



North Bay Village Recommendation Memorandum

ITEM
NO. 14B3

DATE: November 23, 2020

TO: Honorable Mayor, Vice Mayor and Members of the Village Commission

FROM: Cynder Haines,

SPONSORED BY: Mayor Brent Latham

SUBJECT: *OurNBV Card Contract - Sponsored by Mayor Brent Latham*

RECOMMENDATION

A RESOLUTION OF THE COMMISSION OF NORTH BAY VILLAGE, FLORIDA, AMENDING THE FY 2021 GENERAL OPERATING BUDGET BY TRANSFERRING FUNDS FROM THE GENERAL FUND UNRESERVED FUND BALANCE; WAIVING THE COMPETITIVE BID PROCESS IN FAVOR OF YIFTEE FOR THE OURNBV CARD PROGRAM; AUTHORIZING THE VILLAGE MANAGER TO ENTER INTO AN AGREEMENT AND EXPEND BUDGETED FUNDS IN FURTHERANCE HEREOF; PROVIDING FOR IMPLEMENTATION; AND PROVIDING FOR AN EFFECTIVE DATE

Approval to waive competitive bid process and to approve a budget amendment from unassigned reserves to award Yiftee for community gift card creation and administration as it is in the Village's best interest.

BACKGROUND AND ANALYSIS

The OurNBV Card grant program aims to provide residents Covid relief through a prepaid card that can be spent on food at local Village businesses. The program has already been approved by the County to be fully funded and reimbursed through the County's CARES Act aid for new Covid-19 programs. This direct financial assistance to residents will quickly provide Covid relief to families in need while supporting local businesses by keeping all spending within the Village.

This type of prepaid card, where funds can only be spent at select locations, is called an open-loop restricted card and is a service provided by a number of vendors. This contract would allow the OurNBV Card program to be easily managed and properly administered through Yiftee, providing savings in resources and time, while also providing a higher quality of service for the community.

Per code 36.25 (L), the Village Commission is allowed to waive competitive bids if it is in the Village's best interest. Due to the time constraints of initiating and fulfilling an RFP process, staff recommends waiving the process to save the village staff time and resources. The proposed services would cover the administration of the OurNBV Card program through the end of 2020. The total program cost is \$119,062, all of which will be reimbursed by the county. \$119,062 = \$103,062 to be disbursed directly to residents through prepaid cards usable at local businesses + \$12,000 in administrative costs spent on Village staff salaries + \$4,000 disbursed to Yiftee for service fees. This represents 10% of program funding being spent on Village staff salaries and 3.4% of the total program funding being spent on Yiftee's services. Yiftee provides a discounted fee of \$0.50 + 3% of the face value of cards purchased by the Village. This fee is the only cost to the Village. The estimated fees on the approximately \$103,062 of program funding disbursed to residents through Yiftee is \$4,000. This represents 3.4% of the total program funding being spent on Yiftee's services.

Staff has researched 7 vendors that provide similar community gift card services. Yiftee beats all competitors in terms of price and ease of administration for electronic open-loop restricted card services. One competitor, Factor4, beats Yiftee in terms of price for exclusively physical cards, but Factor4's increased complexity in administration of its physical card services makes it an inferior choice for the OurNBV Card.

The Legislative Aide to the Mayor and Village Commission created draft applications in Google Forms for businesses and residents that can be found here: [Resident Form](#) and [Business Form](#). Applicants will follow the link to the appropriate form and enter their information. Staff will transfer the information from Google Forms into Yiftee. Business applicants will receive an email from Yiftee to run a card number through their register, after which they can accept the OurNBV Card for purchases by residents. Residents will receive an email from Yiftee with their OurNBV card information, after which they will be able to use their card information at any eligible business in the Village.

A budget amendment is attached to approve a transfer of \$119,062 from the General Fund Unassigned Fund Balance to the disaster emergency line item 001.19.519.3126.

The approved grant proposal transmitted to the County is attached.

BUDGETARY/FINANCIAL IMPACT (Finance Dept.)

The total program cost is \$119,062.00, all of which will be reimbursed by the County.

PERSONNEL IMPACT

Staff will be available to answer resident questions and process applications. The program will be administered by Yiftee.

RESOLUTION NO. 2020-072

A RESOLUTION OF THE COMMISSION OF NORTH BAY VILLAGE, FLORIDA, AMENDING THE FY 2021 GENERAL OPERATING BUDGET BY TRANSFERRING FUNDS FROM THE GENERAL FUND UNRESERVED FUND BALANCE; WAIVING THE COMPETITIVE BID PROCESS IN FAVOR OF YIFTEE FOR THE OURNBV CARD PROGRAM; AUTHORIZING THE VILLAGE MANAGER TO ENTER INTO AN AGREEMENT AND EXPEND BUDGETED FUNDS IN FURTHERANCE HEREOF; PROVIDING FOR IMPLEMENTATION; AND PROVIDING FOR AN EFFECTIVE DATE

WHEREAS, the Commission of North Bay Village, Florida, adopted a budget for FY 2021; and

WHEREAS, the Village has been approved to be fully reimbursed by Miami-Dade County (the "County") for distributing direct Covid relief;

WHEREAS, the Village has developed a program, called the OurNBV Card program, whereby residents would be given a debit-like card, charged with COVID relief funds, to be used in participating Village businesses; and

WHEREAS, staff thoroughly researched available services and found only 7 possible providers offered the type of services desired. However, only Yiftee provided the type of services desired Village, in so far as ease of administration, and provided same as the best price to the Village; and

WHEREAS, as a result, pursuant to Section 36.25(L) of the Village Code of Ordinances, staff has recommended the Commission waive the competitive bid process in favor of Yiftee; and

WHEREAS, to appropriate fund the OurNBV Card grant program, the Village must budget the expenditures accordingly, even if same are being

reimbursed by the County; and

WHEREAS, a transfer of \$119,062.00 from the General Fund Unreserved Fund Balance to the disaster emergency line item 001.19.519.3126:

NOW, THEREFORE, BE IT RESOLVED BY THE MAYOR AND COMMISSION OF NORTH BAY VILLAGE, AS FOLLOWS:

Section 1. Recitals. The above recitals are confirmed, adopted, and incorporated herein and made a part hereof by this reference.

Section 2. Approval. A transfer of \$119,062.00 from the General Fund Unreserved Fund Balance to the disaster emergency line item 001.19.519.3126 for the purpose of disbursing County CARES Act aid through an OurNBV Card program is hereby approved.

Section 3. Waiver and Authorization. Pursuant to Section 36.25(L) of the Village Code of Ordinances, and upon the recommendation by staff, the competitive bid process is hereby waived in favor of Yiftee. The manager is hereby authorized to negotiate and enter into an agreement with Yiftee, subject to the approval as to form and legal sufficiency the Village Attorney, for the provision of card administration services for the OurNBV Card COVID relief program.

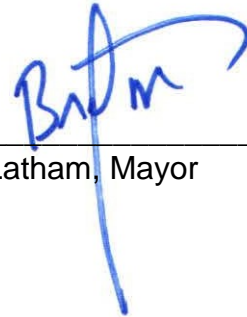
Section 4. Implementation. The Village Manager and the Village Attorney are hereby authorized to take such further action as may be necessary to implement the purpose and provisions of this Resolution.

Section 5. Effective Date. This Resolution shall become effective immediately upon its adoption.

The foregoing Resolution was offered by Commissioner Chervony who moved its adoption. The motion was seconded by Vice Mayor Wilmoth and upon being put to a vote, the vote was as follows:

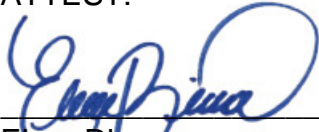
Mayor Brent Latham	<u>YES</u>
Vice Mayor Marvin Wilmoth	<u>YES</u>
Commissioner Richard Chervony	<u>YES</u>
Commissioner Rachel Streitfeld	<u>YES</u>
Commissioner Julianna Strout	<u>YES</u>

PASSED AND ADOPTED on this 23rd day of November, 2020.



Brent Latham, Mayor

ATTEST:



Elora Riera,
Village Clerk

APPROVED AS TO LEGAL SUFFICIENCY:



Weiss Serota Helfman Cole & Bierman, PL
VILLAGE ATTORNEY

