

Warren County Board of Supervisors

RESOLUTION NO. 468 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 RANGE OF INITIATIVES WITH CREATIVE STORYTELLING APPROACHES

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, Resolution No. 347 of 2022 amended the agreement to include a marketing and communications plan 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, and

WHEREAS, the Occupancy Tax Coordination Committee has approved a request to include a range of initiatives to further support The First Wilderness Heritage Corridor and other surrounding areas in Warren County with creative storytelling approaches, for an amount not to exceed Twenty-Six Thousand One Hundred Forty Dollars (\$26,140), for a term commencing upon execution by both parties and terminating January 31, 2024, 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 range of initiatives to further support The First Wilderness Heritage Corridor and other surrounding areas in Warren County with creative storytelling approaches, in an amount not to exceed Twenty-Six Thousand One Hundred Forty Dollars (\$26,140), for a term commencing upon execution by both parties and terminating January 31, 2024, 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 and 347 of 2022 will remain the same.