



Robert P. Astorino
County Executive

46866

Date: May 18, 2015

To: Board of Acquisition and Contract

From: Kevin J. Plunkett
Deputy County Executive

Re: Resolution to exempt from the Westchester County Procurement Policy and Procedures, pursuant to Section 3(a)(xxi) thereof, an agreement with Latin Business Today, L.L.C., pursuant to which it will, 1) provide services for the County's fall small business event on October 7, 2015, and 2) write six (6) articles for the County.

Authority is hereby requested from your Honorable Board to exempt from the Westchester County Procurement Policy and Procedures an agreement between the County of Westchester (the "County") and Latin Business Today, L.L.C. ("Latin Business Today"), for a term commencing March 1, 2015 and continuing through February 28, 2016, pursuant to which Latin Business Today will, 1) provide services for the County's fall small business event on October 7, 2015, including collaborating on event program strategy, lining up speaking talent, assisting in drafting marketing and outreach materials, and assisting on outreach promotion to secure and maximize event attendance, and 2) write six (6) original articles, which will be posted on the Latin Business Today website and promoted within Latin Business Today's weekly newsletter and on social media (collectively, the "Services").

Last year, Latin Business Today worked with the County, through the County Executive's Communications Office and the Office of Economic Development, as part of Latin Business Today providing a small business event. The event brought Hispanic business-owners together to learn from a panel of experts about every available tool to help start or grow their business. In addition, Latin Business Today wrote articles specifically targeting the needs of Hispanic business-owners. Latin Business Today's expertise, knowledge, and timely, professional provision of services proved to be essential. Accordingly, it would be prudent for the County to obtain the services from Latin Business Today, and thereby avail the County of Latin Business Today's expertise, knowledge, and professionalism, as well its experience from last year and demonstrated ability to collaborate effectively with the County.

Based upon the foregoing, it is proposed that the best interests of the County would be

served by exempting this agreement from the Westchester County Procurement Policy and Procedures, pursuant to Section 3(a)(xxi) thereof. Therefore, a resolution to exempt this procurement is hereby submitted for your consideration.

KJP/DO/bdm/nn

APPROVED BOARD OF ACQUISITION & CONTRACT - 05/28/2015 - JOMARY VIEIRA, SECRETARY

RESOLUTION

Upon a communication from the Deputy County Executive, be it hereby

RESOLVED, that pursuant to Section 3(a)(xxi) of the Westchester County Procurement Policy and Procedures, it is hereby determined that application of the procedural requirements contained therein, including the necessity of soliciting proposals, is neither cost effective nor expedient, and accordingly, not in the best interests of the County of Westchester (the "County") in connection with the procurement of an agreement with Latin Business Today, L.L.C. ("Latin Business Today"), for a term commencing March 1, 2015 and continuing through February 28, 2016, pursuant to which Latin Business Today will, 1) provide services for the County's fall small business event on October 7, 2015, including collaborating on event program strategy, lining up speaking talent, assisting in drafting marketing and outreach materials, and assisting on outreach promotion to secure and maximize event attendance, and 2) write six (6) original articles, which will be posted on the Latin Business Today website and promoted within Latin Business Today's weekly newsletter and on social media.

APPROVED BOARD OF ACQUISITION & CONTRACT ADMINISTRATION
JULIA M. VERA, SECRETARY