



**Daniel P. McCoy**  
County Executive

**Larry I. Slatky**  
Executive Director

January 15, 2020

The Honorable Andrew Joyce  
Chairman, Albany County Legislature  
Legislative Clerk's Office  
112 State Street, Suite 710  
Albany, New York 12207

Dear Chairman Joyce:

Shaker Place Rehabilitation and Nursing Center (formerly Albany County Nursing Home) respectfully requests to increase the Brawn Media contract to an amount not to exceed \$200,000.00.

The original Brawn Media contract was approved at CAB for an amount not to exceed \$98,055.00. That amount, over a two (2) year period, has been exhausted and we are requesting that the contract be increased to \$200,000.00. This increase is part of our 2020 budget that was approved by the Albany County Legislature. The total increase will be an amount not to exceed \$101,945.00.

Brawn Media has proven to be an excellent media company that has successfully re-branded our nursing home and assisted with staff recruiting.

We respectfully request that this approval to increase the contract amount be approved.

Sincerely,

Larry I. Slatky  
Executive Director

cc: Dennis Feeney, Majority Leader  
Frank Mauriello, Minority Leader  
Kevin Cannizzaro, Majority Counsel  
Arnis Zilgme, Minority Counsel

