


WARREN COUNTY MUNICIPAL CENTER
LAKE GEORGE, NEW YORK 12846

PLANNING & COMMUNITY DEVELOPMENT
DEPARTMENT
Telephone: (518) 761-6410

**Planning and Community Development
Committee Meeting Agenda
April 2019**

Committee Members: MCDEVITT, Beaty, Leggett, Braymer, Strough, Hogan, Magowan, Simpson, Wild

I. Committee meeting called to order by Chairman

II. Motion to approve minutes of prior Committee meeting

III: Committee Actions Requested:

- Resolution request for a New Contract with Advokate, LLC
- Resolution request to apply for a NYS DEC Smart Growth Grant

IV. Information for Discussion/Review:

V. Privilege of the floor to discuss any additional items to come before the Committee

VI. Motion to adjourn

Attachments:

- Resolution request form #3 plus bid tabulation sheet
- Resolution request form #5

RESOLUTION REQUEST FORM NO. 3

Request for New Contract

DEPARTMENT NAME: Planning and Community Development

DATE: April 26 2019

- (a) Is this a Result of a Bid or Request for Proposal? RFP WC 28-19
- (b) Purpose of Contract: Marketing and Social Media Support for FWHC
- (c) Name of Contractor: Advokate, LLC
- (d) Address of Contractor: 16c Exchange St, Glens Falls NY 12801
- (e) Contractor's Contact Person and Telephone Number: Kate Austin-Avon 353-2121
- (f) Has or will the Contract be provided, if so, please attach:
- (g) Commencement Date of Contract: June 2019
- (h) Termination Date of Contract: June 2020
- (i) Payment Provisions: i) lump sum amount \$56,442
ii) hourly rate amount
iii) total amount not to exceed
iv) how will payments be made (i.e. monthly, quarterly, upon completion of the project, etc. quarterly
- (j) Where are the Funds for this Contract? List Budget Code, Object Code, Full Title* and Amount: **OR** Capital Project **OR** Capital Reserve Project Number, Title, and Amount: H372.9550 First Wilderness Implementation 2016 (\$17,800)
H380.9550 Promoting First Wilderness (\$31,791)
Occupancy Tax (\$6,851)
Sample: A.1010 470 Legislative Board – Contract \$xx.xx
Capital Project No. H289.9550 480 – Old Jail Renovations \$xx.xx

*as listed in budget and LOGOS

WARREN COUNTY BID TABULATION SHEET

SPEC NO.: WC 28-19 ITEM(S): REQUEST FOR PROPOSALS FOR FIRST WILDERNESS MARKETING AND SOCIAL MEDIA STRATEGY DATE: MARCH 28, 2019 TIME: 3:00 PM		NAME & ADDRESS OF BIDDER Honest Creative LLC Attn: Jennifer Bannan 1008 Main St., #202 Peekskill, NY 10566 Ph: 914-418-4100	NAME & ADDRESS OF BIDDER The Byne Group Attn: Julia Light 75 Montebello Rd. Montebello, NY 10901 Ph: 845-369-0945	NAME & ADDRESS OF BIDDER Advokate, LLC Attn: Kate Austin-Avon 16C Exchange St. Glens Falls, NY 12801 Ph: 518-353-2121
TASK	DELIVERABLE	BID PRICE	BID PRICE	BID PRICE
	Project Initiation Meeting	\$0.00	\$4,000.00	\$700.00
PART I - SOCIAL MEDIA SUPPORT FOR FIRST WILDERNESS HERITAGE CORRIDOR				
A.	Overall concept and strategy for Marketing the FWHC via Social Media	\$1,500.00	\$2,000.00	\$3,200.00
B.	Social Media Contact (Facebook and Instagram) for the FWHC for One Year	\$15,200.00 (includes 8 blog posts)	\$16,200.00	\$11,100.00
PART II - WEBSITE AND SOCIAL MEDIA SUPPORT FOR THE TOWN OF JOHNSBURG				
A.	Social Media Posts (Facebook and Instagram) for the Town of Johnsburg for One Year	\$12,000.00	\$17,450.00	\$11,100.00
B.	48 Weekly Blog Posts on visitgoreregion.com	\$19,200.00	\$24,000.00	\$9,600.00
C.	Monthly Updates of visitgoreregion.com for One Year	\$6,000.00	\$24,000.00	\$3,300.00
PART III - ALBANY AIRPORT DISPLAY				
A.	Digital File for 6'x6' FWHC Panel for Display at Albany International Airport	\$750.00	\$4,000.00	\$1,000.00
PART IV - PANELS AND SHEETS FOR LAKE GEORGE VISITOR'S CENTER				
A.	Digital File for 28" x 44" Community Panel for Display at Lake George Visitor's Center (Cost per Panel)	\$425.00	\$3,000.00	\$500.00
B.	(Optional) Fabricate and Install Panels at Lake George Visitor's Center (Cost per Panel)	\$125.00	NO BID	\$273.00
C.	Digital File for Double-Sided 8.5" x 11" Community Sheet (Cost per Sheet)	\$425.00	\$850.00 (initial template cost (\$1,500))	\$550.00
D.	Hardcopy, Double-Sided, Glossy, Color 8.5" x 11" Community Sheets (cost per 200 sheets)	\$50.00	\$135.00	\$47.17
BID AWARDED TO: ✓ JULIE A. BUTLER, PURCHASING AGENT				TERM: 12 MONTHS FROM EXECUTION OF CONTRACT RESOLUTION NO.: xx of 2019

WARREN COUNTY BID TABULATION SHEET

SPEC NO.: WC 28-19 ITEM(S): REQUEST FOR PROPOSALS FOR FIRST WILDERNESS MARKETING AND SOCIAL MEDIA STRATEGY DATE: MARCH 28, 2019 TIME: 3:00 PM		NAME & ADDRESS OF BIDDER KathodeRay Media, Inc. Attn: Mark Gustavson 20 Country Estates Rd. Greenville, NY 128083 Ph: 518-966-5600	NAME & ADDRESS OF BIDDER Niki Jones Agency, Inc. Attn: Niki Jones 39 Front St. Port Jervis, NY 12771 Ph: 845-856-1266	NAME & ADDRESS OF BIDDER The Visual Brand Attn: Randy Herbertson 56 Church Ln. Westport, CT 06880 Ph: 203-212-3461
TASK	DELIVERABLE	BID PRICE	BID PRICE	BID PRICE
	Project Initiation Meeting	\$1,000.00	\$891.56 (FWHC) /\$956.22 (Town of Johnsburg)	\$1,000.00 (travel est)
PART I - SOCIAL MEDIA SUPPORT FOR FIRST WILDERNESS HERITAGE CORRIDOR				
A.	Overall concept and strategy for Marketing the FWHC via Social Media	\$3,000.00	\$880.00	\$2,500.00
B.	Social Media Contact (Facebook and Instagram) for the FWHC for One Year	\$3,300.00	\$4,840.00	\$36,000.00
PART II - WEBSITE AND SOCIAL MEDIA SUPPORT FOR THE TOWN OF JOHNSBURG				
A.	Social Media Posts (Facebook and Instagram) for the Town of Johnsburg for One Year	\$3,300.00	\$5,192.00	\$36,000.00
B.	48 Weekly Blog Posts on visitgoreregion.com	\$24,000.00	\$8,448.00	\$12,000.00
C.	Monthly Updates of visitgoreregion.com for One Year	\$12,000.00	\$2,112.00	\$6,000.00
PART III - ALBANY AIRPORT DISPLAY				
A.	Digital File for 6'x6' FWHC Panel for Display at Albany International Airport	\$2,700.00	\$352.00	\$3,000.00
PART IV - PANELS AND SHEETS FOR LAKE GEORGE VISITOR'S CENTER				
A.	Digital File for 28" x 44" Community Panel for Display at Lake George Visitor's Center (Cost per Panel)	\$1,900.00	\$220.00	\$1,750.00
B.	(Optional) Fabricate and Install Panels at Lake George Visitor's Center (Cost per Panel)	NO BID	NO BID	\$425.00
C.	Digital File for Double-Sided 8.5" x 11" Community Sheet (Cost per Sheet)	\$300.00	\$176.00	\$750.00
D.	Hardcopy, Double-Sided, Glossy, Color 8.5" x 11" Community Sheets (cost per 200 sheets)	\$160.00	\$151.00	\$125.00 + shippin
BID AWARDED TO:				TERM: 12 MONTHS FROM EXECUTION OF CONTRACT
✓ JULIE A. BUTLER, PURCHASING AGENT				RESOLUTION NO.: xx of 2019

WARREN COUNTY BID TABULATION SHEET

SPEC NO.: WC 28-19 ITEM(S): REQUEST FOR PROPOSALS FOR FIRST WILDERNESS MARKETING AND SOCIAL MEDIA STRATEGY DATE: MARCH 28, 2019 TIME: 3:00 PM		NAME & ADDRESS OF BIDDER black dog DESIGNS Attn: Jesse Tyree 174 Glen St. Glens Falls, NY 12801 Ph: 518-792-0500	NAME & ADDRESS OF BIDDER Baker Public Relations Attn: Megan Baker 350 Northern Blvd., Suite 201 Albany, NY 12204 Ph: 518-426-4099	NAME & ADDRESS OF BIDDER Engine7Design, Inc. Attn: Tim Nerney 291 River St. Troy, NY 12180 Ph: 518-817-7841
TASK	DELIVERABLE	BID PRICE	BID PRICE	BID PRICE
	Project Initiation Meeting	\$0.00	\$600.00	NO BID
PART I - SOCIAL MEDIA SUPPORT FOR FIRST WILDERNESS HERITAGE CORRIDOR				
A.	Overall concept and strategy for Marketing the FWHC via Social Media	\$6,000.00	\$1,050.00	\$14,500.00 Total for Part 1*
B.	Social Media Contact (Facebook and Instagram) for the FWHC for One Year	\$12,000.00 + (suggested Paid Ads \$12,000)	\$13,200.00	See breakdown in proposal
PART II - WEBSITE AND SOCIAL MEDIA SUPPORT FOR THE TOWN OF JOHNSBURG				
A.	Social Media Posts (Facebook and Instagram) for the Town of Johnsburg for One Year	\$18,000.00	\$13,200.00	\$22,200.00 Total for Part 2*
B.	48 Weekly Blog Posts on visitgoreregion.com	\$18,000.00	\$10,800.00	See breakdown in proposal
C.	Monthly Updates of visitgoreregion.com for One Year	\$6,000.00	\$150.00/hour	\$1,800.00
PART III - ALBANY AIRPORT DISPLAY				
A.	Digital File for 6'x6' FWHC Panel for Display at Albany International Airport	\$700.00	\$350.00	\$800.00*
PART IV - PANELS AND SHEETS FOR LAKE GEORGE VISITOR'S CENTER				
A.	Digital File for 28" x 44" Community Panel for Display at Lake George Visitor's Center (Cost per Panel)	\$275.00	\$750.00	\$6,000.00 Total for 12 panels*
B.	(Optional) Fabricate and Install Panels at Lake George Visitor's Center (Cost per Panel)	\$175.00	\$350.75/panel	\$2,220.00 Total for 12 panels
C.	Digital File for Double-Sided 8.5" x 11" Community Sheet (Cost per Sheet)	\$225.00	\$45.83/file	\$3,500.00 Total for 12 community sheets*
D.	Hardcopy, Double-Sided, Glossy, Color 8.5" x 11" Community Sheets (cost per 200 sheets)	\$73.00	\$50.41/sheet	\$300.00
				*These costs do not include out-of-pocket media spend or downloaded stock photography and illustration, which will be billed as pass-through costs
BID AWARDED TO:				TERM: 12 MONTHS FROM EXECUTION OF CONTRACT

✓
JULIE A. BUTLER, PURCHASING AGENT

RESOLUTION NO.: xx of 2019

WARREN COUNTY BID TABULATION SHEET

SPEC NO.: WC 28-19 ITEM(S): REQUEST FOR PROPOSALS FOR FIRST WILDERNESS MARKETING AND SOCIAL MEDIA STRATEGY DATE: MARCH 28, 2019 TIME: 3:00 PM		NAME & ADDRESS OF BIDDER SparkShoppe, Ltd. Attn: Heidi Reale 286 Washington Ave. Ext., Suite 203 Albany, NY 12203 Ph: 518-389-6608	NAME & ADDRESS OF BIDDER Mannix Marketing Attn: Valleri James 11 Broad St. Glens Falls, NY 12801 Ph: 518-743-9424 x235	NAME & ADDRESS OF BIDDER BBG&G Advertising, Inc. Attn: Deborah Garry 3020 Route 207, Suite 101 Campbell Hall, NY 10916 Ph: 845-615-9084
TASK	DELIVERABLE	BID PRICE	BID PRICE	BID PRICE
	Project Initiation Meeting	Included in concept and strategy cost	\$0.00	\$350.00
PART I - SOCIAL MEDIA SUPPORT FOR FIRST WILDERNESS HERITAGE CORRIDOR				
A.	Overall concept and strategy for Marketing the FWHC via Social Media	\$3,500.00	\$5,000.00	\$900.00 - \$1,250.00
B.	Social Media Contact (Facebook and Instagram) for the FWHC for One Year	\$75.00/post includes content, graphic selection and posting to relevant platform	\$1,00.00 p/month	\$750.00 - \$1,025.00/month
PART II - WEBSITE AND SOCIAL MEDIA SUPPORT FOR THE TOWN OF JOHNSBURG				
A.	Social Media Posts (Facebook and Instagram) for the Town of Johnsburg for One Year	\$75.00/post includes content, graphic selection and posting to relevant platform	\$1,000.00 p/month	\$750.00 - \$1,025.00/month
B.	48 Weekly Blog Posts on visitgoreregion.com	\$500.00/blog	\$1,400.00 p/month	\$19,000.00 - \$21,600.00
C.	Monthly Updates of visitgoreregion.com for One Year	\$150.00/hour	\$375.00 p/month	\$720.00 - \$1,080.00/month
PART III - ALBANY AIRPORT DISPLAY				
A.	Digital File for 6'x6' FWHC Panel for Display at Albany International Airport	\$500.00	\$700.00	\$2,580.00 - \$3,250.00
PART IV - PANELS AND SHEETS FOR LAKE GEORGE VISITOR'S CENTER				
A.	Digital File for 28" x 44" Community Panel for Display at Lake George Visitor's Center (Cost per Panel)	\$200.00 - initial design \$200.00/panel	\$9,000.00	\$1,500.00 - \$2,200.00 per panel
B.	(Optional) Fabricate and Install Panels at Lake George Visitor's Center (Cost per Panel)	NO BID	NO BID	\$175.00 - \$215.00 print \$765.00 install
C.	Digital File for Double-Sided 8.5" x 11" Community Sheet (Cost per Sheet)	\$400.00 - initial design \$400.00/sheet	\$600.00	\$1,500.00 - \$1,900.00/sheet
D.	Hardcopy, Double-Sided, Glossy, Color 8.5" x 11" Community Sheets (cost per 200 sheets)	\$60.00 - 100# glossy text \$70.00 - 100# glossy cover	\$125.00	\$100.00 includes shipping to 1 location
BID AWARDED TO:				TERM: 12 MONTHS FROM EXECUTION OF CONTRACT
JULIE A. BUTLER, PURCHASING AGENT				RESOLUTION NO.: xx of 2019

RESOLUTION REQUEST FORM NO. 5

Request to Apply for a Grant Application and Grant Agreement

DEPARTMENT NAME: Planning and Community Development

DATE: April 26 2019

- (a) Purpose of Grant:
June 7, 2019
- (b) Name of Grantor:
New York State Department of Environmental Conservation
- (c) Address of Contractor:
625 Broadway, Albany NY 12233
- (d) Grantor's Contact Person and Telephone Number:
Dylan Walrath 518-408-5510
- (e) Has or Will the Grant Application or Grant Agreement be provided, if so, Please Attach?
- (f) Effective Date of Grant:
- (g) Termination Date of Grant:
- (h) Total Dollar Amount Involved (not to exceed): \$100,000
- (i) Deadline to Submit Grant Application and/or Grant Agreement:
June 7, 2019
- (j) Is a Budget amendment required? If yes, also complete and submit Form No. 7.
- (k) Are the funds to go into a Capital Project or Capital Reserve Project? If yes, also complete and submit Form No. 8 or Form No. 9, as applicable.
- (i) Is a Local Share Required? no If Yes, Where are the Funds? List Budget Code, Object Code, Full Title* and Amount OR Capital Project OR Capital Reserve Project Number and Title and Amount:

Sample: A.1010 470 Legislative Board – Contract \$xx.xx
Capital Project No. H289.9550 480 – Old Jail Renovations \$xx.xx

*as listed in budget and LOGOS