

Advertising, Marketing, Media & PR Services Approved List Resolution

A regular meeting of the Nassau County Industrial Development Agency (the “Agency”) was convened in public session at the Theodore Roosevelt Executive & Legislative Building, Legislative Chambers, 1550 Franklin Avenue, Mineola, Nassau County, New York, on December 19, 2024, at 5:00 p.m., local time.

The meeting was called to order by the Chair, upon roll being called, the following members of the Agency were:

PRESENT:

William H. Rockensies	Chair
John Coumatos	Asst. Treasurer
Reginald A. Spinello	Member
Marco Troiano	Member
Marissa Brown	Member
Joseph Manzella	Member

NOT PRESENT:

Raymond Pinto	Secretary
---------------	-----------

THE FOLLOWING ADDITIONAL PERSONS WERE PRESENT:

Sheldon L. Shrenkel	Chief Executive Officer/Executive Director
Anne LaMorte	Chief Financial Officer
Colleen Pereira	Administrative Director
Stephanie Alfano	Temporary Administrative Assistant
Anthony Marano	Agency Counsel
Paul O’Brien	Bond/Transaction Counsel

The attached resolution no. 2024-86 was offered by W. Rockensies, seconded by J. Coumatos.

RESOLUTION OF THE NASSAU COUNTY INDUSTRIAL DEVELOPMENT AGENCY
ESTABLISHING AN APPROVED LIST OF QUALIFIED FIRMS TO PROVIDE CERTAIN
ADVERTISING, MARKETING, MEDIA AND PUBLIC RELATIONS SERVICES

WHEREAS, the Nassau County Industrial Development Agency (the “Agency”) is authorized and empowered by the provisions of Chapter 1030 of the 1969 Laws of New York, constituting Title I of Article 18-A of the General Municipal Law, Chapter 24 of the Consolidated Laws of New York, as amended (the “Enabling Act”), and Chapter 674 of the 1975 Laws of New York, as amended, constituting Section 922 of said General Municipal Law (said Chapter and the Enabling Act being hereinafter collectively referred to as the “Act”) to promote, develop, encourage and assist in the acquiring, constructing, reconstructing, improving, maintaining, equipping and furnishing of manufacturing, industrial and commercial facilities, among others, for the purpose of promoting, attracting and developing economically sound commerce and industry to advance the job opportunities, health, general prosperity and economic welfare of the people of the State of New York, to improve their prosperity and standard of living, and to prevent unemployment and economic deterioration; and

WHEREAS, the Agency may from time to time require the services of qualified firms (“Firms”) to (i) develop media plans based on the Agency’s marketing objectives and strategies, (ii) provide public relations services as requested by the Agency, (iii) provide media relations services as requested by the Agency, (iv) provide creative, production and media services and materials required to develop advertisements, commercials, web advertising (including banner ads and mobile advertising), social media output, webcasts, blogs, direct mail, brochures, promotional events and other projects as required by the Agency, (v) arrange media purchases and publicity, (vi) provide advertising account service and other related services as required by the Agency, (vii) provide speechwriting and internal communications as required by the Agency, and (viii) provide influencer management; and

WHEREAS, the Agency issued a Request for Statements of Qualifications for Certain Advertising, Marketing, Media and Public Relations Services (the “RFQ”), seeking statements of qualification from interested Firms, and the Agency published notice of the issuance of the RFQ in Newsday and in the New York State Contract Reporter; and

WHEREAS, the Agency received statements of qualifications from one (1) or more Firms (collectively, the “Statements”) expressing interest in providing the services contemplated by the RFQ (collectively, the “Services”); and

WHEREAS, in accordance with its Charter, the Finance Committee of the Agency reviewed the Statements, determined that interviews of the respondent Firms would not be necessary or desirable, found that all such Firms meet the minimum requirements set forth in the RFQ and are qualified to provide the Services, and recommended that the Agency establish an approved list of Firms to provide the Services; and

WHEREAS, the Agency desires to establish such an approved list of Firms to provide the Services;

NOW, THEREFORE, BE IT RESOLVED BY THE MEMBERS OF THE NASSAU COUNTY INDUSTRIAL DEVELOPMENT AGENCY AS FOLLOWS:

Section 1. The Agency hereby ratifies and confirms all actions heretofore taken by the Agency's staff and the Finance Committee in connection with the procurement of the Services pursuant to the RFQ.

Section 2. The Agency hereby determines that the procurement of the Services pursuant to the RFQ constitutes a procurement of professional services involving the application of specialized expertise and a high degree of creativity and, therefore, is not subject to the competitive bidding requirements of the Agency's State of Procurement Policy and Procedures.

Section 3. The Agency hereby determines that the proposed action is a Type II Action pursuant to Article 8 of the New York Environmental Conservation Law (including the regulations thereunder, "SEQRA") involving "continuing agency administration" which does not involve "new programs or major reordering of priorities that may affect the environment" (6 NYCRR Section 617.5(c)(26)) and therefore no Findings or determination of significance are required under SEQRA.

Section 4. The Agency hereby accepts the recommendations of the Finance Committee (i) that interviews of the respondent Firms not be required, (ii) that all of such Firms are found to meet the minimum requirements set forth in the RFQ and are qualified to provide the Services, and (iii) that the Agency establish an approved list of Firms to provide the Services.

Section 5. The Agency hereby establishes an approved list of Firms to provide the Services consisting of the Firm or Firms set forth on Exhibit A annexed hereto (the "Approved List").

Section 6. The Agency hereby authorizes and directs the Chair and Chief Executive Officer / Executive Director to select Firms from the Approved List from time to time in connection with the Agency's requirements for the services required by the RFQ. The selection of the Firm for a particular requirement shall be made by the Chair and/or Chief Executive Officer / Executive Director (as applicable) in his/her/their discretion. The Chair and/or Chief Executive Officer / Executive Director are each authorized to award portions of the requirements set forth in the RFQ to different Firms and at different times. The Chair and/or Chief Executive Officer / Executive Director is hereby authorized and directed to negotiate and enter into a retainer agreement or similar contract with each Firm, if deemed advisable or necessary by the Chair and/or Chief Executive Officer / Executive Director (as applicable), on such terms and subject to such conditions as the Chair and/or Chief Executive Officer / Executive Director (as applicable) may deem advisable or necessary, subject to the terms of this resolution, the Agency's budget for the type of services required and the requirements of the RFQ. The Chair and/or Chief Executive Officer / Executive Director's (as applicable) execution of any such agreement or contract shall evidence the Agency's approval of the terms thereof.

Section 7. This Resolution shall not preclude the Agency from appointing and engaging other consultants as determined from time to time by the members of the Agency. The Agency reserves the right to cancel the Approved List at any time.

Section 8. This Resolution shall take effect as of January 1, 2025.

EXHIBIT A

APPROVED LIST

Niki Jones Agency Inc.

Submersive Media, LLC

Paperkite LLC

Ed Moore Advertising Agency Inc.

Pace Public Relations, Inc.

Sound Communications Inc.

Connoisseur Media of Long Island LLC

Spark Public Relations LLC

Zimmerman/Edelson.Inc dba ZE Creative Communications

Todd S. Shapiro Associates, Inc.

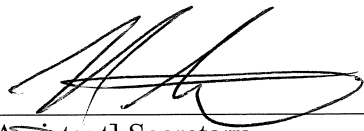
STATE OF NEW YORK)
) SS:
COUNTY OF NASSAU)

We, the undersigned [~~Assistant~~] Secretary and [~~Vice~~] Chair of the Nassau County Industrial Development Agency (the "Agency"), do hereby certify that we have compared the foregoing extract of the minutes of the meeting of the members of the Agency, including the Resolution contained therein, held on December 19, 2024, with the original thereof on file in our office, and that the same is a true and correct copy of said original and of such Resolution set forth therein and of the whole of said original so far as the same relates to the subject matter therein referred to.

WE FURTHER CERTIFY that (A) all members of the Agency had due notice of said meeting; (B) said meeting was in all respects duly held; (C) pursuant to Article 7 of the Public Officers Law (the "Open Meetings Law"), said meeting was open to the general public, and due notice of the time and place of said meeting was duly given in accordance with such Open Meetings Law; and (D) there was a quorum of the members of the Agency present throughout said meeting.

WE FURTHER CERTIFY that, as of the date hereof, the attached Resolution is in full force and effect and has not been amended, repealed or rescinded.

IN WITNESS WHEREOF, we have hereunto set our hands and affixed the seal of the Agency this 19th day of December, 2024.


[~~Assistant~~] Secretary


[~~Vice~~] Chair

(SEAL)