



Office of the County Executive

Monroe County, New York

Adam J. Bello
County Executive

September 8, 2023

OFFICIAL FILE COPY	
No.	<u>230273</u>
Not to be removed from the Office of the Legislature Of Monroe County	
Committee Assignment	
URGENT	-L

To The Honorable
Monroe County Legislature
407 County Office Building
Rochester, New York 14614

Subject: Authorize a Contract with Nexstar Media Inc. for an Annual Digital Advertising Package for Recruitment and Community Engagement

Honorable Legislators:

This matter is being referred to Your Honorable Body at the request of Sheriff Todd K. Baxter.

I recommend that Your Honorable Body authorize a contract with Nexstar Media Inc., doing business locally as WROC News Channel 8 (WROC), in an amount not to exceed \$30,000 for a digital advertising package for recruitment and community engagement for the period of October 15, 2023 through October 14, 2024, with the option to renew for two (2) additional one-year terms in an amount not to exceed \$30,000 for each renewal term.

In today's employee marketplace, a digital presence is essential to reach the largest audience of prospective candidates. The pool of job applicants for law enforcement jobs is highly competitive and digital advertising will enable the Sheriff's Office to reach a larger, more encompassing audience of candidates. A large pool of applicants will enable the Sheriff's Office to hire the most qualified persons for the job.

A request for proposals was issued for this contract and Nexstar Media Inc., doing business locally as WROC News Channel 8 (WROC), was selected as the most qualified to provide this service.

The specific legislative action required is to authorize the County Executive, or his designee, to execute a contract, and any amendments thereto, with Nexstar Media Inc., doing business locally as WROC News Channel 8 (WROC), 545 E. John Carpenter Freeway, Suite 700, Irving, Texas 75062, for an annual digital advertising package for recruitment and community engagement in an amount not to exceed \$30,000 for the period of October 15, 2023 through October 14, 2024, with the option to renew for two (2) additional one-year terms in an amount not to exceed \$30,000 for each renewal term.

This is a Type II Action pursuant to 6 NYCRR §617.5(c)(26) (“routine or continuing agency administration and management, not including new programs or major reordering of priorities that may affect the environment”) and is not subject to further review under the State Environmental Quality Review Act.

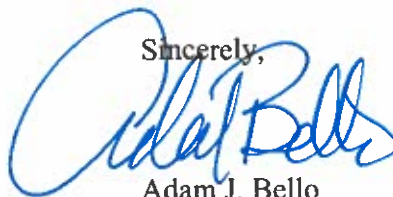
Funding for this contract is included in the 2023 operating budget of the Sheriff’s Office, general fund 9001, funds center 3800601000, Staff Services Administration, and will be requested in future years budgets. No additional net County support is required in the current Monroe County budget.

The records in the Office of the Monroe County Treasury have indicated that neither Nexstar Media Inc., doing business locally as WROC News Channel 8 (WROC), nor any of its principal officers, owe any delinquent Monroe County property taxes. The principal officers are:

Perry A, Sook, Chief Executive Officer
Michael Biard, Chief Operating Officer
Lee Ann Gliha, Chief Financial Officer

I recommend that this matter receive favorable action by Your Honorable Body.

Sincerely,



Adam J. Bello
Monroe County Executive

By Legislators _____ and _____

Intro. No. _____

RESOLUTION NO. ____ OF 2023

AUTHORIZING CONTRACT WITH NEXSTAR MEDIA INC. FOR ANNUAL DIGITAL ADVERTISING PACKAGE FOR RECRUITMENT AND COMMUNITY ENGAGEMENT

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 Nexstar Media Inc. doing business locally as WROC News Channel 8 (WROC), for an annual digital advertising package for recruitment and community engagement in an amount not to exceed \$30,000 for the period of October 15, 2023 through October 14, 2024, with the option to renew for two (2) additional one-year terms in an amount not to exceed \$30,000 for each renewal term.

Section 2. Funding for this contract is included in the 2023 operating budget of the Sheriff's Office, general fund 9001, funds center 3800601000, Staff Services Administration, and will be requested in future years budgets.

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

Matter of Urgency
File No. 23-0

ADOPTION: Date: _____ Vote: _____

ACTION BY THE COUNTY EXECUTIVE

APPROVED: _____ VETOED: _____

SIGNATURE: _____ DATE: _____

EFFECTIVE DATE OF RESOLUTION: _____