

George Latimer
County Executive

Department of Social Services

Kevin M. McGuire
Commissioner

62936

DATE: April 2, 2018

TO: Board of Acquisition and Contract

FROM: Kevin M. McGuire, Commissioner
Department of Social Services

SUBJECT: Authority to enter into an Agreement with Harquin Graphics, Inc. for the provision of media buying services to promote the Westchester-Putnam One Stop Career Centers to businesses and job seekers in the local workforce development area, for a term commencing retroactive to October 1, 2017 and continuing through June 30, 2019 for an amount not-to-exceed \$75,000, payable pursuant to an approved budget.

Authority is requested for the County of Westchester (the "County"), acting by and through the Department of Social Services, Office of Workforce Investment (the "Department"), on behalf of the Westchester Putnam Local Workforce Development Board (the "WDB"), to enter into an agreement with Harquin Graphics, Inc. ("Harquin") pursuant to which Harquin would provide media buying services to promote the Westchester-Putnam One Stop Career Centers to businesses and job seekers in the local workforce development area, for a term commencing retroactive to October 1, 2017 and continuing through June 30, 2019 for an amount not-to-exceed \$75,000, payable pursuant to an approved budget (the "Agreement"). Services will include: research of media opportunities available in targeted markets; negotiation for the best value of media placement; and placement of multiple types of media.

The Agreement is exempt from the Westchester County Procurement Policy pursuant to section 3(a)iv thereof which exempts contracts for advertising services.

This contract will serve a public purpose by promoting the benefits of the Westchester-Putnam One Stop Career Centers to businesses and job seekers in the local workforce development area.

An appropriate resolution is herewith attached for your Honorable Board's consideration.

KMM/TK/jpg
Attachment

RESOLUTION

Upon a communication from the Commissioner of the Department of Social Services, be it hereby

RESOLVED, that the County of Westchester, acting by and through the Department of Social Services, Office of Workforce Investment (the “Department”), on behalf of the Westchester Putnam Local Workforce Development Board, is authorized to enter into an agreement with Harquin Graphics, Inc. (“Harquin”) pursuant to which Harquin will provide media buying services to promote the Westchester-Putnam One Stop Career Centers to businesses and job seekers in the local workforce development area, for a term commencing retroactive to October 1, 2017 and continuing through June 30, 2019 for an amount not-to-exceed \$75,000, payable pursuant to an approved budget; and be it further

RESOLVED, that this Agreement is subject to County appropriations; and be it further

RESOLVED, that this Agreement is also subject to further financial analysis of the impact of any New York State Budget (the “State Budget”) proposed and adopted during the term of this Agreement. The County shall retain the right, upon the occurrence of any release by the Governor of a proposed State Budget and/or the adoption of a State Budget or any amendments thereto, and for a reasonable period of time after such release(s) or adoption(s), to conduct an analysis of the impacts of any such State Budget on County finances. After such analysis, the County shall retain the right to either terminate this Agreement or to renegotiate the amounts and rates approved herein. If the County subsequently offers to pay a reduced amount to the Contractor, then the Contractor shall have the right to terminate this Agreement upon reasonable prior written notice; and be it further

RESOLVED, that the County Executive or his duly authorized designee is empowered to execute all documents and take all actions necessary to effect the purpose of this resolution.

Account to be
Charged/Credited

Fund	Dept	Major Program, Program & Phase Or Unit	Object/ Sub-Object	Trust Account	Dollars
275	22	924S	4531	T924	\$75,000

Budget Funding Year(s): 2017-2019 Start Date: 10/01/17 End Date: 06/30/19

(must match resolution)

Funding Source Tax Dollars: 100%

State Aid:

\$75,000 Federal Aid:

(must match resolution) Other: