

Joe Moore Strategies, LLC

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National Municipal Consulting

Chicago, Illinois and Cities Nationwide

Community and Government Affairs · Procurement · Land Use, Business Licensing and Zoning · Lobbying

Proposal for Professional Services

OVERVIEW

This is a Proposal for Professional Services between Joe Moore Strategies, LLC (“Moore”) and the Neighborhood Building Owners Alliance (“NBOA”). NBOA is the voice of Chicago’s neighborhood building owner, manager and developer. The organization represents over 600 housing providers, who own and manage approximately 22,000 rental units in Chicago’s neighborhoods.

This proposal formalizes an oral agreement between Moore and NBOA entered into in March, 2020, and made effective on April 1, 2020. Moore agrees to advise NBOA and its political action committee on how to best promote and advance the interests of Chicago’s neighborhood building owners among City and County policymakers and in Chicago’s diverse communities.

Moore is acutely familiar with NBOA and its members, having worked with the organization and its members over the years in his former capacity as alderman of Chicago’s 49th Ward. Moore will be an integral member of the NBOA team throughout every step of the process and will use his accumulated knowledge and experience gained from 40 years of public service to advise and guide NBOA through these turbulent times.

The COVID-19 pandemic has fueled already-resurgent activism from the political left in Chicago that has led to a series of extreme proposals, which threaten to seriously undermine the ability of housing providers to offer safe and affordable housing to the city’s residents. Indeed, these proposals, together with the emerging rent-strike movement, pose a very real risk to the financial solvency of many Chicago housing providers. At the same time, it is critically important that the industry move from continually “playing defense” to affirmatively advocating for changes in laws that will allow housing providers to more effectively manage their properties and better serve their residents. In short, it’s more important than ever that members of the industry be advised and represented by an experienced hand, who understands the intricacies of the political and legislative process in Chicago and Cook County.

Moore will provide will status updates on his activities and progress throughout the duration of this proposed engagement.

CAPABILITIES

Moore offers a full range of strategic consulting services focusing on government relations, legislative advocacy and media relations. Moore brings to the table over 40 years of political, legal and governmental experience and a wealth of close relationships with elected officials at every level of government in Illinois. He recently completed 28 years of service on the Chicago City Council. Prior to serving on the City Council, Moore worked as an attorney in the City of Chicago Department of Law, where he represented the City in a wide variety of cases at the trial and appellate court level, including the Illinois Supreme Court and the U.S. Court of Appeals for the Seventh Circuit.

Moore was elected to the Chicago City Council at the age of 32, the youngest person serving in the body at that time. During his long tenure on the City Council, Moore was widely acknowledged for his political independence, effectiveness and ability to build coalitions across the political spectrum. He served as chairman of a number of City Council committees, including the powerful Committee on Housing and Real Estate. During his time on the Council, Moore interacted and built relationships with business and labor leaders, real estate developers, city department heads, sister agencies and government officials at the federal, state, county and local levels. Moore also served as his ward's committeeman, a political position that enabled him to further build his friendships with elected officials at all levels of Illinois government.

Moore represented Chicago's 49th Ward, one of the most economically, culturally and racially diverse communities in Chicago, where over 70 percent of the housing stock consists of rental units. During his long tenure as alderman, Moore worked with tenants, tenant advocate organizations, landlords and building owner organizations. He learned first-hand the perspectives and nuances of all sides of housing issues, enabling him to more effectively communicate and build greater understanding between these traditionally adversarial groups.

Moore graduated *cum laude* with a bachelor's degree in political science from Knox College and received his law degree from DePaul University College of Law where he served on the DePaul Law Review.

SCOPE OF SERVICES

1. In coordination with NBOA, Moore will develop a legislative strategy to combat proposed rules, regulations and ordinances that will, at best, impede the ability of housing providers to offer safe and affordable housing to the city's residents and, at worst, threaten the financial solvency of many housing providers. At the same time, Moore will work with NBOA to advocate for changes in laws that will allow housing providers to more effectively manage their properties and better serve their residents.
2. Moore will monitor legislative activity and keep NBOA's officers and members informed of any pending or introduced legislation that could affect the housing provider industry and synthesize the detail of any such legislation.
3. Moore will employ his extensive friendships and relationships developed in his 40 years of political and government service to cultivate political allies for NBOA and the housing provider industry with City, County and State government elected officials and policymakers. This will include arranging meetings and informal get-togethers with elected officials and policymakers and

NBOA officers and members.

4. Moore will ghostwrite and edit blog posts, op-eds and other written material on behalf of NBOA and its officers and members.
5. Moore will participate upon request in both internal and external face-to-face meetings, Zoom calls, and other teleconferences and assist, when necessary, in the preparation of presentation materials.

TERMS OF ENGAGEMENT

The proposed term for this engagement between Moore and NBOA is five (5) months, commencing on April 1, 2020, and terminating on August 31, 2020. At the end of the term, the engagement may be extended by mutual written agreement of both Moore and NBOA. Either party may terminate this engagement at any time, for any reason or no reason, by providing the other a 30-day written notice. The Parties agree that the termination of this agreement will not release NBOA from its obligation to pay any sum which it may owe Moore pursuant to this agreement or any agreement in connection with this agreement. Moore shall complete the performance of the services upon receipt of payment for those services. The terms of this section shall survive the termination of this agreement.

COMPENSATION

NBOA shall compensate Moore a monthly retainer fee of \$2,000 the first monthly installment made payable on April 8, 2020, with subsequent installments monthly payable on the first of each month. In the event NBOA does not make a payment within the time it is due under this agreement, Moore shall be entitled to interest at the rate of 2% per month for all amounts past due. Moore may cease all work under this agreement or immediately terminate this agreement if NBOA does not cure a breach for non-payment within twenty (20) days of a demand by Moore that NBOA cure such breach.

EXPENSES

NBOA shall reimburse Moore for all reasonable expenses incurred by Moore while performing services in connection with this agreement ("Expenses"). Expenses shall include, but not be limited to, the following: lobbying registration fees required by the applicable governmental entities, photocopying and material preparation, air travel, lodging, parking, tolls, and mileage at the IRS standard mileage reimbursement rate for automobile travel more than forty (40) miles from Moore's home. Gordian shall reimburse within thirty (30) days following the receipt of a request for reimbursement submitted by Moore.

COMPLIANCE WITH APPLICABLE LAWS

Moore shall comply with all lobbying-related statutes, ordinances and rules of the State of Illinois and, if applicable, any local governments. This proposed engagement shall be governed by and interpreted, construed and enforced in accordance with the laws of the State of Illinois, and both parties further consent to jurisdiction by the state and federal courts sitting in the county of Cook in the State of Illinois.

CONFIDENTIALITY

Moore shall maintain in strict confidence all confidential information disclosed by or concerning NBOA and the work Moore performs during the term of this proposed agreement. NBOA acknowledges that Moore's written and oral reports, opinions and advice prepared and given in connection with this proposed agreement are intended solely for NBOA's internal use and may not be used for any other purpose or reproduced, disseminated, quoted or referred to in any manner by NBOA without prior written consent. Notwithstanding the foregoing, the term "confidential information" does not include information which (a) is or becomes available to the public through no breach of this agreement; (b) was previously known by any party without any obligation to hold it in confidence; (c) is maintained pursuant to specific procedures that identify the confidential information as the protected proprietary information of such party; or (d) is rightfully obtained from a person or entity not a party to this agreement without any obligation of proprietary protection. Moore may utilize publicly distributed designs, documentation and information prepared as a result of the performance of work or the rendition of services under this agreement to market its services by, among other things, including copies on Moore's website, marketing materials and other publicly available sources.

COMPLETE UNDERSTANDING; MODIFICATION

If signed by both parties, this proposed agreement constitutes the complete and exclusive understanding and agreement of the parties and supersedes all prior and contemporaneous understandings and agreements, whether written or oral, with respect to the subject matters hereof. Any waiver, modification or amendment of any provision of this agreement will be effective only if in writing and signed by both of the parties.

IN WITNESS WHEREOF, the parties have executed this agreement effective as of the date below:

Neighborhood Building Owners Assoc.

Michael Glasser

Signature

Michael Glasser

Print Name

President

Title

April 6, 2020

Date

Joe Moore Strategies, LLC

Joseph A. Moore

Signature

Joseph A. Moore

Print Name

President

Title

April 6, 2020

Date

TITLE	Moore Professional Services Agreement
FILE NAME	Moore Professiona... NBOA--Final.docx
DOCUMENT ID	309cf217d30bd67e6e1a4ba56db2887b75df72f9
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Document History



SENT

06 / 22 / 2020

22:14:48 UTC

Sent for signature to Joseph Moore (joe@joemoore.org) and Michael Glasser (mike@rogerspark.com) from joe@joemoore.org
IP: 67.9.182.253



VIEWED

06 / 22 / 2020

22:15:44 UTC

Viewed by Joseph Moore (joe@joemoore.org)
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VIEWED

06 / 22 / 2020

23:11:43 UTC

Viewed by Michael Glasser (mike@rogerspark.com)
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SIGNED

06 / 22 / 2020

22:17:01 UTC

Signed by Joseph Moore (joe@joemoore.org)
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SIGNED

06 / 22 / 2020

23:12:42 UTC

Signed by Michael Glasser (mike@rogerspark.com)
IP: 67.175.230.71



COMPLETED

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23:12:42 UTC

The document has been completed.