

*Monroe County*  
*Clerk of the Legislature*

**David Grant**  
Clerk



**Nayeliz Santiago**  
Deputy Clerk

MEMORANDUM

TO: Legislators, Directors, Staff and Media  
FROM: David Grant, Clerk of the Legislature  
DATE: December 4, 2024  
RE: Matters of Importance – File Nos. 24-0414 – 24-0415

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**Matters of Importance:**

- 24-0414 - **Amend Resolution 264 of 2024 to Increase the Contract with Game Plan Marketing, Inc. to Provide Media Buying Services for Departments of Monroe County** – As a Matter of Importance – County Executive Adam J. Bello
- 24-0415 - **Acceptance of a Grant from the US Department of Justice Bureau of Justice Assistance for the Comprehensive Opioid, Stimulant, and Substance Use Program** – As a Matter of Importance – County Executive Adam J. Bello

These referrals were not made to committee at the preceding meeting of the Legislature on November 12, 2024, but have been determined by Yversha Román, President of the Legislature, to be of sufficient importance to warrant referral between Legislative meetings, pursuant to Section 545-24 (C) of the Rules of the Monroe County Legislature.

Attachments



Office of the County Executive

Monroe County, New York

Adam J. Bello  
County Executive

<b>OFFICIAL FILE COPY</b>
No. <u>240414</u>
Not to be removed from the Office of the Legislature Of Monroe County
Committee Assignment
<b>WAYS &amp; MEANS</b> -L

December 4, 2024

To The Honorable  
Monroe County Legislature  
407 County Office Building  
Rochester, New York 14614

Subject: Amend Resolution 264 of 2024 to Increase the Contract with Game Plan Marketing, Inc. to Provide Media Buying Services for Departments of Monroe County

Honorable Legislators:

I recommend that Your Honorable Body Amend Resolution 264 of 2024 to increase the contract with Game Plan Marketing, Inc. from a total amount not to exceed \$50,000 to a total amount not to exceed \$313,000 to provide media buying services for departments of Monroe County.

Pursuant to Resolution 264 of 2024, Game Plan Marketing, Inc. provides media buying services, including but not limited to creative design, scriptwriting, talent acquisition, video and animation production, graphic design and visual effects, audio production and airtime management, and acquisition for print, radio, television or online digital delivery as necessary to communicate key messages. Through this amendment, Game Plan Marketing, Inc. will provide these services to support Monroe County's Stop the Stigma Campaign, the goal of which is to end the stigma surrounding addiction so that individuals and their support networks feel comfortable seeking help. The campaign will feature videos, TV, radio, digital ads, billboards, bus tails and social media on a variety of platforms.

A Request for Proposals was issued, with Game Plan Marketing, Inc. as the successful respondent.

**The specific legislative action required is to amend Resolution 264 of 2024 to increase the contract with Game Plan Marketing, Inc. from a total amount not to exceed \$50,000 to a total amount not to exceed \$313,000 to provide media buying services for departments of Monroe County.**

This action is a Type II Action pursuant to 6 NYCRR § 617.5(c)(26) ("routine or continuing agency administration and management, not including new programs or major reordering of priorities that may affect the environment") and is not subject to further review under the State Environmental Quality Review Act.

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. No additional net County support is required in the current Monroe County budget.

The records in the Office of the Monroe County Treasury have indicated that neither Game Plan Marketing, Inc. nor its principal officer, Rachel Gordon, President, owe any delinquent Monroe County property taxes.

I recommend that this matter be referred to the appropriate committee(s) for favorable action by Your Honorable Body.

Sincerely,



Adam J. Bello  
Monroe County Executive

AJB:db



# Office of the County Executive

Monroe County, New York

**Adam J. Bello**  
County Executive

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<b>WAYS &amp; MEANS</b>	<b>-L</b>

December 4, 2024

To The Honorable  
Monroe County Legislature  
407 County Office Building  
Rochester, New York 14614

**Subject:** Acceptance of a Grant from the US Department of Justice Bureau of Justice Assistance for the Comprehensive Opioid, Stimulant, and Substance Use Program

Honorable Legislators:

I recommend that Your Honorable Body accept a three-year grant from US Department of Justice Bureau of Justice Assistance for the Comprehensive Opioid, Stimulant, and Substance Use Program in an amount not to exceed \$1,599,991 to create and implement an Overdose Fatality Review program for the period of October 1, 2024 through September 30, 2027.

The purpose of this program is to create an Overdose Fatality Review ("OFR") program as a collaborative initiative that systematically examines individual overdose deaths to identify trends, risk factors, and gaps in services or systems. Through a multidisciplinary team of stakeholders, such as public health officials, law enforcement, healthcare providers, and community organizations, the program aims to develop actionable recommendations to prevent future overdoses. By analyzing data and contextual factors surrounding fatalities, OFR programs enhance understanding of local substance use patterns and support targeted interventions, policy development, and resource allocation.

**The specific legislative actions required are:**

1. Authorize the County Executive, or his designee, to accept a grant in an amount not to exceed \$1,599,991 from, and to execute a contract and any amendments thereto with, the US Department of Justice Bureau of Justice Assistance for the Comprehensive Opioid, Stimulant, and Substance Use Program for the period of October 1, 2024 through September 30, 2027.
2. Amend the 2024 operating budget of the Department of Finance by appropriating the sum of \$1,599,991 into general fund 9300, funds center 1202010000, Research Strategy and Development.

3. Authorize the County Executive to appropriate any subsequent years of the grant award in accordance with the grant terms, to reappropriate any unencumbered balances during the grant period according to the grantor requirements, to make any necessary funding modifications within grant guidelines to meet contractual commitments, and to enter into any amendments to extend the time period of the grant.
4. Should funding of this program be modified or terminated for any reason, the County Executive is hereby authorized to terminate or modify the program and, where applicable, to terminate or abolish some or all positions funded under such program. Any termination or abolishment of positions shall be in accordance with New York State Civil Service Law and, when applicable, the terms of any labor agreement affecting such positions.

This action is a Type II Action pursuant to 6 NYCRR § 617.5(c)(26) ("routine or continuing agency administration and management, not including new programs or major reordering of priorities that may affect the environment") and is not subject to further review under the State Environmental Quality Review Act.

This grant is 100% funded by US Department of Justice Bureau of Justice Assistance. No additional net County support is required in the current Monroe County budget.

I recommend that this matter be referred to the appropriate committee(s) for favorable action by Your Honorable Body.

Sincerely,



Adam J. Bello  
Monroe County Executive