

1 RESOLUTION NO. 2026-079

2

3 SPONSOR Executive Shapiro

4

5 DATE March 16, 2026 COMMITTEE Finance

6

7 **A Resolution confirming the award by the Board of Control of a marketing agreement with**
8 **Alliance Media for the Veterans Service Commission 2026 Advertising Campaign, for a**
9 **one-year term, from 2/15/26 through 2/14/27, with three options to renew for an additional**
10 **one-year term, in an amount not to exceed \$250,000.00, for the Veterans Service**
11 **Commission, and declaring an emergency.**

12

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

15

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

18

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

23

24 WHEREAS, due to a desire to increase their advertising campaign to reach as many
25 Veterans as possible, the VSC opted to review potential vendors through a request for proposals
26 for this marketing agreement to ensure their funds were best spent; and

27

28 WHEREAS, the VSC requested proposals from five firms for their 2026 Advertising
29 Campaign, of which three responded; and

30

31 WHEREAS, after considering and scoring the three proposals, the VSC recommends
32 Alliance Media as the most qualified firm; and

33

34 WHEREAS, the Board of Control at its meeting held on March 11, 2026, awarded the
35 aforementioned agreement with Alliance Media for an advertising campaign consisting of
36 broadcast, television/cable, radio, social media and other digital strategies, for a one-year term,
37 from 2/15/26 through 2/14/27, with three options to renew for an additional one-year term, in an
38 amount not to exceed \$250,000.00, subject to confirmation of this Council; and

39

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

42

43 SECTION 1

44

45 The award by the Board of Control of a marketing agreement with Alliance Media for the
46 Veterans Service Commission 2026 Advertising Campaign, for a one-year term, from 2/15/26
47 through 2/14/27, with three options to renew for an additional one-year term, in an amount not to
48 exceed \$250,000.00, is hereby confirmed and the Executive is hereby authorized to execute said
49 agreement and any necessary related documents.

50

51

52

53

1 RESOLUTION NO. 2026-079

2 PAGE TWO

3

4 SECTION 2

5

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

11

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.

15

16 SECTION 4

17

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

24

25 INTRODUCED March 16, 2026

26

27 ADOPTED March 30, 2026

28

29 Signed by:
30 Monique Willis

31

CLERK OF COUNCIL

32

33 APPROVED March 30, 2026

34

35 Signed by:
36 Steve Shapiro

37

EXECUTIVE

38

39 ENACTED EFFECTIVE March 31, 2026

Signed by:
Erin Dickinson

PRESIDENT OF COUNCIL

Voice Vote – YES: 9 – 0: Darrow, Donofrio,
Higham, Kacyon, Licate, McKenney, Schmidt,
Walters, Wilhite
Absent: Dickinson, Ford