

1 RESOLUTION NO. 2025-051

First Reading Passage Requested

2

(D. Burden)

3 SPONSOR Executive Shapiro

4

5 DATE March 3, 2025

COMMITTEE Finance

6

7 **A Resolution confirming the award by the Board of Control of a renewal (second of four)**
8 **of a marketing agreement with Alliance Media, as a Best Practical Source, for the Veterans**
9 **Service Commission 2025 Advertising Campaign, for a one-year term, from 2/15/25**
10 **through 2/14/26, 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

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19 WHEREAS, this Council subsequently adopted Resolution No. 2023-076, which
20 confirmed the award by the Board of Control of a renewal (first of four) of a marketing
21 agreement with Alliance Media, as a Best Practical Source, for the Veterans Service Commission
22 2024 Advertising Campaign, for a one-year term, from 2/15/24 through 2/14/25, in an amount
23 not to exceed \$100,000.00, for the Veterans Service Commission, and

24

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

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30 WHEREAS, Alliance Media is a Best Practical Source pursuant to Sections
31 177.01(h)(4)D. and 177.07(a)(5) of the Codified Ordinances of the County of Summit because of
32 their specialized marketing approach to Veterans, their knowledge of the VSC, and their
33 experience with current VSC projects; and

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35 WHEREAS, the Board of Control at its meeting held on February 5, 2025, awarded the
36 aforementioned renewal of a marketing agreement with Alliance Media for an advertising
37 campaign consisting of broadcast, television/cable, radio, social media and other digital
38 strategies, for a one-year term, from 2/15/25 through 2/14/26, in an amount not to exceed
39 \$100,000.00, subject to confirmation of this Council; and

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

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44 SECTION 1

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46 The award by the Board of Control of a renewal (second of four) of a marketing
47 agreement with Alliance Media, as a Best Practical Source, for the Veterans Service Commission
48 2025 Advertising Campaign, for a one-year term, from 2/15/25 through 2/14/26, in an amount
49 not to exceed \$100,000.00, is hereby confirmed and the Executive is hereby authorized to
50 execute said renewal and any necessary related documents.

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2 PAGE TWO

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4 SECTION 2

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

9

10 SECTION 3

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

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16 SECTION 4

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18 It is found and determined that all formal actions of this Council concerning and relating
19 to the adoption of this Resolution were adopted in an open meeting of this Council, and that all
20 deliberations of this Council and of any of its committees that resulted in such formal action,
21 were in meetings open to the public, in compliance with all legal requirements, including Section
22 121.22 of the Ohio Revised Code.

23

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25 INTRODUCED March 3, 2025

26

27 ADOPTED March 3, 2025

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29 Signed by:
30 *Monique Willis*
31 CLERK OF COUNCIL
32 E3366BF40CE3487...

DocuSigned by:
Rita J. Darrow
PRESIDENT OF COUNCIL
932A45B69D28449...

33 APPROVED March 3, 2025

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35 Signed by:
36 *Executive Shapiro*
37 EXECUTIVE
38 CB033E40D287473...

Voice Vote – YES: 11 – 0: Darrow, Dickinson,
Donofrio, Ford, Higham, Kacyon, Licate,
McKenney, Schmidt, Walters, Wilhite

39 ENACTED EFFECTIVE March 4, 2025