



Huntsville, Alabama

305 Fountain Circle
Huntsville, AL 35801

Cover Memo

Meeting Type: City Council Regular Meeting **Meeting Date:** 4/9/2026

File ID: TMP-6807

Department: Police

Subject:

Type of Action: Approval/Action

Resolution authorizing the Mayor to enter into an Agreement between the City of Huntsville and Crimson Recruiting Services, L.L.C. for Police Officer Recruitment.

Resolution No.

Finance Information:

Account Number: 3420-41-00000-515520-00000000

City Cost Amount: \$122,720.00

Total Cost: \$122,720.00

Special Circumstances:

Grant Funded: n/a

Grant Title - CFDA or granting Agency: n/a

Resolution #: n/a

Location: (list below)

Address: n/a

District: District 1 District 2 District 3 District 4 District 5

Additional Comments: Agreement with Crimson Recruiting Services to provide a multi-faceted program to recruit quality applicants to become police officers. Contract not to exceed \$122,720.00 per calendar year beginning 5/1/26 but may be extended for two additional 12-month terms with a 10% increase for each additional year, upon agreement of the parties.

RESOLUTION NO. 26-____

BE IT RESOLVED by the City Council of the City of Huntsville, Alabama, that the Mayor be, and he is hereby authorized to enter into an agreement by and between the City of Huntsville and Crimson Recruiting Services L.L.C., on behalf of the City of Huntsville, a municipal corporation in the State of Alabama, which said agreement is substantially in words and figures similar to that certain document attached hereto and identified as "Agreement between the City of Huntsville and Crimson Recruiting Services, L.L. C. for Police Officer Recruitment" consisting of Four (4) pages, with an attachment called "CRS, Crimson Recruiting Services LLC" consisting of Three (3) pages, and the date of April 9, 2026 appearing on the margin of the first page, together with the signature of the President or President Pro Tem of the City Council, an executed copy of said document being permanently kept on file in the Office of the City Clerk-Treasurer of the City of Huntsville, Alabama.

ADOPTED this the 9th day of April, 2026.

President of the City Council of
the City of Huntsville, Alabama

APPROVED this the 9th day of April, 2026.

Mayor of the City of
Huntsville, Alabama

**AGREEMENT BETWEEN
THE CITY OF HUNTSVILLE AND
CRIMSON RECRUITING SERVICES, L.L.C.
FOR POLICE OFFICER RECRUITMENT**

STATE OF ALABAMA)
)
COUNTY OF MADISON)

AGREEMENT

This Agreement is made and entered into this 9th day of April, 2026, by and between the City of Huntsville, Alabama, a municipal corporation in the State of Alabama (hereinafter referred to as the "City"), by and through its Huntsville Police Department (hereinafter referred to as "HPD"), and Crimson Recruiting Services, L.L.C. (hereinafter referred to as "CRS").

WITNESSETH

NOW THEREFORE, in consideration of the mutual promises and covenants, herein contained, the parties hereby agree as follows, to wit:

1. CRS shall provide the City, by and through HPD, with a multi-faceted program to recruit quality applicants to become police officers, as more particularly described and set forth in the attachment titled CRS, Crimson Recruiting Services LLC consisting of 3 pages.
2. CRS shall strive to place 35 highly qualified applicants in each Huntsville Police Department Training Academy Class with goals of 87.5% graduation rates or higher and student diversity that mirrors the City's population.
3. All social media advertising or public facing promotions developed by CRS to help recruit HPD officers shall be pre-approved by HPD's designated representatives prior to going active.
4. CRS shall provide recruitment services that are consistent and compliant with all applicable federal, state and local laws.

President of the City Council
of the City of Huntsville, Alabama
Date: April 9, 2026

5. City shall pay CRS an hourly rate of \$59.00 for services rendered pursuant to this agreement. Payment to CRS shall be made on a bi-weekly basis in an amount not to exceed \$ 122,720.00 per calendar year, except as set forth in Paragraph 6 below. City will remit payment to CRS in a timely manner upon its receipt of an invoice from CRS.
6. The term of this contract will be for 12 months beginning on May 1, 2026 and may be extended for two additional 12-month terms, with a 10% increase adjustment in the hourly rate and yearly cap, for each additional year, upon agreement of the parties, and mutual written contract amendment as approved by the City Council.
7. Either party may terminate this Agreement for any reason but only upon thirty (30) days written notice to the other party.
8. City agrees to provide CRS with use of (2) laptop computers and a cell phone, including cell service, during the term of this contract. If either laptop computer or cell phone is damaged by CRS, CRS agrees to reimburse the City for the replacement cost at fair market value.
9. Upon completion of the contract, the City will retain all work product of this agreement (including but not limited to all recruitment data collected). All Intellectual Property rights shall be owned by HPD.
10. CRS acknowledges that confidential information may be made available to CRS, its agents and/or employees in connection with work performed pursuant to this agreement. CRS, its agents and/or employees agree not to disclose any confidential information to any third party at any time following execution of this agreement. This clause shall survive the termination of this agreement.
11. CRS understands, acknowledges and agrees that this contract shall be considered in its entirety and voted upon by the Huntsville City Council at a regularly scheduled public meeting.
12. In the performance of this work, it is understood between the parties that CRS and its employees, agents, subcontractors and consultants, if any, shall be acting as independent contractors and not as employees of the City of Huntsville. CRS shall have no authority to obligate the City to any indebtedness or other obligation.
13. CRS shall carry liability insurance with a \$1,000,000.00 general aggregate limit. The City, its officers, employees, elected officials, agents and specified volunteers are to be covered as Additional Insureds, as their interests may appear, as respects: liability

arising out of activities performed by or on behalf of CRS; for products used by and completed operations of CRS; or automobiles owned, leased, hired or borrowed by CRS. The coverage shall contain no special limitations on the scope of protection afforded to the City, its officers, employees, elected officials, agents or specified volunteers. Additional insured status shall be through ISO Additional Endorsement CG 20 10 11 85 or equivalent that is sufficient to provide the coverage required by this Agreement.

CRS's insurance coverage shall be primary insurance as respects the City, its officers, employees, agents and specified volunteers, as their interests may appear. Any insurance or self-insurance maintained by the City, its officers, officials, employees, agents or specified volunteers shall be excess of CRS's insurance and shall not contribute to it.

14. CRS agrees that all services provided under this Agreement will meet or exceed contemporary professional standards in law enforcement recruitment and will hold City harmless for any liability that occurs as a direct result of CRS's proven negligence in this service provision. Otherwise, each party is responsible for their own liability exposures, as permitted by law.
15. This Agreement shall be governed by and interpreted in accordance with the laws of the State of Alabama. Jurisdiction and venue for all legal actions arising out of this Agreement shall be in the Courts of Madison County, Alabama.
16. This Agreement, including the 3-page attachment called CRS, Crimson Recruiting Services LLC, represents the entire agreement between the City and CRS and supersedes all prior communications, negotiations, representations or agreements, either written or oral. This agreement may be amended or extended only by written instrument approved by the City Council of the City of Huntsville, Alabama and executed by the City's Mayor and CRS's authorized representative. In the event of any conflict between the terms of this agreement and its attachment, the parties agree that the terms in this signed agreement shall take precedence over any conflicting term in the 3 page attachment titled CRS, Crimson Recruiting Services LLC.
17. The Parties agree that any form of electronic signature, including but not limited to signatures via facsimile, scanning, or electronic mail, may substitute for the original signature and shall have the same legal effect as the original signature.

IN WITNESS WHEREOF, the parties hereto, by their respective duly authorized officers or representatives, have each executed this Agreement, effective as of the date first above written.

**CRIMSON RECRUITING
SERVICES L.L.C.**

CITY OF HUNTSVILLE, ALABAMA

By: _____
R.A. "Tony" McCarron
Its: Founder

By: _____
Tommy Battle
Its: Mayor

WITNESS:

Shaundrika Edwards, City Clerk

CRS

CRIMSON RECRUITING SERVICES LLC

CRS MISSION STATEMENT:

Crimson Recruiting Services is committed to assisting Law Enforcement Agencies as well as Fire & Rescue Departments across the southeast by increasing the number of quality applicants in the recruitment pool from which these agencies will select future police officers and firefighters. CRS is committed to the belief that any agency in which we assist with recruitment efforts should mirror the demographic make-up of the city in which it serves, to help promote a stronger bond between the department and the community. Thus, increasing the effectiveness of the department to deal with any type of emergency based on trust and buy in from the community. Here at CRS, we believe the opportunity for a long-term stable career, with a great benefit package, should be afforded to all. That can be accomplished by ensuring the message is being received by everyone through a strong social media marketing campaign.

HOW DO WE ACCOMPLISH THAT:

- A. An EVALUATION OF CURRENT HPD HIRING PROCEDURES
- B. An EVALUATION OF CURRENT HPD RECRUITING STRATEGY
- C. An EVALUATION OF CURRENT HPD MARKETING AND ADVERTISING STRATEGY
- D. An EVALUATION OF CURRENT HPD PHYSICAL TESTING PROCEDURES
- E. An EVALUATION OF CURRENT HPD ACADEMY TRAINING PROCEDURES AND RESULTS
- F. An EVALUATION OF CURRENT HPD INTERVIEW PROCEDURES AND PREP
- G. An EVALUATION OF THE HPD IMPLEMENTATION OF THE PRE-HIRE PROGRAM & INTEGRATION

• THIS IS A RESULTS DRIVEN PLAN

CRS understands that this relationship is a long-term plan that is committed to providing positive results. For this plan to work, changes will need to be made to the current advertising and marketing procedures, as well as recruiting, hiring, training and testing. Sequencing these steps is crucial to overall success. Buying in from the Huntsville Police Department will be paramount.

Taking these things into consideration, we feel as though we can help the Huntsville Police Department not only improve the quality and number of the recruits selected into training but also increase the graduation rate dramatically. This will ensure that the HPD will be excellent stewards of taxpayer funding by increasing the graduation rate. A fully staffed HPD will relieve

daily stress on officers and allow the department to better serve the community. This should also help with attrition.

- **INSTALLING A RELATIONSHIP WITH AGENCIES THAT PROVIDE FEDERAL GRANT FUNDING FOR OJT**

The United States government has multiple agencies that assist in providing OJT monies as well as other grant funding for applicable applicants that qualify. This could bring in monies in the long term to assist with the cost of training to include personnel, equipment, facilities, gear.... etc.

- **GRADUATION RATES:**

We will strive to place 35 highly qualified applicants in each Huntsville Police Department Training Academy Class with a goal of 87.5% graduation rates or higher.

- **CLASS DIVERSITY**

We believe the academy class should mirror the city in which it serves. Although, that alone will not be the deciding factor in selection, it should be taken into consideration as long as the high standards of the Huntsville Police Department are not compromised or lowered.

COMPENSATION

- The cost of this service will be a flat rate fee that will include a CRS consultant (Tony McCarron or Scott Congleton) on site a minimum of twice a month to assist with interviews and/or physical agility testing a cost of/and not to exceed \$123,000.00 in one calendar year. That will be billed out on invoices to the Huntsville Police Department in 80-hour increments (\$59.00) per hour twice a month, or once a month 160 hours.
- ELECTRONICS – Huntsville Police Department will provide CRS with (2) laptop computers and a cell phone from which we will be able to conduct HPD recruitment.

CONTRACT

- Either party can cancel this contract via written request with a 30-day notice as is standard in most subcontracting contracts.

ESTIMATED TOTAL COST OF CONTRACT

CONSULTING FEE..... \$122,720.00

R.A. "TONY" McCARRON

6217 OAK BRANCH CT

MOBILE, AL 36609

251-554-2298

tony_mccarron@yahoo.com