



George Latimer
County Executive

81739

DATE: December 23, 2020

TO: Board of Acquisition and Contract

FROM: Michael Orth
Commissioner, Department of Community Mental Health

SUBJECT: Resolution authorizing the County of Westchester to enter into an agreement with Moving Pictures, LLC to produce a 30 second TV ad/commercial entitled "I'm Here" for the term November 13, 2020 through January 19, 2021, in an amount not to exceed \$37,750.00, to be paid in accordance with an approved budget.

Transmitted herewith is a resolution requesting authority from your Honorable Board for the County of Westchester ("County"), acting by and through its Department of Community Mental Health ("Department"), to enter into an agreement with Moving Pictures, LLC ("Moving Pictures") to produce a 30 second TV ad/commercial entitled "I'm Here", a public service announcement relating to mental health issues resulting from the COVID-19 Pandemic, for the term November 13, 2020 through January 19, 2021 (the "Agreement") in an amount not to exceed \$37,750.00, payable pursuant to an approved budget.

The proposed agreement will serve the **public purpose** of informing Westchester County residents of the availability of mental health services in the County.

As a result of the COVID-19 pandemic individuals testing positive and their families are required to isolate at home. This isolation and the insecurity relating to the COVID-19 pandemic has resulted in mental health implications for the public which this commercial seeks to address.

The proposed amendment is being funded with funds provided to the County under the Coronavirus Aid, Relief, and Economic Security Act (the "CARES Act"). The United States Treasury Department has advised that funding provided under the CARES Act is not subject to the Federal procurement rules in 2 CFR Part 200.317 through Part 200.326. Therefore, pursuant to Section 13(d) of the Westchester County Procurement Policy, the ordinary County

procurement rules apply to this procurement. The proposed agreement is exempt from the Westchester County Procurement Policy pursuant to Sections 3(a)(iv) and (xvii) thereof, as this is advertising and the commercial provided pursuant to the agreement will provide mental health referrals and preventative services to Westchester residents.

Accordingly, authority is respectfully requested from your Honorable Board to authorize the County to enter into an agreement with the Moving Picture to produce a 30 second TV ad/commercial providing COVID-19 mental health awareness. A resolution is annexed hereto, which I recommend for your favorable consideration.

KMG/MO/TP/DI

APPROVED BOARD OF ACQUISITION & CONTRACT - 01/21/2021 - DAN COCCIARDI SECRETARY

RESOLUTION

Upon a communication from the Commissioner of Community Mental Health, be it hereby

RESOLVED, that the County of Westchester is hereby authorized to enter into an agreement with Moving Pictures, LLC to produce a 30 second Ad/commercial entitled “I’m Here” for the term November 13, 2020 through January 19, 2021, in an amount not to exceed \$37,750.00, to be paid in accordance with an approved budget; and be it further

RESOLVED, that the County Executive or his duly authorized designee is hereby authorized to execute any and all documents and to take such other actions necessary to effectuate the purposes hereof.

Fund	Dept	Major Program, Program & Phase Or Unit	Object/ Sub- Object	Trust Account	Dollars
101	26	2000	4998	-----	\$37,750

Budget Funding Year(s): 2020 & 2021 Start Date: 11/13/2020 End Date: 1/19/2021
(must match resolution)

Funding Source

\$37,750
(must match resolution)

Tax Dollars:
State Aid:
Federal Aid: 100%
Other: