

1 RESOLUTION NO. 2023-376

2

3 SPONSOR Executive Shapiro, Council as a Whole

4

5 DATE December 4, 2023 COMMITTEE Public Safety

6

7 **A Resolution confirming the award by the Board of Control of a renewal (first of four) of a**
8 **marketing agreement with Alliance Media, as a Best Practical Source, for the Veterans**
9 **Service Commission 2024 Advertising Campaign, for a one-year term, from 2/15/24**
10 **through 2/14/25, in an amount not to exceed \$100,000.00, for the Veterans Service**
11 **Commission, and declaring an emergency.**

12

13 WHEREAS, this Council previously adopted Resolution No. 2023-032, which confirmed
14 the award by the Board of Control of a marketing agreement with Alliance Media, as a Best
15 Practical Source, for the Veterans Service Commission 2023 Advertising Campaign, for a one-
16 year term, from 2/15/23 through 2/14/24, with four options to renew for an additional one-year
17 term, in an amount not to exceed \$100,000.00, for the Veterans Service Commission; and

18

19 WHEREAS, the Veterans Service Commission of Summit County (“VSC”) seeks to
20 renew the marketing agreement with Alliance Media for its unique marking approach tailored to
21 the services offered by the VSC as well as Alliance Media’s highly efficient and cost-effective
22 business practices; and

23

24 WHEREAS, Alliance Media is a Best Practical Source pursuant to Sections
25 177.01(h)(4)D. and 177.07(a)(5) of the Codified Ordinances of the County of Summit because of
26 their specialized marketing approach to Veterans, their knowledge of the VSC, and their
27 experience with current VSC projects; and

28

29 WHEREAS, the Board of Control at its meeting held on November 29, 2023, awarded
30 the aforementioned renewal of a marketing agreement with Alliance Media for an advertising
31 campaign consisting of broadcast, television/cable, radio, social media and other digital
32 strategies, for a one-year term, from 2/15/24 through 2/14/25, in an amount not to exceed
33 \$100,000.00, subject to confirmation of this Council; and

34

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

37

38 SECTION 1

39

40 The award by the Board of Control of a renewal (first of four) of a marketing agreement
41 with Alliance Media, as a Best Practical Source, for the Veterans Service Commission 2024
42 Advertising Campaign, for a one-year term, from 2/15/24 through 2/14/25, in an amount not to
43 exceed \$100,000.00, is hereby confirmed and the Executive is hereby authorized to execute said
44 renewal and any necessary related documents.

45

46 SECTION 2

47

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

51

52

53

1 RESOLUTION NO. 2023-376

2 PAGE TWO

3

4 SECTION 3

5

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

9

10 SECTION 4

11

12 It is found and determined that all formal actions of this Council concerning and relating
13 to the adoption of this Resolution were adopted in an open meeting of this Council, and that all
14 deliberations of this Council and of any of its committees that resulted in such formal action,
15 were in meetings open to the public, in compliance with all legal requirements, including Section
16 121.22 of the Ohio Revised Code.

17

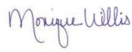
18

19 INTRODUCED December 4, 2023

20

21 ADOPTED January 29, 2024

22


23 DocuSigned by:

24 5560BEF400F5451...

25 CLERK OF COUNCIL

26

27 APPROVED January 29, 2024


28

29 DocuSigned by:

30 CBD33E40D267473...

31 EXECUTIVE

32

33 ENACTED EFFECTIVE January 30, 2024

DocuSigned by:

C65A946FE4BA42A...

PRESIDENT OF COUNCIL

Voice Vote – YES: 10 – 0: Darrow,
Dickinson, Donofrio, McKenney,
Rodgers, Schmidt, Sims, Walters, Wiedie
Higham, Wilhite
Absent: DeVitis