



Daniel P. McCoy
County Executive

Larry I. Slatky
Executive Director

July 23, 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 respectfully requests to continue our relationship with Brawn Media to provide media and branding consultation and services to the nursing home operation.

Brawn Media continues to be instrumental in assisting us with our re-branding campaign, as well as maintaining our website and the recruitment of staff members. They also support efforts in communicating to the community about our activities and resident programs that assist with the admission process.

This contract will be for twelve (12) months at a not to exceed cost of \$100,000.00.

We respectfully request approval of this contract so that we can continue our relationship with Brawn Media.

Sincerely,

Larry I. Slatky
Executive Director

cc: Dennis Feeney, Majority Leader
Frank Mauriello, Minority Leader
Rebekah Kennedy, Majority Counsel
Arnis Zilgme, Minority Counsel

