

64146

To: The Honorable Board of Acquisition and Contract

From: Natasha Caputo
Director

Date: July 10, 2018

Re: Resolution to exempt from the Westchester County Procurement Policy an amendment to an agreement with Martinelli Holdings, LLC d/b/a Today Media Custom Communications for the provision of re-printing services in connection with the 2016/2017 Westchester Destination Guide, pursuant to Section 3(a)xxi of the Westchester County Procurement Policy.

Authority is hereby requested from your Honorable Board to exempt from the Westchester County Procurement Policy an amendment to an agreement with Martinelli Holdings, LLC d/b/a Today Media Custom Communications (“Today Media”) pursuant to which Today Media will re-print an additional 35,000 copies of the 2016/2017 Westchester Destination Guide to include a welcome letter and photo from County Executive Latimer for an additional amount not-to-exceed \$19,985.

Ordinarily, under Section 5(a) of the Procurement Policy, the County of Westchester (“County”) is required to solicit written or oral quotations from no fewer than three persons customarily providing such services and, if deemed appropriate, to inquire as to the qualifications and experience of such persons. However, in 2015, the Westchester County Office of Tourism and Film (“OTF”) issued an RFQ seeking the services of a firm to design and construct, custom print and digital versions of OTF’s key marketing materials, including the Westchester County 2016/2017 Destination Guide (the “Guide”). Today Media was awarded the original contract, which, among other things, required Today Media to print 100,000 copies of the Guide (the “Original Contract”). The Original Contract expired on May 31, 2016.

Pending the procurement and production of the 2019/2020 Guide, approximately 15,000 copies of the 2016/2017 Guide containing the new welcome letter and photo were needed to fulfill our distribution needs through the first quarter of 2018. Rather than solicit quotations and possibly award this contract to a new firm, your Honorable Board, by resolution approved on March 1, 2018, determined that it would be in the County’s best interest to award this interim contract to Today Media, since Today Media did the original design and printing and had the ability provide the desired product on short notice at a reasonable price.

My office now requires an additional 35,000 copies of the 2016/2017 Guide to fulfill our distribution needs through the fall.

Pursuant to Section 3(a)xxi, the Westchester County Procurement Policy are not applicable to any procurement for which this Honorable Board determines, by resolution passed prior to commencing such procurement, that compliance with the policy would not be in the best interests of the County. For the reasons set forth above, it is proposed that the best interests of the County would be served by exempting the procurement of this amendment from the County Procurement Policy.

Accordingly, a resolution to exempt the procurement with Today Media, is hereby submitted for your consideration.

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RESOLUTION

Upon a communication from the Director of the County Office of Tourism & Film, be it hereby

RESOLVED, that pursuant to Section 3(a)xxi of the Westchester County Procurement Policy, it is hereby determined that application of the procedural requirements contained therein, including the necessity of soliciting written or oral price quotations, is neither cost effective nor expedient, and accordingly, not in the best interests of the County of Westchester in connection with the procurement of an amendment to an agreement with Martinelli Holdings, LLC d/b/a Today Media Custom Communications for re-printing copies of the 2016/2017 Westchester Destination Guide.

APPROVED BOARD OF ACQUISITION & CONTRACT - 08/09/2018 - LISA MRIJAJ, SECRETARY