

By Legislators Maffucci and Yudelson

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

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

**AMENDING RESOLUTION 264 OF 2024 TO INCREASE CONTRACT WITH GAME PLAN MARKETING, INC. TO PROVIDE MEDIA BUYING SERVICES FOR DEPARTMENTS OF MONROE COUNTY**

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

Section 1. Section 1 of Resolution 264 of 2024 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 Game Plan Marketing, Inc. to provide media buying services for departments of Monroe County in an amount not to exceed ~~\$50,000~~ \$313,000 for the period of August 1, 2024 through August 1, 2025, with the option to renew for four (4) additional one-year terms at rates increasing annually in an amount not to exceed 3.0%.

Section 2. Funding for the first year of 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 Public Health, funds center 5801120000, 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.

Matter of Importance  
Ways and Means Committee; December 5, 2024 - CV: 10-0  
File No. 24-0414

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

ACTION BY THE COUNTY EXECUTIVE

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

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

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

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