

Warren County Board of Supervisors

RESOLUTION NO. 347 OF 2022

RESOLUTION INTRODUCED BY SUPERVISORS DICKINSON, MERLINO, WILD, MAGOWAN, RUNYON, STROUGH AND GERACI

AMENDING AGREEMENT WITH CLIFF & REDFIELD INTERACTIVE TO PRODUCE ARTICLES AND CONTENT AIMED AT HIGHLIGHTING THE FIRST WILDERNESS HERITAGE CORRIDOR, TO INCLUDE A MARKETING AND COMMUNICATIONS PLAN

WHEREAS, Resolution No. 471 of 2021 authorized an agreement with Cliff & Redfield Interactive, to formalize a content partnership relative to the development of a series of articles and other content relative to The First Wilderness Heritage Corridor, at no cost to the County, for a term commencing upon execution by both parties and continue until terminated upon thirty (30) days written notice by either party, and

WHEREAS, the Occupancy Tax Coordination Committee has approved a request to include a marketing and communications plan for The First Wilderness Heritage Corridor and other surrounding areas in Warren County, for an amount not to exceed Eight Thousand Four Hundred Dollars (\$8,400), for a term commencing May 1, 2022 and terminating January 31, 2023, now, therefore be it

RESOLVED, that the Warren County Board of Supervisors hereby authorizes the Chair of the Board of Supervisors to execute an amendment agreement with Cliff & Redfield Interactive, 14 Westbury Drive, Saratoga Springs, New York 12801, to include a marketing and communications plan for The First Wilderness Heritage Corridor and other surrounding areas in Warren County, in an amount not to exceed Eight Thousand Four Hundred Dollars (\$8,400), for a term commencing May 1, 2022 and terminating January 31, 2023, in a form approved by the County Attorney, and be it further

RESOLVED, that the funds shall be expended from Budget Code A.8021 470 Planning (and Comm. Dev.), Contract, and be it further

RESOLVED, that other than the changes outlined herein, all other terms and conditions of Resolution No. 471 of 2021 will remain the same.