contracting Entity. Any advice rendered to the Contracting Entity in the course of the Contracting Entity's engagement of Consultant is for the purpose of assisting the Contracting Entity in evaluating public relations risk and does not

constitute an opinion or a recommendation as to whether the Contracting Entity or any of its affiliates should effect any transaction.

- 9.3. Contracting Entity is not providing or sharing any material, non-public information with Consultant in connection with its engagement hereunder.
- 9.4. Contracting Entity acknowledges and agrees that the privacy and integrity of electronic transmissions cannot be guaranteed due to the possibility that third parties could intercept, view or alter such electronic transmissions. To the extent that any documents or information relating to this engagement are transmitted electronically, Contracting Entity hereby irrevocably agrees to release Consultant from any loss or liability incurred in connection with the electronic transmission of any such documents and information, including the unauthorized interception, alteration or fraudulent generation and transmission of electronic transmissions by third parties.
10. Waiver. Any provision of this Agreement may be waived only by an instrument in writing signed by the party against whom or which enforcement of such waiver is sought. The failure of any party at any time to require the performance by the other party of any provision hereof shall in no way affect the full right to require such performance at any time thereafter, nor shall the waiver by any party of a breach of any provision hereof be taken or held to be a waiver of any succeeding breach of such provision or a waiver of the provision itself or a waiver of any other provision of this Agreement.
11. Amendments. No amendment or modification of any provision of this Agreement shall be valid unless made in a writing signed by both parties to this Agreement.
12. Governing Law. This Agreement shall be deemed to be entered into and shall be governed by, and construed in accordance with, the laws of the State of New York without reference to its principles of conflicts of law.
13. Jurisdiction. The courts in the State of New York shall have sole and exclusive jurisdiction over the parties and subject matter of this Agreement. For implementation of this Agreement and all its consequences, each party waives such of its rights and privileges under any other law or legal system, such as the law of the place of performance, as is necessary to give effect to the term and conditions hereof. Each party expressly agrees to personal jurisdiction of the New York courts for disputes arising hereunder.
14. Severability. In the event any one or more of the provisions of this Agreement shall for any reason be held to be invalid, illegal or unenforceable, the remaining provisions of this Agreement shall be unimpaired, and the invalid, illegal or unenforceable provision shall be replaced by a mutually acceptable provision, which, being valid, legal and enforceable, comes closest to the intention of the parties underlying the invalid, illegal or unenforceable provision.
15. Notices. Any notices required or permitted to be given by a party hereunder shall be sufficient if in writing, and if delivered by hand, by courier, by facsimile, or sent by certified mail, return receipt requested, prepaid, to the other party at its address set forth above, or such other address as either party may from time to time designate in writing to the other.

Notice shall be effective as of the date of delivery in the case of (a) personal delivery and (b) facsimile transmission. For registered mail delivery, notice shall be effective three (3) days after the date upon which such notice is deposited for registered mail delivery, addressed to the party intended at its proper address.

16. Entire Agreement. This Agreement contains the entire agreement of the parties with respect to the subject matter hereof, and supersedes all prior agreements, written or oral, with respect to the subject matter hereof.

17. Counterparts. This Agreement may be executed in counterparts, each of which shall be deemed an original, but all of which together shall constitute one and the same instrument.

IN WITNESS WHEREOF, a duly authorized representative of each of the undersigned has executed this Consulting Agreement as of the day and year first above written.

City of New Britain

By: _____
Name:
Title:

GLOBAL STRATEGY GROUP, LLC

By: 
Name: Tanya Meek
Title: Senior Vice President

Exhibit A
Scope of Work Document (SOW)

Earned media: Earned media will be an important component to the public education campaign and will require developing a roster of organizations and individuals who can act as third party validators and who will be willing to author op-eds and letters to the editor. GSG will also help educate key reporters and make sure they have the facts and access they need for accurate stories. We'll also develop a rapid response program to immediately combat misinformation in the media.

Paid media: GSG will work through our media buyer to provide the City of New Britain with:

- Media strategies for print, radio and online
- Counter misinformation affecting public safety
- Negotiation with these outlets for added-value strategies
- Media placement and trafficking
- Creative value-added strategies/execution
- Develop strategies to increase revenue and blight enforcement through public/resident reporting

Campaign strategy and coordination: GSG will function as an adviser and coordinator, ensuring a coordinated, clear and consistent message and timely response to misleading information.

Timeline: December 10, 2012 – March 7, 2013

Fees: The Consultant will be paid a total of \$100,000 by the Contracting Entity for resident outreach strategy, execution and oversight including any paid media or other outreach initiatives. The fee is payable as follows:

\$60,000 due upon execution of the agreement
\$25,000 due on January 10, 2013
\$25,000 due on February 10, 2013

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WHEREAS, the Consultant is willing to make its services available to the Contracting Entity subject to the terms and conditions provided herein.

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 - 3.2. Neither the Consultant nor any of its officers or employees shall be entitled to any benefits provided by the Contracting Entity to its employees. The Consultant shall be deemed an independent contractor and not an employee of the Contracting Entity for all purposes, including all federal, state, local or other laws, rules or regulations pertaining to license, taxes, withholding taxes, Social Security, unemployment compensation, worker's compensation and any other rights, benefits or obligations relating to employment. Without limiting the foregoing, the Contracting Entity and the Consultant agree that the Contracting Entity shall not withhold any amount on account of any withholding or employment taxes from any payment to the Consultant under this Agreement. It shall be the Consultant's sole responsibility to report and pay all applicable taxes on all such payments made to the Consultant.
 - 3.3. Consultant shall assume and accept all responsibilities which are imposed on independent contractors by any law, statute, regulation, rule, ordinance or otherwise.

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4. Termination.

- 4.1. Termination without Cause. Either party may terminate this Agreement and the Term hereunder without cause by providing thirty (30) days prior written notice.
- 4.2. Termination for Cause. This Agreement shall terminate automatically without the need for notice for a breach by either party. In addition, either party may terminate this Agreement without notice in the event of any of the following: (a) a serious breach of trust including but not limited to theft, embezzlement, self-dealing, prohibited disclosure to unauthorized persons or entities of Proprietary Information; or (b) any willful failure to perform or failure to perform competently any of the fundamental functions or duties hereunder.
- 4.3. Return of Contracting Entity Property. On the termination of this Agreement for any reason, the Consultant shall immediately deliver to the Contracting Entity or to its order all books, documents, papers (including copies), materials, credit cards, keys and other property of or relating to the business of the Contracting Entity then in Consultant's possession or which are or were under Consultant's possession, custody, or control.

5. Non-Disclosure

- 5.1. Consultant is prohibited from using or disclosing to Contracting Entity any confidential or proprietary information and trade secrets of any former employer during the Term of this Agreement, without the express written permission of former employer.
- 5.2. Consultant acknowledges that Consultant shall receive and have access to confidential and proprietary information concerning the Contracting Entity, including without limitation, the Contracting Entity's properties, employees, plans, customers, data, suppliers, trade secrets, test results, campaign processes, strategies, know-how, improvements, inventions, and techniques. Such information, whether documentary, written, oral or computer generated, shall be deemed to be and referred to as "Proprietary Information."
- 5.3. Proprietary Information includes without limitation any and all confidential and/or proprietary information disclosed by or on behalf of the Contracting Entity and irrespective of form but excluding information that (i) shall have appeared in any printed publication or patent or shall have become a part of the public knowledge except as a result of breach of this Agreement by the Consultant, (ii) received by the Consultant from a third party having no obligation to the Contracting Entity, (iii) reflects general skills and experience gained during the Consultant's engagement by

the Contracting Entity, or (iv) reflects information and data generally known within the industries or trades in which the Contracting Entity competes.

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6. Intellectual Property. Consultant hereby acknowledges and agrees that all patents, trademarks, mask works, copyright and other proprietary rights (collectively "IP Rights"), if any, with respect to all works originated, conceived, written or made by the Consultant during the course or in the exercise of Consultant's duties and responsibilities hereunder, shall be owned exclusively by the Contracting Entity, once paid for in full. All works shall be deemed "works for hire." Consultant hereby assigns and transfers, and agrees to execute all documents necessary to assign all IP Rights to Contracting Entity and otherwise transfer such IP Rights to Contracting Entity. [Consultant shall have the non-exclusive, perpetual royalty-free right to use all polling data collected or received.]¹
7. Binding Agreement: Assignment. This Agreement is binding on and for the benefit of the parties hereto and their respective successors, permitted assigns, heirs, executors, administrators and other legal representatives. Neither this Agreement nor any right or obligation hereunder may be assigned by the Consultant. Consultant may perform any of the services hereunder through subcontractors.
8. Indemnification.
- 8.1. The Contracting Entity agrees to indemnify Consultant and its affiliates and their respective directors, officers, employees, agents and members (Consultant and each such person being an "Indemnified Person") from and against any and all losses, claims, damages and liabilities, joint or several, to which such Indemnified Person may become subject under any applicable federal, state or foreign law, or otherwise, and related to or arising out of the services provided hereunder and will promptly advance any Indemnified Person for all actual expenses (including reasonable counsel fees and disbursements) as they are incurred in connection with the investigation of, preparation for or defense of any pending or threatened claim or any action or proceeding arising therefrom, whether or not such Indemnified Person is a party and whether or not such claim, action or proceeding is initiated or brought by or on behalf of the Contracting Entity. The Contracting Entity will not be liable under the foregoing indemnification provision to the extent that any loss, claim, damage, liability or expense is found in a final judgment by a court of competent jurisdiction to have resulted directly and primarily from Consultant's gross negligence or willful misconduct. The Contracting Entity also agrees that no Indemnified Person shall have any liability (whether direct or indirect, in contract or tort or otherwise) to the Contracting Entity or its security

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- 8.3. In the event that an Indemnified Person, by reason of the engagement of Consultant pursuant to, or the performance by Consultant of services contemplated by, this Agreement, is requested or required to appear as a witness in any action brought by or on behalf of or against the Contracting Entity or any other person in which such Indemnified Person is not named as a defendant, the Contracting Entity agrees to reimburse Consultant or such Indemnified Person, as the case may be, for all reasonable actual expenses incurred by it in connection with such Indemnified Person's appearing and preparing to appear as such a witness, including, without limitation, the reasonable fees and disbursements of its legal counsel.
- 8.4. The provisions of this Section shall survive the termination or expiration of this Agreement.
9. Certain Acknowledgements.
- 9.1. Consultant is not a registered broker-dealer. Consultant is not a registered lobbyist and its services shall not include lobbying activities, including communicating with public officials for the purpose of supporting or opposing the passage of legislation, regulation, or rule-making, or to facilitate a state procurement. The services hereunder shall not in any manner be construed as facilitating or effecting securities transactions. In addition, the parties acknowledge that Consultant is not providing any legal, tax or accounting advice hereunder.
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constitute an opinion or a recommendation as to whether the Contracting Entity or any of its affiliates should effect any transaction.

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10. Waiver. Any provision of this Agreement may be waived only by an instrument in writing signed by the party against whom or which enforcement of such waiver is sought. The failure of any party at any time to require the performance by the other party of any provision hereof shall in no way affect the full right to require such performance at any time thereafter, nor shall the waiver by any party of a breach of any provision hereof be taken or held to be a waiver of any succeeding breach of such provision or a waiver of the provision itself or a waiver of any other provision of this Agreement.
11. Amendments. No amendment or modification of any provision of this Agreement shall be valid unless made in a writing signed by both parties to this Agreement.
12. Governing Law. This Agreement shall be deemed to be entered into and shall be governed by, and construed in accordance with, the laws of the State of New York without reference to its principles of conflicts of law.
13. Jurisdiction. The courts in the State of New York shall have sole and exclusive jurisdiction over the parties and subject matter of this Agreement. For implementation of this Agreement and all its consequences, each party waives such of its rights and privileges under any other law or legal system, such as the law of the place of performance, as is necessary to give effect to the terms and conditions hereof. Each party expressly agrees to personal jurisdiction of the New York courts for disputes arising hereunder.
14. Severability. In the event any one or more of the provisions of this Agreement shall for any reason be held to be invalid, illegal or unenforceable, the remaining provisions of this Agreement shall be unimpaired, and the invalid, illegal or unenforceable provision shall be replaced by a mutually acceptable provision, which, being valid, legal and enforceable, comes closest to the intention of the parties underlying the invalid, illegal or unenforceable provision.
15. Notices. Any notices required or permitted to be given by a party hereunder shall be sufficient if in writing, and if delivered by hand, by courier, by facsimile, or sent by certified mail, return receipt requested, prepaid, to the other party at its address set forth above, or such other address as either party may from time to time designate in writing to the other.

Notice shall be effective as of the date of delivery in the case of (a) personal delivery and (b) facsimile transmission. For registered mail delivery, notice shall be effective three (3) days after the date upon which such notice is deposited for registered mail delivery, addressed to the party intended at its proper address.

16. Entire Agreement. This Agreement contains the entire agreement of the parties with respect to the subject matter hereof, and supersedes all prior agreements, written or oral, with respect to the subject matter hereof.

17. Counterparts. This Agreement may be executed in counterparts, each of which shall be deemed an original, but all of which together shall constitute one and the same instrument.

IN WITNESS WHEREOF, a duly authorized representative of each of the undersigned has executed this Consulting Agreement as of the day and year first above written.

City of New Britain

By: 

Name:

Title:

GLOBAL STRATEGY GROUP, LLC

By: 

Name: Tanya Black

Title: Senior Vice President

Exhibit A
Scope of Work Document (SOW)

Earned media: Earned media will be an important component to the public education campaign and will require developing a roster of organizations and individuals who can act as third party validators and who will be willing to author op-eds and letters to the editor. GSG will also help educate key reporters and make sure they have the facts and access they need for accurate stories. We'll also develop a rapid response program to immediately combat misinformation in the media.

Paid media: GSG will work through our media buyer to provide the City of New Britain with:

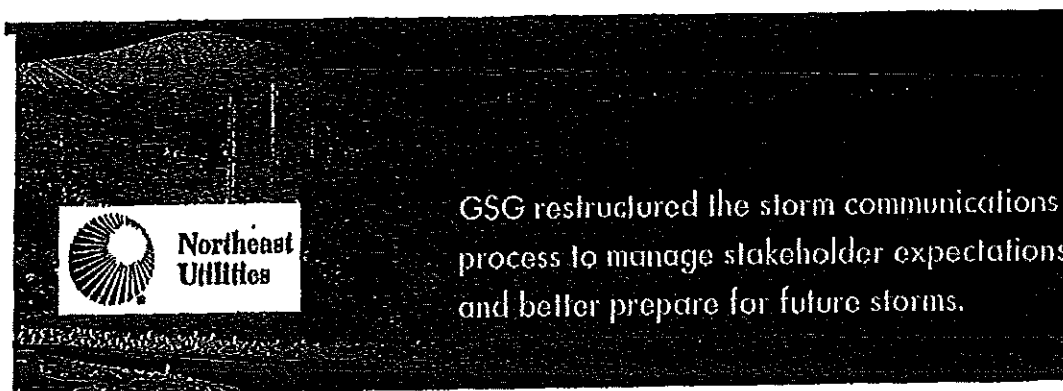
- Media strategies for print, radio and online
- Counter misinformation affecting public safety
- Negotiation with these outlets for added-value strategies
- Media placement and trafficking
- Creative value-added strategies/execution
- Develop strategies to increase revenue and blight enforcement through public/resident reporting

Campaign strategy and coordination: GSG will function as an adviser and coordinator, ensuring a coordinated, clear and consistent message and timely response to misleading information.

Timeline: December 10, 2012 -- March 7, 2013

Fees: The Consultant will be paid a total of \$100,000 by the Contracting Entity for resident outreach strategy, execution and oversight including any paid media or other outreach initiatives. The fee is payable as follows:

\$50,000 due upon execution of the agreement
\$25,000 due on January 10, 2013
\$25,000 due on February 10, 2013



[VIEW ALL CASE STUDIES](#)

CASE STUDY

Northeast Utilities

Challenge:

New England's largest utility system, Northeast Utilities (NU), faced intense criticism over its handling of back to back weather events in 2011. Mere weeks after Tropical Storm Irene ravaged the coastline, a rare October snowstorm left people without power for over a week. The snowstorm hit just two days before municipal elections, exacerbating an already difficult situation for NU and its electric distribution company, CT Light & Power (CL&P). Relationships with policy makers, customers and the media were strained. Various independent inquiries and reports were commissioned – including executive, regulatory and legislative panels and reviews – prolonging the public conversation over many months. Among the many findings were charges of inefficient communication with key stakeholder groups.

GSG's Approach:

NU hired GSG to craft a multi-stage strategic communications approach, firmly rooted in research, to help the company regain credibility amongst its various target audiences. GSG quickly rolled out messaging to inform customers and educate regulators and policy makers about the realities of the system and its infrastructure as well as to communicate plans for improvement. GSG restructured the storm communications process, provided media training for key executives, mentored staff and reached out to key reporters to manage expectations and prepare for future storms.

Results:

NU and CL&P have received recognition for their efforts to improve communications, press relationships were repaired, and company favorability improved. In addition, media coverage refocused on the unprecedented nature of the weather events and the realities of vegetation near power lines, as well as the fact that the company met industry standards in many key areas. GSG continues to work with NU and CL&P to further streamline and improve storm communications going forward.

Related Capabilities

Crisis Communications
<http://globalstrategygroup.com/area-of-expertise/crisis-communications/>

Media Relations
<http://globalstrategygroup.com/area-of-expertise/media-relations/>

Reputation Management
<http://globalstrategygroup.com/area-of-expertise/reputation-management/>

Research
<http://globalstrategygroup.com/area-of-expertise/research/>

GSG is hiring!

<http://globalsstrategygroup.com>
Here's your chance to join our talented team.

Visit our careers page here
<http://globalsstrategygroup.com/careers/>

"Thank you @PACo-ES capabilities...
<http://twitter.com/PACoCouncil>
for a great orientation session yesterday. GSG is excited to be a new member!"
H.Das
<http://twitter.com/GSGofLexus/279517691397170561>

CONTACT US <http://globalsstrategygroup.com/contact/>

Posted on December 11, 2012

<http://globalsstrategygroup.com/2012/12/social-media-monitoring-a-foundation-not-a-luxury/>
foundation not a luxury by Marshall Maher
<http://globalsstrategygroup.com/blogs/marshall-maher/>
Social Media Monitoring: A Foundation, Not a Luxury
<http://globalsstrategygroup.com/2012/12/social-media-monitoring-a-foundation-not-a-luxury/>

By Marshall Maher: Live-fire analytics and intelligence are a critical tool, not a "nice to have." We all see the compelling charts and presentations that show the trend of businesses... [Read more](http://globalsstrategygroup.com/2012/12/social-media-monitoring-a-foundation-not-a-luxury/)
LOS ANGELES
<http://globalsstrategygroup.com/2012/12/social-media-monitoring-a-foundation-not-a-luxury/>

NEW YORK

895 Broadway
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212 260 8313

WASHINGTON, DC

777 6th Street NW
8th Fl
Washington, DC 20001
202 628 4055

HARTFORD

36 Trumbull Street
2nd Floor
Hartford, CT 06103
860 617 1111

8th Floor
Pomona, CA 91767
909 972 8507

<http://globalsstrategygroup.com> <http://globalsstrategygroup.com/about/> <http://globalsstrategygroup.com/contact/>
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<http://globalsstrategygroup.com/2012/12/social-media-monitoring-a-foundation-not-a-luxury/>

[illegible]

POPPR: Purchase Order Processing

Record 1 of 1

PO: P0016413 Status: EF Stock: COKY Any. Invt: Knt:

V02147 Add: P1 By: Danielle Palladi CONFIRM

GLOBAL STRATEGY GROUP LLC Date: 12/19/2012 Account

885 BROADWAY 8TH FLOOR PO Type: P

NEWYORK NY 10003 PO Total: 30,000.00 Contract: Time:

End Use: Buyer:

Item Qty Unit Description Amount Tax

0001 1 EA Resident outreach strater 30,000.00 0.0004

0002 0 Resident outreach strater 0.0004

Total 30,000.00 0.0004

Record 1 of 1

100%

PO: 70016413

Record 1 of 1

PO: 70016413

Subst: PP

Sec'd: CHAV

Appr: 11/17/12

Mod: 1

V02167

App: V1

By: Danielle Palladi

COACH

GLOBAL STRATEGY GROUP LLC

Date: 12/10/2012

Account

815 BROADWAY 5TH FLOOR

NEW YORK NY 10003

POT: 01

550,000.00

PO Type: P

Thread:

Yes

OKAL Let's get this moving.

Item	Description	Unit	Quantity	Unit Price	Total
0001	Resident outreach strategy		50,000.00	0.01	500.00
0002			0.00	0.01	0.00

Record 1 of 1

100%

☐ Forward
☐ Add
☒ Monitor

There are still people who die

PM: 00019701 PO: 00016410 Status: IP Site: CHAY Agent: JESSY Mark:

Mission: Route: SubType: Site: Date Recd: Any/4: Period: Objective: Dates: Release: Post Codes: Misc:

V02167 ASG: P3 By: Danielle Palladi
 GLOBAL STRATEGY GROUP LLC
 600 BROADWAY 6TH FLOOR
 Date: 12/10/2012

NEW YORK NY 10043 POTAM \$50,000.00

Cashre: _____
 Account: _____
 EOB: _____ PO Type: P
 Contact: _____ Task: _____
 InUse: _____
 Buyer: _____

Action: Attachments Codes: Comments: Notes:

Line	Quantity	Units	Description	U-Price	Amount
0001	1 EA		Resident outreach at rated	50,000.00	50,000.00
0002	0			0.00	0.00

P: Fax: Monitor: Attachments: Comments:

1 2 3

Record: 1

100%

POURPRE, Purchase Order Entry System
Record 1 of 1 **Date:** 10/24/2013

PO# 0015701	PO# 0015701	SUNNY	Block CHAY	Apo: APO	Rmk
VENDOR [Vendor]	DATE [Date]	AMOUNT [Amount]	CYCLE [Cycle]	REP CODE [Rep Code]	URL
V02167	ADD: P1	By: Danielle Palladi	Contact:		
GLOBAL STRATEGY GROUP LLC		Dte: 12/18/2012	Account:		
895 BROADWAY 5TH FLOOR			BDR:	PO Type: P	
NEW YORK NY 10003	POTRZ \$59,600.00		Contact P:	Telco:	
			End User:		
			Buyer:		

Item	Description	Unit	Quantity	Price	Total
0001	Resident outreach strater		30,000.00	\$0.00	-
0002			0.00	\$0.00	-

Record 1 of 1

[illegible]

Record 1 of 1

PN: 0001615 NO: 0001615 Status: FF Rec'd: CHGV Affix: 0001

Work Order

V02161 Add: P1 By: Danielle Faldut Date: 12/18/2012

00041 STRATEGY GROUP LLC
655 BROADWAY 5TH FLOOR
NEW YORK NY 10003 POTENTIAL \$10,000.00

Sec'ty: Account: Bdr: POLYSHI P
Contract: Term: End Use: Buyer:

is a real public safety issue

Account	Quantity	Unit	Description	Unit Price	Amount
0001	1EA		Resident outreach strate	\$0,000.00	\$0.00
0002	0			\$0,000.00	\$0.00

Record 1 of 1

100%

January 23, 2013

REGULAR MEETING OF THE COMMON COUNCIL

JANUARY 23, 2013

Mayor Timothy E. O'Brien called the Regular Meeting of the Common Council to order at 7:40 p.m. on Wednesday, the 23 day of January 2013 in the Common Council Chambers, City Hall.

Thirteen members were present at roll call: Ald. Trueworthy, Magnuszewski, Centeno, DeFronzo, Sanchez, Black, Hermanowski, Platosz, Brown, Freeman, Pabon, Giantonio, and Bielinski.

Two members were absent: Ald. Collins, due to the death of her mother, and Ald. Carlozzi, due to family illness.

City Clerk, Peter J. Denuzze, gave the invocation: O God, our Heavenly Father, we bless and pray for this Common Council in their deliberations concerning the issues before them this evening. We especially pray for Connie Collins who passed away yesterday and express our deepest condolences to her daughter, Tonilynn Collins. We ask this in Thy name. Amen.

The pledge to the flag was led by the City Clerk.

Mayor O'Brien asked that a moment of silence be observed in memory of former Alderwoman Connie Collins. He said that we have lost one of our great figures, the first African American to be a member of this Common Council, she was kind, gentle, and generous with her time and that it was a privilege to have known her.

Ald. Bielinski moved to accept and adopt the minutes of the Regular Meetings of November 14, December 12, 2012 and the Special Meeting of December 21, 2012. Motion seconded by Ald. Trueworthy. So voted.

Ald. Bielinski moved to amend the agenda by substituting 32156(G.1) and moving it to the front of the agenda, by moving unfinished business to the front to be acted on following 32156(G.1), motion seconded by Ald. Trueworthy. Roll call vote – all members present voted in favor.

PETITIONS

32162

ALD. DEFRONZO FOR INSTALLATION OF A GUARDRAIL AT THE CORNER OF SMALLEY STREET AND EAST STREET TO PROTECT THE FAIRVIEW CEMETERY FENCE. REFERRED TO THE BOARD OF POLICE COMMISSIONERS AND PARKS AND RECREATION.



CITY OF NEW BRITAIN

NEW BRITAIN, CONNECTICUT

REPORT OF: Finance Dept., Purchasing Division

To His Honor, the Mayor, and the Common Council of the City of New Britain:
the undersigned beg leave to report the following:

ITEM #:

RE: Emergency Purchase Order (Informational Report only)

DATE: January 9, 2013

In accordance with City Code of Ordinances, Chapter 2, Article VIII, Division V, Section 2-608a, an emergency purchase order was authorized by the Mayor and issued to the vendor listed below on December 18, 2012

<u>Supplier</u>	<u>Item</u>	<u>Unit Price</u>
Global Strategy Group LLC Cody, WY.	Anti-Blight Public Education Campaign	\$100,000.00

The Purchasing Agent reports that no formal bid solicitation and advertisement as outlined in the Purchasing Ordinances were made for this item. In accordance with Section 2-606b of the City Code of Ordinances, the Purchasing Agent reports:

A purchase order was requested by the Mayor's Office for a public safety education campaign for the citizens of New Britain. There has been significant changes to the City's anti-blight regulations and it was determined that residents were not calling 911 in emergency situations because of misinformation given to them by non-city officials. Global Strategy Group, LLC will facilitate and design public service announcements and outreach to ensure residents are educated and will be better prepared for future emergency situations. Global Strategy Group, LLC will provide the City with media strategies for print, radio and on line to the English and non-English speaking communities.

Because of the importance and urgency of getting the public educated, the Mayor under his executive authority approved a purchase order. Funding for the Anti-Blight Public Education Campaign came from the Corporation Council's, account number 001109001-5332, Legal Services.

Jack Pleper
Purchasing Agent

January 23, 2013

32163

**ALD. TRUEWORTHY FOR RECORDING THE FOLLOWING REPORT OF THE
FINANCE DEPT., PURCHASING DIVISION IN ACCORDANCE WITH CITY
ORDINANCES. REFERRED TO THE ECONOMIC & POLICY DEPARTMENT.**

REPORT OF: Finance Dept., Purchasing Division

To His Honor, the Mayor, and the Common Council of the City of New Britain: the undersigned beg leave to report the following:

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Because of the importance and urgency of getting the public educated, the Mayor under his executive authority approved a purchase order. Funding for the Anti-Blight Public Education Campaign came from the Corporation Council's, account number 001109001-5332, Legal Services.

Jack Pieper
Purchasing Agent

Ald. Bielinski moved to adopt the Consent Agenda, seconded by Ald. Trueworthy. Roll call vote – all members present voted in favor. Approved January 28, 2013 by Mayor Timothy E. O'Brien.

CONSENT AGENDA

CORPORATION COUNSEL

32149 RE: MELVIN C. WASHINGTON V. DANIEL IVANCIC, ET AL

To His Honor, the Mayor, and the Common Council of the City of New Britain: the undersigned beg leave to report the following:

On January 11, 2013, the Honorable Judge James W. Abrams granted judgment in favor of Officer Daniel Ivancic and Officer Robert Paciotti in the above captioned matter. The original complaint contained a number of claims, all of which were disposed by the trial court by way of summary judgment based on the expiration of the statute of limitations. On appeal, the Appellate Court reinstated the plaintiff's malicious prosecution claim, but upheld the trial court's ruling that plaintiff's other claims were barred by the applicable statutes of limitation.

From: Jack Pleper
Sent: Tuesday, January 22, 2013 9:53 AM
To: Becky Salerni
Subject: FW: Purchasing Reports for the January 9, 2013 Common Council Meeting
Importance: High

Becky;

FYI

Jack

From: Jack Pleper
Sent: Wednesday, January 02, 2013 9:39 AM
To: Judie Carroll
Subject: Purchasing Reports for the January 9, 2013 Common Council Meeting
Importance: High

Judie;

Here are the Purchasing Reports for the January 9, 2013 Common Council Meeting. There are only 3 reports.

Jack Pleper



CITY OF NEW BRITAIN

NEW BRITAIN, CONNECTICUT

REPORT OF: Finance Dept., Purchasing Division

To His Honor, the Mayor, and the Common Council of the City of New Britain:
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Jack Pleper
Purchasing Agent



CITY OF NEW BRITAIN

NEW BRITAIN, CONNECTICUT

REPORT OF: Finance Dept., Purchasing Division

To His Honor, the Mayor, and the Common Council of the City of New Britain:
the undersigned beg leave to report the following:

ITEM #:

RE: Public Bid No. 3695, Professional Consulting Services for the Walnut Hill Historical District Revitalization Plan.

DATE: January 9, 2013

Public Bid No. 3695 was solicited and received in accordance with the Purchasing Ordinances of the City of New Britain for the purchase of Professional Consulting Services for the Walnut Hill Historical District Revitalization Plan. The City was awarded a grant of \$50,000.00 from the Connecticut Trust for Historical Preservation to undertake this project. The Economic Development Department is currently working to finalize and execute the contract agreement for this grant with the Connecticut Trust.

Invitations to bid were solicited and the bid was duly advertised in the New Britain Herald Newspaper, the City, State of Connecticut's Department of Administration Services, Connecticut Trust for Historical Preservation and the Connecticut Chapter of the American Planning Association Websites and mailed to eleven (11) Architectural, Preservation or Conservation Firms. The Purchasing Agent did not receive any letters from the Architectural, Preservation or Conservation Firms on the mailing list indicating they could not provide a response to the bid request. Responses were received as per attached.

The bids were reviewed for conformance to specifications by the Economic Development Administration, Purchasing Agent, Mayor's office, and a Steering Committee for this project. The Steering Committee met with each of the firms that submitted a proposal. At this meeting the firms provided to the Steering Committee their experience in the fields of historical preservation, architecture, urban design, planning, market analysis and project development and financing. Therefore the Steering Committee is recommending the bid be awarded to Cecil Group of Boston, MA who had the most proven experience in revitalization planning projects involving similar historical neighborhoods with other municipalities and met all of the bid specifications for the Professional Consulting Services for the Walnut Hill Historical District Revitalization Plan.

RESOLVED: That the Purchasing Agent is hereby authorized, once the grant is obtained for this service, to issue a Purchase Order for \$47,500.00 and enter into a contract with Cecil Group of Boston, MA for Professional Consulting Services for the Walnut Hill Historical District Revitalization Plan for the New Britain Economic Development Department per the terms and specifications of Public Bid No. 3695.

Jack Pieper
Purchasing Agent



CITY OF NEW BRITAIN

NEW BRITAIN, CONNECTICUT

REPORT OF: Finance Dept., Purchasing Division

To His Honor, the Mayor, and the Common Council of the City of New Britain:
the undersigned beg leave to report the following:

ITEM #:

RE: Public Bid No. 3704 Engineering Services for the Replacement of the
Elam Street Low Service Zone Water Tank for the Public Works
Department/Utilities Division

DATE: January 09, 2013

Public Bid No. 3704 was solicited and received in accordance with the Purchasing Ordinances of the City of New Britain for Engineering Services for the Replacement of the Elam Street Water Low Service Zone Tank for the Public Works Department, Utilities Division. Funds are available for this purchase within the Public Works Department, Utilities Division's account number 9303501100-5331, Water Capital Improvements, Professional Services.

Invitations to bid were solicited and the bid was duly advertised in the New Britain Herald Newspaper, the City and State of Connecticut's Department of Administration Services websites and mailed to seventy-six (76) Engineering Companies. The Purchasing Agent did not receive any letters from the Engineering Companies on the mailing list indicating they could not provide a response to the bid request. Responses were received as per attached.

The bids were reviewed for conformance to specifications by the Deputy Public Works Director and the Purchasing Agent. Each proposal submitted was evaluated on the basis of the following criteria:

- Engineering Firm's understanding of the contract's scope and services required by the quality of the proposal submitted.
- Background and experience of the Engineering Firm in providing the required range of services need for the water tank replacement.
- Demonstrated effectiveness of the Engineering Firm's proposed delivery system to ensure quality service and timely completion of services.
- Client references for which similar services were performed for and the nature of the project.
- Background, education, qualifications and relevant experience of key personnel to be assigned to this project.
- Competitiveness of proposed fees and costs

Therefore the Deputy Public Works Director is recommending the bid be awarded to Tata & Howard of Marlborough, MA. who has the background and experience in providing the required range of services needed, performed similar services for other municipalities, submitted a responsible bid price and met all of the bid specifications.

In Tata & Howard's bid fees they also included, specialty material and soil testing services, inspection of reinforcing steel placement, sampling and testing of delivered concrete, services of a specialty NACE-Certified sub-consultant for the painting system and welding inspections should a steel tank be decided upon and the design of an interconnection between the two (2) Elam Street Water Tanks that the other bidders did not. The interconnection between the two (2) Elam Street Water will help the City save money by constructing a new smaller volume replacement water tank. The interconnection of the water tanks will provide uninterrupted water service to the system and help with fire protection in the area the low service zone water tank provides water to. The bid results have also been presented to the Water Commission at their January 8, 2013 meeting. At this meeting they approved the Deputy Public Works Director's recommendation to award the bid to Tata & Howard of Marlborough, MA. to provide Engineering Services for the Replacement of the Elam Street Water Tank.

RESOLVED: That the Purchasing Agent be and is hereby authorized to issue a Purchase Order for \$67,000.00 and enter into a contract with Tata & Howard of Marlborough, MA. for Engineering Services for the Replacement of the Elam Street Low Zone Water Tank for the Public Works Department, Utilities Division per the terms and specifications of Public Bid No. 3704.

Jack Pieper
Purchasing Agent

**MAILING RECORD FORM
CITY OF NEW BRITAIN**

BID/RFP #3695 ITEM: Walnut Hill Historical District Revitalization Plan

1. Jay Bright Architect, 175 Orange St., New Haven, CT. 06510, attn: Joy Bright
2. Building Conservation Associates, 580 High St., Dedham MA. 02026, attn: Andrea Gilmore
3. Cunningham Preservation Associates, LLC., 37 Orange Rd., Middletown, CT. 06457
4. Gible Noren Champion Brown Consulting Engineers, Inc, 130 Elm St., Old Saybrook, CT. 06475
5. Past, Inc., P.O. Box 209, 569 Middle Turnpike, Storrs, CT. 06268, attn: Bruce Cloutte
6. Kronenberger & Sons, 175 Industrial Park Rd., Middletown, CT. 06457
7. William Gould Architectural Preservation, LLCX, 102 Angle Rd., Pomfret, CT. 06259
8. Technologies, Inc., 103 North Jackson St., Media Pa. 19063, attn: Barry Schnoll
9. Blackburn Restoration Services, LLC., 48 Plymouth St., Middleborough, MD. 02346, attn: Ted Bayrs
10. Kaestle Boos Associates, Inc. 416 Slater Road , P O Box 2590, New Britain, CT. 06050-2590 Attn: Charles Boos
11. TO Design, 114 West Main Street, New Britain, CT 06051
12. State & City Websites
13. Connecticut Trust for Historical Preservation Website
14. Connecticut Chapter of the American Planning Association Website

**MAILING RECORD FORM
CITY OF NEW BRITAIN**

Bid No. 3704 Item: RFQ for Professional Architectural/Engineering Services for the Blam Street Water Tank

1. AECOM 500 Enterprise Dr., Suite 1A, Rocky Hill, CT. 06067
2. AKRF, 700 Main St., Suite C, Willimantic, CT. 06226, attn: Dennis Goderre
3. AL Engineers, Inc., Mr. Aslami, 919 Middle St., Middletown, CT. 06457
4. AN Consulting Engineers Inc., 124 Whiteoak Dr., Berlin, CT 06037
5. Arcadis, 213 Court St., Suite 700, Middletown, CT. 06457, Attn: Norman Benjamin
6. BETA Group Inc., 1010 Wethersfield Ave., Suite 305, Hartford, CT. 06114, Attn: Jeff Shea
7. BSC Group, 180 Glastonbury Blvd, Suite 103, Glastonbury, CT. 06033, Attn: John VanDell
8. BL Companies, Attn: Derek Kohl, P.E., 355 Reasearch Pkwy., Meriden, CT 06045
9. BVH Integrated Services, 50 Griffin Road South, Bloomfield, CT 06002
10. Barrett, Bonacci & Van Weelee, 175 N. Main St. Branford, CT. 06405
11. Bryant Diesco, LLC, 58 Comstock Ave., Ivoryton, CT. 06442, attn.: Sheri Dieso
12. CDM 100 Great Meadow Rd., Suite 104, Wethersfield, CT. 06109
13. CDM Smith, 900 Chapel St., Suite 1400, New Haven, CT. 06510-2892
14. C J Lawler Assoc., 7 South Main St., West Hartford, CT 06107
15. CJL Engineering Inc, P.O. Box 382, Derby, CT. 06418, attn: Carl Lubrico
16. Cardinal Engineering Assoc., 3 Colony St., Meriden, CT 06451
17. Close, Jensen & Miller, P.C., 1137 Silas Deane Hwy., Wethersfield, CT 06109
18. Collins Engineers, Inc., 101 Hammer Mill Rd., Rocky Hill, CT. 06067
19. Compass Rock, LLC, 230 Brooksvale, RD., Cheshire, CT. 06410, attn: Victor Benni
20. CME, 333 East River Dr., Suite 400, E. Hartford, CT. 06108, attn: Victoria Paliulis
21. CR3, LLP, 571 Hopmeadow St., Simbury, CT. 06070, attn: Diane Parker
22. Design Pofessionals, P.O. Box 1167, South Windsor, CT. 06074, attn: Peter DeMallie
23. Dewberry, 59 Elm St., Suite 101, New Haven, CT 06510-2047
24. Dufresene-Henry, Attn: Richard Moffitt, 735 Prospect Ave., West Hartford, CT 06105
25. EGC Engineering, LLC., 100 Mill Plain Rd., Danbury, CT. 06811, attn: Richard Barrett
26. Fidelis Partners, LLC, P.O. Box 358, West Simsbury, CT. 06092, Attn: Jeff Carrington
27. Fuss & O'Neil Inc., 146 Hartford Rd., Manchester, CT 06040-5921, Attn: James Parry, P.E.
28. GM2 Associates, Inc., 730 Hebron Ave., Glastonbury, CT. 06033, attn: Sebastian Sbalcio
29. Gannett Fleming, 945 Main St., Suite 307, Manchester, CT. 06040-6064, attn: Guy Dalton
30. GeoInsight, Inc., 200 Court St., Second Floor, Middletown, CT. 06457, Attn: Donald Iannicelli
31. HRP Associates, 197 Scott Swamp Road, Farmington, CT 06032, Attn: Walter Gancarz
32. Haley & Aldrich, Inc., 100 Corporate Place, Suite 105, Rocky Hill, CT. 06067-1803
33. HAKS, 306 Industrial Park Rd, Suite 201, Middletown, CT. 06457, attn: Russell Moresi
34. ID3A, 655 Winding Brook, Drive, Glastonbury, CT. 06033, Attn: Kathy Cowles
35. J.R. Russo & Assocaites, 1 Shoham Rd., East Windsor, CT. 06088
36. Kaestle Boos Assoc., Inc., 416 Slater Road, P O Box 2590, New Britain, CT 06050
37. L-C Associates, P.C., 1960 Silas Deane Highway, Rocky Hill, CT 06067
38. Loureiro Engineering, Attn: Robert Heslin, 100 Northwest Dr., Plainville, CT 06062
39. Lenard Engineering Inc., P.O. Box 1088 Glastonbury, CT 06033
40. Luchs Engineering Corp., 185 Main St., New Britain, CT 06051
41. Maguire Group, One Court Street, New Britain, CT 06051
42. Milone & MacBroom, 500 E. Main St., Suite 326, Branford, CT. 06405, Attn: Philip Michalowski
43. Macchi Engineers, LLC, 44 Gillett St., Hartford, CT. 06105-2964, attn: Nancy Stone

44. O'Riorda Miagani, 22 Bank Street, Seymour, CT. 06483, Attn: Joseph Migani
45. Nathan L. Jacobson & Associates, Inc., 86 Main Street, Chester, CT. 06412 attn: Bernard Baker
46. Parsons Buinckenhoff, Attn: Gerry Waltman, 148 Eastern Blvd., Glastonbury, CT 06033
47. Pinnacle One, Attn: Kelly, 213 Court St., Suite 700, Middletown, CT 06457
48. PDS 107 Old Windsor, Rd., Bloomfield, CT. 06002, attn: Jack Krudwig
49. Purcell Associates, 90 National Drive, Glastonbury, CT 06033
50. Salamone & Assoc., 3035 Whitney Ave., Hamden, CT 06518
51. Sage Engineering, LLC., 199 Servistar Industrial Way, Westfield, MA. 01085
52. Sargis Associates, Inc., 1800 Silas Deane Highway, Suite 217, Rocky Hill, CT 06067
53. Silver /Petrocelli & Assoc., 3190 Whitney Ave., Hamden, CT 06518 Attn: Lenore
54. Stearns & Wheeler Co., 35 Corporate Drive, Suite 1000, Trumbull, CT 06611
55. Steven Winter Assoc., Attn: Lori, 50 Washington St., Norwalk, CT 06854
56. Tectonic/Keyes Assoc., 1344 Silas Deane Hwy., Suite 500, Rocky Hill, CT 06067
57. Tighe & Bond, Attn: Peter Galant, 1000 Bridgeport Ave., Shelton, CT. 06484
58. Tata & Howard, Inc., 125 Turnpike Rd., Westborough, MA. 01581 Attn: Donald Tata
59. TO Design, 114 West Main Street, New Britain, CT 06051
60. TPA Design Group, 85 Willow St., New Haven, CT 06511 Attn: Gordon Daring
61. URS Corporation, 500 Enterprise Drive, Suite 3B, Rocky Hill, CT 06067-4002, Attn: Paul Schmidt
62. VHB, 54 Tuttle Place, Middletown, CT 06457-1847, Attn: Bill Anderson,
63. Urban Engineers, Inc., 75 Charter Oak Ave., Hartford, CT. 06106, attn.: Bill Murphy
64. Wright-Pierce, 169 Main Street, Middletown, CT, 06457
65. WMC Consulting Engineers, 87 Holmes Road, Newington, CT 06111
66. Zuvic Associates, 1722 Bartholomew Rd., Middletown, CT 06457
67. TABAS Associates, 724 Boston Post Rd., Madison, CT. 06443 attn: Tom Abbasi
68. Terracon Consultants, Inc., 201 Hammer Mill Rd., Rocky Hill, CT. 06067, attn: Ryan Roy
69. Jones Engineering, LLC, P.O. Box 249, Southington, CT. 06489
70. Leggette, Brashears & Graham, Inc., 6 Executive Drive, Suite 109, Farmington, CT. 06032, attn: Nathalie Vorio
71. Burns & McDonnell, 35 Thorpe Ave., Wallingford, CT. 06492, Attn: Kyle Alldredge
72. Freeman Companies, LLC, 49 Woodland St., Hartford, CT. 06105, attn: Alicia Mojica
73. Cuoco Structural Engineers, LLC, 60 Katona Dr., Suite 12, Fairfield, CT. 06824
74. Kratzert Jones Associates, P.O. Box 337, Miledale, CT. 06467-0337, attn.: Tony Tranquillo
75. Woodard & Curran, 1520 Highland Ave., Cheshire, CT. 06410, Attn: Brian Dooley
76. Innovative Engineering Services. LLC, 64 Thompson St., Suite A101, E. Haven, CT. 06513
77. State and City Websites



CITY OF NEW BRITAIN

NEW BRITAIN, CONNECTICUT

REPORT OF: Finance Dept., Purchasing Division

To His Honor, the Mayor, and the Common Council of the City of New Britain:
the undersigned beg leave to report the following:

ITEM #:

RE: Emergency Purchase Order (Informational Report only)

DATE: January 23, 2013

In accordance with City Code of Ordinances, Chapter 2, Article VIII, Division V, Section 2-606a, an emergency purchase order was authorized by the Mayor and issued to the vendor listed below on December 18, 2012

<u>Supplier</u>	<u>Item</u>	<u>Unit Price</u>
Global Strategy Group LLC Cody, WY.	Anti-Blight Public Education Campaign	\$100,000.00.

The Purchasing Agent reports that no formal bid solicitation and advertisement as outlined in the Purchasing Ordinances were made for this item. In accordance with Section 2-606b of the City Code of Ordinances, the Purchasing Agent reports:

A purchase order was requested by the Mayor's Office for a public safety education campaign for the citizens of New Britain. There has been significant changes to the City's anti-blight regulations and it was determined that residents were not calling 911 in emergency situations because of misinformation given to them by non-city officials. Global Strategy Group, LLC will facilitate and design public service announcements and outreach to ensure residents are educated and will be better prepared for future emergency situations. Global Strategy Group, LLC will provide the City with media strategies for print, radio and on line to the English and non-English speaking communities.

Because of the importance and urgency of getting the public educated, the Mayor under his executive authority approved a purchase order. Funding for the Anti-Blight Public Education Campaign came from the Corporation Council's, account number 001109001-5332, Legal Services.

Jack Pleper
Purchasing Agent

- (2) *Sale.* The agent shall have the authority to sell all supplies which have become unsuitable for public use, or to exchange the same, or trade in the same, on new supplies.
- (b) *Competitive bidding.* Sales under this section shall be made to the highest responsible bidder and according to the standards established in sections 2-534 and 2-537 through 2-542, or in sections 2-592 through 2-595. All sales under this section in the amount of three thousand five hundred dollars (\$3,500.00) or more must be approved by the common council.

(Code 1970, § 2-164; Ord. of 6-81; No. 26768-1, 2-13-02)

Secs. 2-597-2-605. Reserved.

DIVISION 5, EMERGENCY PURCHASES

Sec. 2-606. By agent.

- (a) *Mayor to authorize purchase.* In case of an apparent emergency which requires the immediate purchase of supplies or contractual services, the mayor shall be empowered to authorize the agent to secure by open market procedures as herein set forth, at the lowest obtainable price, any supplies or contractual services regardless of the amount of the expenditures.
- (b) *Agent to make report to council.* A full report of the circumstances of an emergency purchase shall be filed by the agent with the council and shall be entered in the minutes of the council and shall be open to public inspection.

(Code 1970, § 2-165)

Sec. 2-607. By head of department.

- (a) *Department head may purchase directly.* In case of actual emergency, and with the consent of the agent, and the approval of the mayor, the head of any using agency may purchase directly any supplies or contractual services whose immediate procurement is essential to prevent delays in the work of the using agency which may vitally affect the life, health, or convenience of citizens.
- (b) *Department head to report to agent and council.* The head of such agency shall send to the agent a requisition and a copy of the delivery record together with a full written report of the circumstances of the emergency. The report shall be filed with the council as provided in section 2-606(b) of this division.
- (c) *Agent to prescribe emergency procedure.* The agent shall prescribe by rules and regulations the procedure under which emergency purchases by heads of using agencies shall be made.

(Code 1970, § 2-166)

Secs. 2-608-2-615. Reserved.

*Start of
Office Day
Econ & Dev. Dept.*

CITY CLERK'S OFFICE
NEW BRITAIN, CONN.



Mr. _____

Dear Sir:

Your attention is called to the following petition received by the Common Council at its meeting held Wednesday Evening, January 23, 2013 and referred to

To His Honor, the Mayor, and the Common Council of the City of New Britain:
the undersigned beg leave to petition your Honorable body:

[For the report as attached be recorded in meeting minutes in accordance to city ordinances.]

Alderman Michael Trueworthy, Mayor Pro-Tempore
By request



CITY OF NEW BRITAIN

NEW BRITAIN, CONNECTICUT

REPORT OF: Finance Dept., Purchasing Division

To His Honor, the Mayor, and the Common Council of the City of New Britain:
the undersigned beg leave to report the following:

ITEM #:

RE: Emergency Purchase Order (Informational Report only)

DATE: January 23, 2013

In accordance with City Code of Ordinances, Chapter 2, Article VIII, Division V, Section 2-806a, an emergency purchase order was authorized by the Mayor and issued to the vendor listed below on December 18, 2012

<u>Supplier</u>	<u>Item</u>	<u>Unit Price</u>
Global Strategy Group LLC Cody, WY.	Anti-Blight Public Education Campaign	\$100,000.00.

The Purchasing Agent reports that no formal bid solicitation and advertisement as outlined in the Purchasing Ordinances were made for this item. In accordance with Section 2-806b of the City Code of Ordinances, the Purchasing Agent reports:

A purchase order was requested by the Mayor's Office for a public safety education campaign for the citizens of New Britain. There has been significant changes to the City's anti-blight regulations and it was determined that residents were not calling 911 in emergency situations because of misinformation given to them by non-city officials. Global Strategy Group, LLC will facilitate and design public service announcements and outreach to ensure residents are educated and will be better prepared for future emergency situations. Global Strategy Group, LLC will provide the City with media strategies for print, radio and on line to the English and non-English speaking communities.

Because of the importance and urgency of getting the public educated, the Mayor under his executive authority approved a purchase order. Funding for the Anti-Blight Public Education Campaign came from the Corporation Council's, account number 001109001-5332, Legal Services.

Jack Pleper
Purchasing Agent

Jack Pieper

From: NBFinanceWF@newbritainct.gov
Sent: Tuesday, December 18, 2012 3:09 PM
To: Jack Pieper
Subject: WORKFLOW/Action CNB PR APRV created by DPALLADINO

To approve this, simply reply and type Y, YES, or OK in the first line.
To reject this, reply and type N or NO in the first line.
To add comments, type up to 255 characters on subsequent lines delimited by double square brackets.
Example: [[this is an official comment to the e-mail response]] All other comments will be ignored.

WORKFLOW MODEL INFORMATION:

User=JPIEPER
Model=CNB PR APRV
Activity=A22
Key=9ABE1C19-B23A-452F-8561-11E33A7F06EB
Version=1
UniqueKey=D6C998FD-E0AD-4CC1-B006-A95066CF7A25

WORKFLOW INSTANCE INFORMATION:

Purchase Request# = R0019705
PR Total\$ = \$50,000.00
Requested By = Danielle Palladino
Request Date = 12/18/2012
Entry Date = 12/18/2012
Vendor = V02167-GLOBAL STRATEGY GROUP LLC

ACCOUNT INFORMATION

Item#	Quantity	Price	Item Total	Lg	Key	Object	Amt/Pct
0001	1.000	\$50,000.00	\$50,000.00	GL	001109001	5332	100%

Item Description

Resident outreach strategy,
execution, and oversight

SCREEN LINK INFORMATION:

<http://10.10.9.90/lfas7/screens/purchasing/pouppr.asp?abePOpvdsc=&li:UniqueKey&rt:9ABE1C19-B23A-452F-8561-11E33A7F06EB&li:UniqueKey&rt>

General Ledger Transaction Detail

Post Date	Sub-System	Reference	Sec Ref	Notes	PEID	Description	Misc/Check #	Debit	Credit	Net Balance
001109001 CORPORATION COUNSEL										
5332 LEGAL SERVICES										
11/05/2012	OH	59204	P0015472	R0019488	V00335	HOWD & LUDORF L Billed Through 00076141		Beginning Balance		0.00
11/30/2012	OH	51578	P0015986	R0019189	V00335	HOWD & LUDORF L Bill # 51578-B 00077093		1,603.33		1,603.33
11/30/2012	OH	52596	P0015981	R0019195	V00335	HOWD & LUDORF L Bill #52596-B 00077093		4,511.12		6,114.45
11/30/2012	OH	53521	P0015993	R0019194	V00335	HOWD & LUDORF L Bill #53521-B 00077090		2,094.50		8,208.95
11/30/2012	OH	56980	P0015987	R0019193	V00335	HOWD & LUDORF L Bill #56980-B 00077092		3,339.70		11,548.65
11/30/2012	OH	57369	P0015979	R0019188	V00335	HOWD & LUDORF L Bill #57369-B 00077091		5,088.22		16,636.87
11/30/2012	OH	57370	P0015991	R0019192	V00335	HOWD & LUDORF L Bill #57370-B 00077094		1,405.00		18,041.87
11/30/2012	OH	647.03M	P0015996	R0019211	V0210054	KAINEN ESCALIER Client No. 664 00077089		8,082.78		26,124.65
11/30/2012	OH	647.04M	P0015998	R0019213	V0210054	KAINEN ESCALIER Client No. 664 00077098		13,012.84		39,137.49
12/10/2012	OH	647.05M	P0016001	R0019219	V0210054	KAINEN ESCALIER Client No. 664 00077100		13,030.00		52,167.49
12/10/2012	OH	228807	P0016161	R0019410	V0052033	LEVY & DRONEY P Invoice 228807 00077374		11,400.00		63,567.49
12/10/2012	OH	42735	P0016208	R0019466	V0210054	KAINEN ESCALIER Statement No. 00077370		7,296.00		70,863.49
12/19/2012	OH	22176	P0016413	R0019705	V02167	GLOBAL STRATEGY Resident centre 00077550		1,150.00		72,013.49
01/15/2013	OH	229160	P0016677	R0020055	V0052033	LEVY & DRONEY P Invoice 229160 00078182		50,000.00		122,013.49
Total LEGAL SERVICES								11,989.00		134,002.49
Total CORPORATION COUNSEL								134,002.49	0.00	134,002.49
Grand								134,002.49	0.00	134,002.49

User: BSALERNI

Time: 09:16:34

Payable Transactions by Vendor

Invoice Number	Invoice Date	Post Date	Due Date	Description	Product ID	PR #	PO #	Check #	Check Date	Status	Amount
V02167 GLOBAL STRATEGY GROUP LLC											
22176	12/13/2012	12/19/2012	12/13/2012	Resident outreach strategy,	918-00-00	R001970	P0016413	00077550	12/19/2012	PD	50,000.00
M210	01/28/2013	03/22/2013	01/28/2013	Resident outreach, strategy,	918-00-00	R002089	P0017603	00082296	03/22/2013	PD	25,000.00
2351	02/06/2013	04/15/2013	02/06/2013	Resident outreach, strategy,	918-00-00	R002089	P0017603	00083084	04/15/2013	PD	25,000.00
Total GLOBAL STRATEGY GROUP LLC											100,000.00
Grand											100,000.00



Tim O'Brien <mayortimobrien@gmail.com>

Fwd: GSG Proposed Scope of Work

Phil Sherwood <psherwood33@gmail.com>

Wed, Nov 21, 2012 at 12:34 PM

To: Tim O'Brien <mayor@timobrien.org>

----- Forwarded message -----

From: **Tanya Meck** <tmeck@globalstrategygroup.com>

Date: Wed, Nov 21, 2012 at 12:27 PM

Subject: GSG Proposed Scope of Work

To: Phil Sherwood <psherwood33@gmail.com>

Cc: Carter Kneeland <ckneeland@globalstrategygroup.com>

Phil,

Per our discussion, please review the proposed scope of work below. I'd be happy to answer any questions you have at your convenience.

Tanya

Proposed Scope of Work

Global Strategy Group (GSG) is a full-service strategic communications, public affairs, and research firm with offices in Hartford, CT, New York, Washington D.C. and Los Angeles and clients located across the United States.

We are uniquely positioned at the nexus of business, government and the media – this sets us apart from other PR firms who focus solely on placing a certain number of stories in the press. Combined with our knowledge of political campaigns, elected officials and the regulatory and policymaking community, this experience enables us to provide our clients with a unique blend of insight, counsel and communications.

We represent a broad range of clients, including Fortune 500 companies, nonprofits and foundations, non-profits and advocacy organizations, and we offer a wide range of capabilities that include: research, strategic communications, digital engagement, and grassroots and grasstops management.

Global Strategy Group (GSG) will work with the Mayor's office to help disseminate accurate information regarding the licensing fee for landlords who rent units in non-owner occupied buildings. This registration and licensing function will provide the City of New Britain with additional enforcement opportunities to combat blight in the city. However, there is a vocal group, led by out of city and out of state interests, that is using misinformation and scare tactics to confuse their tenants. This group, funded through the CT Property Owners Alliance has

launched a coordinated campaign against the Mayor's initiative. GSG will help identify points of misinformation, and use a combination of earned and paid media to make sure that tenants – and all residents of New Britain – have accurate information about this anti-bligh initiative, as well as about their rights as renters.

Earned media: Earned media will be an important component to the public education campaign and will require developing a roster of organizations and individuals who can act as third party validators and who will be willing to author op-eds and letters to the editor. GSG will also help educate key reporters and make sure they have the facts and access they need for accurate stories. We'll also develop a rapid response program to immediately combat misinformation in the media.

Paid media: GSG will work through our media buyer to provide the City of New Britain with:

- Media strategies for print, radio and online
- Negotiation with these outlets for added-value strategies
- Media placement and trafficking
- Creative value-added strategies/execution

Working with our media-buyer, GSG would begin with a one-month targeted paid media campaign so that we can assess the effectiveness of the effort and refine it going forward, if necessary. GSG will focus on print, online and radio advertising geared specifically to the citizens of New Britain. This will include the major daily newspaper, weekly publications and their online counterparts as well as outlets that reach non-English speaking populations.

Campaign strategy and coordination: GSG will function as an adviser and campaign organizer, ensuring a coordinated, clear and consistent message and timely response to misleading information.

Timeline: Dec 1 - Feb 28 (This timeline allows GSG to help the City respond to misinformation and put a communications structure in place that can be carried forward after the contract concludes).

Fees: \$65,000 for campaign strategy, execution and oversight. \$35,000 for paid media.

Let's discuss when you have a moment.

Tanya

—
Phil Sherwood
(c) 860-796-2398

1/14/13

Gmail - test email



Phil Sherwood <psherwood33@gmail.com>

test email

2 messages

Tanya Meck <tmeck@globalstrategygroup.com>

Tue, Nov 20, 2012 at 7:59 PM

To: "psherwood33@gmail.com" <psherwood33@gmail.com>

Let me know if this is the correct email..and I'll get you scope of work proposal later tonight or early tomorrow.
Tanya

Phil Sherwood <psherwood33@gmail.com>

Wed, Nov 21, 2012 at 8:27 AM

To: Tanya Meck <tmeck@globalstrategygroup.com>

correct.
Phil

On Tue, Nov 20, 2012 at 7:59 PM, Tanya Meck <tmeck@globalstrategygroup.com> wrote:

Let me know if this is the correct email..and I'll get you scope of work proposal later tonight or early tomorrow.
Tanya

--
Phil Sherwood
(c) 860-796-2398



Phil Sherwood <psherwood33@gmail.com>

anti-blight ordinances2 messages

Tanya Meck <tmeck@globalstrategygroup.com>

Mon, Dec 3, 2012 at 8:52 AM

To: "Phil Sherwood (psherwood33@gmail.com)" <psherwood33@gmail.com>

Cc: Carter Kneeland <ckneeland@globalstrategygroup.com>

Phil,

Can you pls send me a list and description of all anti-blight ordinances/initiatives proposed and accomplished so far by the administration? Also, any information you have on other municipalities in the state (Stamford, New Haven) who have similar licensing and/or hotspot ordinances on the books.

Thanks,

Tanya

Tanya Meck

Senior VP & Managing Director

Global Strategy Group

36 Trumbull Street

3rd Floor

Hartford, CT 06103

860-547-1414 (office)

860-550-1362 (mobile)

www.globalstrategygroup.com

Phil Sherwood <psherwood33@gmail.com>

Mon, Dec 3, 2012 at 9:11 AM

To: Tanya Meck <tmeck@globalstrategygroup.com>

Cc: Carter Kneeland <ckneeland@globalstrategygroup.com>

Here's an informative article here from this weekend: <http://www.newbritainherald.com/articles/2012/12/01/news/doc50baccf4b8867228077136.prt>

Attached are the Hot Spots Ordinance and Landlord License Ordinance.

1/14/13

Gmail - anti-blight ordinances

A third and by far more sweeping proposal was an anti-blight proposal that O'Brien passed within 2 months of taking office - it significantly increased fines on blighted properties from \$100 a day per property per day in violation to \$250 a day for EACH VIOLATION. In other words, 20 broken windows is 20 x \$250 a day = Fine.

This is why within just two months of this ordinance the City of New Britain took over our version of Harford's Butt Ugly Building (Berkowitz Building) They had racked up fines in the hundreds of thousands of dollars because of the new blight fines and ordinances. It had been vacant for over a decade in the heart of our commercial district, now the city took as the liens were excess of the value, and we are now actively marketing it. It was good to see such a huge success so quickly because of the new ordinance - we can do more to use this as evidence of it working and for its potential. <http://www.courant.com/community/new-britain/hc-eyesore-20120514,0,1378709>. photogallery

Also attached are rough drafts of some fact sheets that lay out a little more info.





Phil

[Quoted text hidden]

-

Phil Sherwood
(c) 860-798-2398

4 attachments

-  **Residential Rental Property Business License_Ordinance 2012.doc**
44K
-  **Revised Fees for Excessive Public Safety Responses_Ordinance 2012 (1).doc**
50K
-  **New Antiblight Initiatives Fact Sheet.docx**
15K
-  **Rental Property License Fact Sheet.docx**
78K

1/14/13

Gmail - Landlord Weekly Paper



Phil Sherwood <psherwood33@gmail.com>

Landlord Weekly Paper

1 message

Phil Sherwood <psherwood33@gmail.com>

Mon, Dec 10, 2012 at 9:20 AM

To: Tanya Meck <tmeck@globalstrategygroup.com>, Carter Kneeland <ckneeland@globalstrategygroup.com>

<http://nbcityjournal.com/>

—

Phil Sherwood
(c) 860-796-2398

1/14/13

Gmail - GSG Contract



Phil Sherwood <psherwood33@gmail.com>

GSG Contract

1 message

Carter Kneeland <ckneeland@globalstrategygroup.com>

Tue, Dec 11, 2012 at 1:13 PM

To: Phil Sherwood <psherwood33@gmail.com>

Cc: Carter Kneeland <ckneeland@globalstrategygroup.com>, Tanya Meck <tmeck@globalstrategygroup.com>

Hi Phil,

Attached please find the contract for your signature.

Please feel free to call with any questions.

Thanks,

Carter

Carter Kneeland

Vice President of Communications

Global Strategy Group

36 Trumbull Street, Third Floor

Hartford, CT 06103


P: 860.547.1414

F: 860.548-0842

M. 860.490.4298

www.globalstrategygroup.com

CAMPAIGN TO WIN

 scan.pdf
1758K

Philip Sherwood

From: Jack Pleper
Sent: Friday, December 14, 2012 11:00 AM
To: Philip Sherwood
Subject: Forms
Attachments: Vendor Setup Form and W9.pdf

Importance: High

Phil;

Need Global Strategy Group, LLC to complete the attached forms and get them back to us so we can set them up as a vendor in our system. Once set up in our system and a vendor number assigned to them you can then enter an emergency purchasing requisition into the IFAS system and a purchase order will be created so they can start work for us.

Jack Pleper



CITY OF NEW BRITAIN

NEW BRITAIN, CONNECTICUT

ATTN: ALL VENDORS OF THE CITY OF NEW BRITAIN

Would you please fill out the following information so that we may update our records.

Vendor# _____

Name _____

Address 1 _____

Address 2 _____

E-Mail Address _____

City _____ ST _____ ZIP _____

Incorporated _____ YES _____ NO _____

REMITTANCE ADDRESS (IF DIFFERENT)

Name _____

Address 1 _____

Address 2 _____

E-Mail Address _____

City _____ ST _____ ZIP _____

Phone Number () _____

Contact Person _____

**Social Security # or Federal Tax ID # _____

Authorized Signature _____

Please Return Completed Forms to:

City of New Britain
c/o Finance Department (1099 Clerk)
27 West Main Street
New Britain, CT 06051

**If the ID# provided is a Social Security number, name of person to whom the Social Security number is assigned must appear on the "NAME" line.

Request for Taxpayer Identification Number and Certification

Give form to the
requester. Do not
send to the IRS.

Print or type
See Specific Instructions on page 2.

Name	
Business name, if different from above	
Check appropriate box: <input type="checkbox"/> Individual/ Sole proprietor <input type="checkbox"/> Corporation <input type="checkbox"/> Partnership <input type="checkbox"/> Other ▶ <input type="checkbox"/> Exempt from backup withholding	
Address (number, street, and apt. or suite no.)	Requester's name and address (optional)
City, state, and ZIP code	
List account number(s) here (optional)	

Part I Taxpayer Identification Number (TIN)

Enter your TIN in the appropriate box. For individuals, this is your social security number (SSN). However, for a resident alien, sole proprietor, or disregarded entity, see the Part I instructions on page 2. For other entities, it is your employer identification number (EIN). If you do not have a number, see How to get a TIN on page 2.

Note: If the account is in more than one name, see the chart on page 2 for guidelines on whose number to enter.

Social security number								
OR								
Employer identification number								

Part II Certification

Under penalties of perjury, I certify that:

1. The number shown on this form is my correct taxpayer identification number (or I am waiting for a number to be issued to me), and
2. I am not subject to backup withholding because: (a) I am exempt from backup withholding, or (b) I have not been notified by the Internal Revenue Service (IRS) that I am subject to backup withholding as a result of a failure to report all interest or dividends, or (c) the IRS has notified me that I am no longer subject to backup withholding, and
3. I am a U.S. person (including a U.S. resident alien).

Certification instructions. You must cross out item 2 above if you have been notified by the IRS that you are currently subject to backup withholding because you have failed to report all interest and dividends on your tax return. For real estate transactions, item 2 does not apply. For mortgage interest paid, acquisition or abandonment of secured property, cancellation of debt, contributions to an individual retirement arrangement (IRA), and generally, payments other than interest and dividends, you are not required to sign the Certification, but you must provide your correct TIN. (See the instructions on page 2.)

Sign
Here

Signature of
U.S. person ▶

Date ▶

Purpose of Form

A person who is required to file an information return with the IRS must get your correct taxpayer identification number (TIN) to report, for example, income paid to you, real estate transactions, mortgage interest you paid, acquisition or abandonment of secured property, cancellation of debt, or contributions you made to an IRA.

Use Form W-9 only if you are a U.S. person (including a resident alien), to give your correct TIN to the person requesting it (the requester) and, when applicable, to:

1. Certify the TIN you are giving is correct (or you are waiting for a number to be issued),
2. Certify you are not subject to backup withholding, or
3. Claim exemption from backup withholding if you are a U.S. exempt payee.

If you are a foreign person, use the appropriate Form W-8. See Pub. 515, Withholding of Tax on Nonresident Aliens and Foreign Entities.

Note: If a requester gives you a form other than Form W-9 to request your TIN, you must use the requester's form if it is substantially similar to this Form W-9.

What is backup withholding? Persons making certain payments to you must under certain conditions withhold and pay to the IRS 30% of such payments after December 31, 2001 (28% after December 31, 2003). This is called "backup withholding." Payments that may be subject to backup withholding include interest, dividends, broker and barter exchange transactions, rents, royalties, nonemployee pay, and certain payments from fishing boat operators. Real estate transactions are not subject to backup withholding.

You will not be subject to backup withholding on payments you receive if you give the requester your correct TIN, make the proper certifications, and report all your taxable interest and dividends on your tax return.

Payments you receive will be subject to backup withholding if:

1. You do not furnish your TIN to the requester, or
2. You do not certify your TIN when required (see the Part II instructions on page 2 for details), or
3. The IRS tells the requester that you furnished an incorrect TIN, or
4. The IRS tells you that you are subject to backup withholding because you did not report all your interest and dividends on your tax return (for reportable interest and dividends only), or

5. You do not certify to the requester that you are not subject to backup withholding under 4 above (for reportable interest and dividend accounts opened after 1983 only).

Certain payees and payments are exempt from backup withholding. See the instructions on page 2 and the separate instructions for the Requester of Form W-9.

Penalties

Failure to furnish TIN. If you fail to furnish your correct TIN to a requester, you are subject to a penalty of \$50 for each such failure unless your failure is due to reasonable cause and not to willful neglect.

Civil penalty for false information with respect to withholding. If you make a false statement with no reasonable basis that results in no backup withholding, you are subject to a \$500 penalty.

Criminal penalty for falsifying information. Willfully falsifying certifications or affirmations may subject you to criminal penalties including fines and/or imprisonment.

Misuse of TINs. If the requester discloses or uses TINs in violation of Federal law, the requester may be subject to civil and criminal penalties.

Philip Sherwood

From: Jack Pieper
Sent: Tuesday, December 18, 2012 10:46 AM
To: Philip Sherwood
Subject: FW: vendor paperwork

Phil;

FYI, Global Strategy Group is now set up onto our system so you can now enter a PR into the system and get a PO issued for services we need them to provide us. Their vendor number is V02167.

Jack Pieper

From: John Rogalewski
Sent: Tuesday, December 18, 2012 10:26 AM
To: Jack Pieper
Subject: RE: vendor paperwork

All set. V02167

From: Jack Pieper
Sent: Monday, December 17, 2012 3:48 PM
To: John Rogalewski
Cc: Philip Sherwood
Subject: FW: vendor paperwork

John;

Can you set this vendor up into our system. Once you get the vendor number let me and Phil know so he can enter a PR into the system and get a PO for services we need this company to provide the City.

Thanks

Jack Pieper

From: Phillip Sherwood
Sent: Monday, December 17, 2012 3:44 PM
To: Jack Pieper
Subject: FW: vendor paperwork

Global Strategies Paperwork...

From: Phil Sherwood [<mailto:psherwood33@gmail.com>]
Sent: Monday, December 17, 2012 3:43 PM
To: Phillip Sherwood
Subject: Fwd: vendor paperwork

>

Here you go Phil.

Thanks!

Carter Kneeland

Vice President of Communications

Global Strategy Group

36 Trumbull Street, Third Floor

Hartford, CT 06103

P: 860.547.1414

F: 860.548-0842

M. 860.490.4298

www.globalstrategygroup.com

CAMPAIGN TO WIN

--

Phil Sherwood
(c) 860-796-2398

Jack Pieper

From: Jack Pieper
Sent: Monday, December 24, 2012 9:37 AM
To: Phillip Sherwood
Subject: RE: Help! - Common Council Report

Phil;

Thanks, I will make it an emergency purchase order report.

Jack Pieper

From: Phillip Sherwood
Sent: Monday, December 24, 2012 9:24 AM
To: Jack Pieper
Subject: RE: Help! - Common Council Report

It was technically an EPO. Professional Services would have required, at least as I understand it, prior council approval.

From: Jack Pieper
Sent: Monday, December 24, 2012 8:38 AM
To: Phillip Sherwood
Subject: RE: Help! - Common Council Report

Phil;

Thanks, should I call it an emergency purchasing report or keep it as professional consulting services?

Jack

From: Phillip Sherwood
Sent: Monday, December 24, 2012 8:28 AM
To: Jack Pieper
Subject: RE: Help! - Common Council Report

Jack,
Attached is a slightly edited version of the report more accurately reflecting their services. The line item which is paying for this is legal services.

Phil

From: Jack Pieper
Sent: Monday, December 17, 2012 10:45 AM
To: Phillip Sherwood
Subject: Help! - Common Council Report
Importance: High

Phil;

Need your help! Please take a look at the draft of the Purchasing Report to the Common Council regarding the work that Global Strategy Group will be doing for the City. Let me know of any changes, corrections or additional that I should make to the report. Your help will be appreciated.

Jack Pieper

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Sent: Monday, December 24, 2012 8:28 AM
To: Jack Pieper
Subject: RE: Help! - Common Council Report
Attachments: EmergencyPurchase Order Janaury 9 2013 #1 .doc

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Jack Pieper

From: Jack Pleper
Sent: Tuesday, January 22, 2013 9:53 AM
To: Becky Salerni
Subject: FW: Purchasing Reports for the January 9, 2013 Common Council Meeting
Importance: High

Becky;

FYI

Jack

From: Jack Pleper
Sent: Wednesday, January 02, 2013 9:39 AM
To: Judie Carroll
Subject: Purchasing Reports for the January 9, 2013 Common Council Meeting
Importance: High

Judie;

Here are the Purchasing Reports for the January 9, 2013 Common Council Meeting. There are only 3 reports.

Jack Pleper

1/22/13

Gmail - Contract



Phil Sherwood <psherwood33@gmail.com>

Contract

4 messages

Jamie Glantonio <jamleglantonio@gmail.com>
To: Tim O'Brien <mayor@tlmobrien.org>
Cc: Phil Sherwood <psherwood33@gmail.com>

Fri, Dec 28, 2012 at 1:47 PM

Mayor-

Can you please send me a copy of the contract the city entered into with Global Strategy Group?

Thanks
Alderman Glantonio

Sent from my iPhone

Phil Sherwood <psherwood33@gmail.com>
Cc: Tim O'Brien <mayor@tlmobrien.org>

Fri, Dec 28, 2012 at 2:26 PM

Did you send it over or shall I? I can have Danielle put hard copy in his box.

[Quoted text hidden]

Phil Sherwood <psherwood33@gmail.com>
To: Jamie Glantonio <jamleglantonio@gmail.com>

Wed, Jan 2, 2013 at 2:29 PM

Here it is.

Phil
[Quoted text hidden]

Phil Sherwood
(c) 860-796-2398

 **Global Strat Agreement.pdf**
634K

Jamie Glantonio <jamleglantonio@gmail.com>
To: Phil Sherwood <psherwood33@gmail.com>

Wed, Jan 2, 2013 at 3:40 PM

Thanks Phil- can you please send Exhibit A and the SOW documents as well?

Jamie

Sent from my iPhone
[Quoted text hidden]

<Global Strat Agreement.pdf>

1/22/13

Gmail - PR Firm questions



Phil Sherwood <psherwood33@gmail.com>

PR Firm questions

2 messages

New Britain City Journal <newbritaincityjournal@yahoo.com>
Reply-To: New Britain City Journal <newbritaincityjournal@yahoo.com>
To: Phil Sherwood <psherwood33@gmail.com>

Tue, Jan 1, 2013 at 12:35 PM

Hi Phil,
here are some questions for you.

Was an RFP sent out for the PR Firm?
Isn't any expenditures over \$3,000 supposed to get council approval?
Was it an emergency situation? What made this an emergency situation?
What made you choose Global Strategies as the PR firm?
Where is the \$100,000 coming from?

thanks,
Robin

New Britain City Journal
PO Box 2111
New Britain, CT 06050
860-505-7612

Phil Sherwood <psherwood33@gmail.com>
To: New Britain City Journal <newbritaincityjournal@yahoo.com>

Wed, Jan 2, 2013 at 2:37 PM

On Tue, Jan 1, 2013 at 12:35 PM, New Britain City Journal <newbritaincityjournal@yahoo.com> wrote:

Hi Phil,
here are some questions for you.

Was an RFP sent out for the PR Firm? It was an emergency purchase order.
Isn't any expenditures over \$3,000 supposed to get council approval? Emergency purchase orders require sign-off by the mayor.
Was it an emergency situation? What made this an emergency situation? Yes. Residents have told told not to call 911 and told they would be charged to do so which is a lie.
What made you choose Global Strategies as the PR firm? They have experience in developing, creating and placing ads in the local media market.
Where is the \$100,000 coming from? It is coming from existing appropriations - under "legal services". The mayor is not happy about having to spend money to purchase public service announcements but his main job is to protect the residents of New Britain but was forced to when an outside group ran ads and sent letters to residents falsely telling them they would be charged for calling 911 in the event of an emergency. Peoples lives have been put in danger.

thanks,
Robin

1/22/13

Gmail - PR Firm questions

New Britain City Journal
PO Box 2111
New Britain, CT 06050
860-505-7612

Phil Sherwood
(c) 860-796-2398

1/22/13

Gmail - SOW and Exhibit A



Phil Sherwood <psherwood33@gmail.com>

SOW and Exhibit A

1 message

Phil Sherwood <psherwood33@gmail.com>

Thu, Jan 3, 2013 at 10:55 AM

To: Jamie Gantonio <jamiegantonio@gmail.com>

here it is.

Phil

Phil Sherwood
(c) 860-796-2398



SOW Exhibit A.pdf
50K

1/22/13

Gmail - Global Strategy



Phil Sherwood <psherwood33@gmail.com>

Global Strategy

New Britain City Journal <newbritaincityjournal@yahoo.com>

Tue, Jan 8, 2013 at 4:22 PM

Reply-To: New Britain City Journal <newbritaincityjournal@yahoo.com>

To: Phil Sherwood <psherwood33@gmail.com>

Hi Phil,

I still have some questions about Global Strategy.

The Scope of Services Document for the City refers to both "earned" and "paid" media. Is the paid media part of the \$100,000 contract with the City of New Britain? If not, how much additional dollars are you projecting to spend on paid advertising?

Is the \$100,000 amount a typical number for this scope of advertising? Couldn't it have been done for \$50,000?

The agreement with the City is for three-months at a rate of \$100,000 from December 10th-March 7th 2013, here we are mid January, what have they done so far?

Robin

New Britain City Journal

PO Box 2111

New Britain, CT 06050

860-505-7612