

1 RESOLUTION NO. 2023-032

First Reading Passage Requested

(D. Burden)

2
3 SPONSOR Executive Ilene Shapiro

4
5 DATE February 13, 2023

COMMITTEE Finance

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7 **A Resolution confirming the award by the Board of Control of a marketing agreement with**
8 **Alliance Media, as a Best Practical Source, for the Veterans Service Commission 2023**
9 **Advertising Campaign, for a one-year term, from 2/15/23 through 2/14/24, with four options**
10 **to renew for an additional one-year term, in an amount not to exceed \$100,000.00, for the**
11 **Veterans Service Commission, and declaring an emergency.**

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13 WHEREAS, the Veterans Service Commission of Summit County (“VSC”) seeks
14 to hire Alliance Media for its unique marketing approach tailored to the services offered by the VSC;
15 and

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17 WHEREAS, VSC has previously used Alliance Media to target Summit County Veterans
18 in a highly efficient and cost-effective manner; and

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20 WHEREAS, Alliance Media is a Best Practical Source pursuant to Sections 177.01(h)(4)D.
21 and 177.07(a)(5) of the Codified Ordinances of the County of Summit because of their
22 specialized marketing approach to Veterans, their knowledge of the VSC, and their experience
23 with current VSC projects; and

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25 WHEREAS, the Board of Control at its meeting held on February 1, 2023, awarded the
26 aforementioned agreement with Alliance Media for an advertising campaign consisting of
27 broadcast, television/cable, radio, social media and other digital strategies, for a one-year term,
28 from 2/15/23 through 2/14/24, with four options to renew for an additional one-year term, in an
29 amount not to exceed \$100,000.00, subject to confirmation of this Council; and

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31 NOW THEREFORE, BE IT RESOLVED by the Council of the County of Summit, State
32 of Ohio, that:

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34 SECTION 1

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36 The award by the Board of Control of a marketing agreement with Alliance Media, as a
37 Best Practical Source, for the Veterans Service Commission 2023 Advertising Campaign, for a
38 one-year term, from 2/15/23 through 2/14/24, with four options to renew for an additional one-
39 year term, in an amount not to exceed \$100,000.00, is hereby confirmed and the Executive is
40 hereby authorized to execute said agreement and any necessary related documents.

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42 SECTION 2

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44 This Resolution is hereby declared an emergency in the interest of health, safety, and
45 welfare of the residents of the County of Summit, in order to immediately provide information as
46 to programs and assistance for Summit County Veterans.

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48 SECTION 3

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50 Provided this Resolution receives the affirmative vote of eight members, it shall take effect
51 immediately upon its adoption and approval by the Executive; otherwise, it shall take effect and
52 be in force at the earliest time provided by law.

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1 RESOLUTION NO. 2023-032

2 PAGE TWO

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4 SECTION 4

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6 It is found and determined that all formal actions of this Council concerning and relating
7 to the adoption of this Resolution were adopted in an open meeting of this Council, and that all
8 deliberations of this Council and of any of its committees that resulted in such formal action, were
9 in meetings open to the public, in compliance with all legal requirements, including Section
10 121.22 of the Ohio Revised Code.

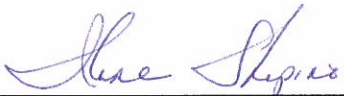
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13 INTRODUCED February 13, 2023

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15 ADOPTED February 13, 2023

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19 CLERK OF COUNCIL


PRESIDENT OF COUNCIL

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21 APPROVED February 13, 2023

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25 EXECUTIVE

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27 ENACTED EFFECTIVE February 13, 2023

Voice Vote - YES: 11-0: Darrow, DeVitis, Dickinson, Donofrio, McKenney, Rodgers, Schmidt, Sims, Walters, Wiedie Higham, Wilhite