



Westchester Community College

State University of New York

41717

August 6, 2014

To: Board of Acquisition and Contract

From: Dr. John F.M. Flynn
Interim President

Re: Amendment to a resolution authorizing a license agreement with Brooks Shopping Centers, LLC, for the use of two backlit advertising panels along with a booth at the Cross County Shopping Center, Yonkers, NY.

On June 25, 2014, your Honorable Board approved a resolution (the "June 25 Resolution") authorizing the County of Westchester, acting by and through Westchester Community College (the "College"), to enter into a license agreement (the "Agreement") with Brooks Shopping Centers, LLC ("Brooks"), acting by and through Macerich Management Company, its managing agent, for the use of two backlit advertising panels along with a booth at the Cross County Shopping Center, Yonkers, NY (the "Shopping Center"). The agreement was to commence on July 1, 2014 and expire on June 30, 2015. The College was to pay to Brooks a license fee of \$25,000 payable in monthly installments.

The College and Brooks have since agreed to include the College in additional marketing activities that will take place in connection with a fall movie series that will take place weekly at the Shopping Center from September 15 through October 6. The College logo will be included in all print advertising, in-house digital promotion and all collateral materials (e.g. posters and banners). The College will also have access to and staff a booth at each event. In addition, Brooks has agreed to replace the existing advertising poster in one of the advertising panels with new artwork. Brooks will work with the College's advertising firm on the design and installation of the new advertisement sign. The College will pay Brooks an additional fee of \$5,000 for these services.

The Agreement has not yet been executed. Accordingly, attached is a resolution that will amend the June 25 Resolution to reflect these additional services being provided by Brooks.

JFMF:me
Attachment

RESOLUTION

Upon a communication from Dr. John F.M. Flynn, Interim President, Westchester Community College, be it hereby

RESOLVED, that the resolution approved by your Honorable Board on June 25, 2014 (the "June 25 Resolution") authorizing the County of Westchester, acting by and through Westchester Community College (the "College"), to enter into a license agreement (the "Agreement") with Brooks Shopping Centers, LLC ("Brooks"), acting by and through Macerich Management Company, its managing agent be amended to include that the College will be included in additional marketing activities that will take place in connection with a fall movie series that will take place weekly at the Shopping Center September 15 through October 6. The College logo will be included in all print advertising, in-house digital promotion and all collateral materials (e.g. posters and banners). The College will also have access to and staff a booth at each event. In addition, Brooks has agreed to replace the existing advertising poster in one of the advertising panels with new artwork. Brooks will work with the College's advertising firm on the design and installation of the new advertisement sign. The College will pay Brooks an additional fee of \$5,000 for these services resulting in a total fee payable to Brooks of \$30,000; and be it further

RESOLVED, that all other terms and conditions of the June 25 Resolution shall remain the same; and be it further

RESOLVED, that the County Executive or his authorized designee is hereby authorized to execute all instruments and take all actions reasonably necessary to implement this Resolution.

June 25 Resolution: \$25,000
 This Resolution: \$ 5,000
 Total: \$30,000

Account to be Charged/Credited	Fund	Dept.	Major Program, Program & Phase Or Unit	Object/ Sub Object	Trust Account	Dollars
	701	8216		4270		\$5,000

Budget Funding Year(s) Start Date: 7/1/2014 End Date: 6/30/2015
 (must match resolution)

Funding Source: Tax Dollars _____
 State Aid \$2,500
 \$5,000 Federal Aid _____
 (must match resolution) Other \$2,500 (Tuition)

Contractor Federal I.D. No./
 Social Security No.: _____
 Vendor No.: _____
 Encumbrance No.: _____