



State of New Jersey
CANNABIS REGULATORY COMMISSION

PHILLIP D. MURPHY
Governor

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DIANNA HOUEYOU, *Chair*
KRISTA NASH, *Vice Chair*
AMELIA MAPP, *Commissioner*
CHRIS RIGGS, *Acting Executive Director*

TAHESHA L. WAY
Lt. Governor

RESOLUTION 2025-08-07-03
APPROVAL OF AWARD CONTRACT TO SETROC GROUP FOR PUBLIC
INFORMATION SAFE USE CAMPAIGN

WHEREAS, the Commission has, since its establishment, explored ways to make the regulated cannabis industry safer; and

WHEREAS, the Commission's Public Engagement and Education ("Committee") solicited proposals from qualified bidders, through a Mini-Bid Engagement under T3067 – Statewide Advertising and Public Relations Services ("Engagement") to create a public information campaign to educate the New Jersey public on the safe use of cannabis, the adverse effects of youth cannabis use, and the dangers of driving while impaired; and

WHEREAS, the target audiences for the campaign are school-aged children under 18 years of age, 18–20-year-olds, and adults who use cannabis or who are thinking about using cannabis. Additionally, the Committee sought vendors who proposed specific efforts to reach Black, Brown, and Latinx communities; and

WHEREAS, the Committee, through the Engagement, proposed that the base term for the contract be a period of one year and proposed a total estimated budget for the completion of the services of \$1,000,000; and

WHEREAS, the intent of the Engagement was to award a contract to a responsible bidder whose proposal was most advantageous to the State, with the Commission's budget and other factors considered; and

WHEREAS, the Commission received proposals from nine (9) bidders by the submission deadline of May 5, 2025, at 12 PM ET. The nine (9) proposals were reviewed for compliance with the requirements of the Engagement and were deemed to be responsive. Subsequently, the proposals were released to the Committee for review and scoring; and

WHEREAS, the Committee utilized specific and objective evaluation criteria to review and score proposals from the nine (9) bidders; and

WHEREAS, the Committee completed its review and scoring of the responsive proposals received and recommends that a contract resulting from the Engagement be awarded to Setroc Group for a term of one year;

NOW, THEREFORE, BE IT RESOLVED by the New Jersey Cannabis Regulatory Commission that the Committee's recommendation to award a contract resulting from the Mini-Bid Engagement under T3067 – Statewide Advertising and Public Relations Services to Setroc Group is hereby **APPROVED**. The Commission shall execute any agreements necessary to effectuate this approval, provided that the total expenditure for the completion of the approved services does not exceed \$1,000,000. Any proposed expenditure that would result in the spending of more than \$1,000,000 for the approved contract shall be presented to the Board for consideration.

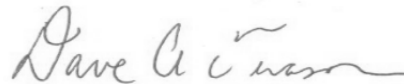
Submitted by:



Dianna Houenou, Chair

CERTIFICATION

I hereby certify that the foregoing is a true copy of the Resolution adopted by the Cannabis Regulatory Commission at its meeting held on the 7th day of August 2025.



Dave Tuason, Chief Counsel

Vote on the Approval of This Resolution	Motion	Second	Yes	No	Abstain	Absent	Recused
Chairwoman Houenou			X				
Commissioner Mapp	X		X				
Vice Chair Nash		X	X				