

By Legislators Hasman and Maffucci

Intro. No. \_\_\_\_

RESOLUTION NO. \_\_\_\_ OF 2024

**AMENDING RESOLUTION 340 OF 2023 AUTHORIZING RENEWALS OF CONTRACT WITH METRIX MARKETING, INC. FOR IMPLEMENTATION OF EMPLOYMENT RECRUITMENT AND RETENTION ADVERTISING CAMPAIGN**

BE IT RESOLVED BY THE LEGISLATURE OF THE COUNTY OF MONROE, as follows:

Section 1. Section 1 of Resolution 340 of 2023 is hereby amended to read as follows:

The County Executive, or his designee, is hereby authorized to execute a contract, and any amendments thereto, with Metrix Marketing, Inc. for implementation of an employment recruitment and retention advertising campaign in an amount not to exceed \$370,000 for the period of October 1, 2023 through September 30, 2024, with the option to renew for up to four (4) additional one-year terms in an amount not to exceed \$370,000 per renewal.

Section 2. Funding for this contract is included in the 2024 operating budget of the Department of Communications and Special Events, general fund 9001, funds center 1801010000, Communications, and the Department of Human Services, general fund 9001, funds center 5102010000, Child and Family Services Administration and will be requested in future years budgets.

Section 3. This resolution shall take effect in accordance with Section C2-7 of the Monroe County Charter.

Human Services Committee; September 24, 2024 - CV: 8-0  
Ways and Means Committee; September 24, 2024 - CV: 10-0  
File No. 24-0309

ADOPTION: Date: \_\_\_\_\_ Vote: \_\_\_\_\_

ACTION BY THE COUNTY EXECUTIVE

APPROVED: \_\_\_\_\_ VETOED: \_\_\_\_\_

SIGNATURE: \_\_\_\_\_ DATE: \_\_\_\_\_

EFFECTIVE DATE OF RESOLUTION: \_\_\_\_\_

Added language is underlined  
Deleted language is ~~stricken~~