

Warren County Board of Supervisors

RESOLUTION NO. 131 OF 2024

RESOLUTION INTRODUCED BY SUPERVISORS MERLINO, DICKINSON, RUNYON, BEAN, GERACI, STROUGH AND STRAINER

**ACCEPTING PROPOSAL AND AUTHORIZING AGREEMENT WITH
ROOTED ROCK MARKETING FOR SEARCH ENGINE OPTIMIZATION SERVICES FOR
THE WARREN COUNTY TOURISM DEPARTMENT (WC 16-24)**

WHEREAS, the Purchasing Agent has requested proposals for Search Engine Optimization Services for the Warren County Tourism Department (WC 16-24), and

WHEREAS, the proposals were opened on March 7, 2024 and the Tourism Director has recommended that Warren County award the agreement to Rooted Rock Marketing located at 41 Jenkins Street, Saranac Lake, New York 12983, now, therefore, be it

RESOLVED, that the Warren County Purchasing Agent be, and hereby is, authorized and directed to notify Rooted Rock Marketing located at 41 Jenkins Street, Saranac Lake, New York 12983 of the acceptance of its proposal, and be it further

RESOLVED, that the Warren County Board of Supervisors hereby authorizes the Chair of the Board of Supervisors to execute an agreement with Rooted Rock Marketing relative to Search Engine Optimization Services for the Warren County Tourism Department, pursuant to the terms and provisions of the bid documents and proposal (WC 16-24), for a term commencing May 1, 2024 and terminating April 30, 2025, with the option for three (3) additional one (1) year terms upon mutual agreement of the parties, for an amount not to exceed Forty-Two Thousand Nine Hundred Fifty Dollars (\$42,950) per year, in a form approved by the County Attorney, to be paid as follows:

PAYMENT DUE	AMOUNT
One-Time fee for kick-off and set-up (30/hrs; anything over at a rate of \$150/hr)	\$3,950.00
Monthly fee (26 hrs/month; anything over at a rate of \$125/hour)	\$3,250.00
Travel & Project Management Fee (if needed)	\$75.00/hour

and be it further

RESOLVED, that the funds for this agreement shall be expended from Budget Code A.6417.0001 470, Tourism/Occupancy, Tourism, Contract.