

61216

To: The Honorable Board of Acquisition and Contract

From: Natasha Caputo  
Director

February 1, 2018

Re: Resolution to exempt from the Westchester County Procurement Policy 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 and Procedures.

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Authority is hereby requested from your Honorable Board to exempt from the Westchester County Procurement Policy an agreement with Martinelli Holdings, LLC d/b/a Today Media Custom Communications ("Today Media") pursuant to which Today Media will re-print 15,000 copies of the 2016/2017 Westchester Destination Guide for an amount not-to-exceed \$11,597, in order to include a welcome letter and photo from County Executive Latimer. The term of the agreement will commence on February 12, 2018 and continue through March 12 2018.

Ordinarily, under Section 5 (a) of the Procurement Policy, the 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 2018/2019 Guide, approximately 15,000 copies of the 2016/2017 Guide still need to be distributed during the first quarter of 2018. However, the 2016/2017 Guide contains a welcome letter and photo of former County Executive Astorino. Due to the recent change in County administration, it has become necessary to re-print 15,000 copies of the Guide with a new welcome letter and photo of County Executive Latimer.

Rather than solicit quotations and possibly award this contract to a new firm, it is proposed that it would be in the County's best interest to award this interim contract to Today Media. Having done the original design and printing, Today Media has the ability provide a turn-key product on short notice at a reasonable price. As your Board is aware, the Guide is the primary print tourism guide that provides leisure and business visitor information, including comprehensive listings of our hotels. It is marketing tool distributed at tradeshow, fulfillment to website, digital, 800#, advertising inquiries, regional and I Love NY distribution outlets.

Pursuant to Section 3(a)xxi, the Westchester County Procurement Policy and Procedures 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 agreement 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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APPROVED BOARD OF ACQUISITION & CONTRACT - 03012018  
TODAY MEDIA SECRETARY

## 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 and Procedures, 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 in connection with the procurement of an agreement for re-printing copies of the 2016/2017 Westchester Destination Guide with Martinelli Holdings, LLC d/b/a Today Media Custom Communications.

APPROVED BOARD OF ACQUISITION & CONTRACT - 03/01/2018 - LISA MARIJAJ, SECRETARY