

16.

By Legislators Keller and Smith

Intro. No. _____

RESOLUTION NO. ____ OF 2023

AUTHORIZING CONTRACT WITH METRIX MARKETING, INC. FOR IMPLEMENTATION OF EMPLOYMENT RECRUITMENT AND RETENTION ADVERTISING CAMPAIGN

BE IT RESOLVED BY THE LEGISLATURE OF THE COUNTY OF MONROE, as follows:

Section 1. The County Executive, or his designee, is hereby authorized to execute a contract, and any amendments thereto, with Metrix Marketing, Inc. for implementation of an employment recruitment and retention advertising campaign in an amount not to exceed \$370,000 for the period of October 1, 2023 through September 30, 2024, with the option to renew for four (4) additional one-year terms in an amount not to exceed \$370,000 per year.

Section 2. Funding for this contract is included in the 2023 operating budget of the Department of Communications and Special Events, general fund 9001, funds center 1801010000, Communications and the Department of Human Services, general fund 9001, funds center 5102010000, Child and Family Services Administration and will be included in future year budgets.

Section 3. This resolution shall take effect in accordance with Section C2-7 of the Monroe County Charter.

Human Services Committee; October 24, 2023 – CV: 9-0
Ways and Means Committee; October 24, 2023 – CV: 9-2
File No. 23-0318

ADOPTION: Date: _____ Vote: _____

ACTION BY THE COUNTY EXECUTIVE

APPROVED: _____ VETOED: _____

SIGNATURE: _____ DATE: _____

EFFECTIVE DATE OF RESOLUTION: _____