

RESOLUTION NO. 510

AUTHORIZING AN AGREEMENT WITH BRAWN MEDIA REGARDING MEDIA AND MARKETING SERVICES FOR THE SHAKER PLACE REHABILITATION AND NURSING CENTER

Introduced: 11/13/23

By Elder Care Committee:

WHEREAS, The Executive Director of the Department of Residential Health Care Facilities has requested authorization to enter into the first of two one-year options to renew the agreement with Brawn Media regarding media and marketing services for the Shaker Place Rehabilitation and Nursing Center in an amount not to exceed \$100,165 for the term commencing January 1, 2024 and ending December 31, 2024, and

WHEREAS, The Executive Director indicated that Brawn Media will continue to assist the Department with rebranding, website management, brochures, advertising, online reputation services, organic social media, annual web hosting, photo shoots, and media campaigns for staff recruitment and resident informational services, now, therefore, be it

RESOLVED, By the Albany County Legislature that the County Executive is authorized to enter into the first of two one-year options to renew the agreement with Brawn Media, Albany, NY 12205 regarding media and marketing services for the Shaker Place Rehabilitation and Nursing Center in an amount not to exceed \$100,165 for the term commencing January 1, 2024 and ending December 31, 2024, and, be it further

RESOLVED, That the County Attorney is authorized to approve said agreement as to form and content, and, be it further

RESOLVED, That the Clerk of the County Legislature is directed to forward certified copies of this resolution to the appropriate County Officials.