

A regular meeting of the Broome County Land Bank Corporation (the "Land Bank") was convened in public session in the Exhibit Room at the Broome County Public Library on Tuesday, January 24, 2023, at 3:30 p.m., local time.

The meeting was called to order by the Chairman and, upon roll being called, the following members of the Land Bank were:

PRESENT:	Aaron Martin	Chairman
	Thomas Augostini	Vice Chairman
	Mike Sopchak	Treasurer
	Tarik Abdelazim	Member
	Mike Decker	Member
ABSENT:	Christopher Dziedzic	Secretary
	Rich David	Member
	Kyle Davis	Member
	Christine Marchuska	Member

THE FOLLOWING PEOPLE WERE ALSO PRESENT:

Jessica Haas	Executive Director
Robert O'Donnell	Assistant Director

The following resolution was offered by M. Sopchak and seconded by M. Decker, to wit:

RESOLUTION AWARDING A ONE-TIME CONTRACT FOR WEBSITE DESIGN SERVICES FOR THE BROOME COUNTY LAND BANK CORPORATION TO IDEAKRAFT, 45 LEWIS STREET, BINGHAMTON, NEW YORK 13901, AND BE IT

FURTHER RESOLVED, THAT IN CONSIDERATION OF SAID SERVICES, THE LAND BANK SHALL PAY THE CONTRACTOR A RATE OF \$9,580 ATTACHED HERETO AS EXHIBIT "A", TOTAL AMOUNT NOT TO EXCEED \$10,000 FOR THE TERM OF THE AGREEMENT, AND BE IT

FUTHER RESOLVED, THAT THE EXECUTIVE DIRECTOR OR A DULY AUTHORIZED REPRESENTATIVE IS HEREBY EMPOWERED TO EXECUTE AND DELIVER ANY AND ALL DOCUMENTS WITH RESPECT THERETO.

The question of the adoption of the foregoing Resolution was duly put to a vote which resulted as follows:

Aaron Martin	voting	Aye
Thomas Augostini	voting	Aye
Christopher Dziedzic	voting	Absent
Mike Sopchak	voting	Aye
Tarik Abdelazim	voting	Aye
Rich David	voting	Absent
Kyle Davis	voting	Absent
Mike Decker	voting	Aye
Christine Marchuska	voting	Absent

This Resolution shall take effect immediately.

STATE OF NEW YORK:

: ss.:

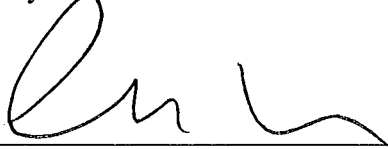
COUNTY OF BROOME:

I, the undersigned Chairman of the Broome County Land Bank Corporation (the "Land Bank"), do hereby certify that I have compared the foregoing extract of the minutes of the meeting of the members of the Land Bank, including the Resolution contained therein, held on Tuesday, January 24, 2023 with the original thereof on file in my 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 matters therein referred to.

I FURTHER CERTIFY that (A) all members of the Land Bank 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 Land Bank present throughout said meeting.

I 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, I have hereunto set my hand and affixed the seal of the Land Bank this 25th day of January, 2023.



Aaron Martin
Chairman

(SEAL)

Exhibit A

WEBSITE DESIGN AND DEVELOPMENT

The following estimates are preliminary projections based on the scope of work as outlined in this proposal. The costs cited below are best estimates of what actual design expenses will be. The following estimates do not include premium plugin subscriptions.

WEBSITE DESIGN AND DEVELOPMENT.....\$9,500.00

WordPress Theme.....\$80.00

Including:

- Information architecture (IA) and content strategy for premium user experience (UX) and navigation design
- Modern and visually-pleasing design
- User-friendly and intuitive
- Set up for Land Bank staff to update content and add/remove documents
- Designed to support dynamic content changes
- Mobile-first responsive and modern browser/cross-device compatible, based on premium theme framework
- Social media integration
- Discovery phase and best recommendation for Property Map improvement within budget
- Document migration
- Latest industry standard best practices applied for a competitive edge
- Two custom homepage design mockups
- Client feedback session
- Revision round to solidify homepage design direction
- Client feedback session
- Second revision round applied in development
- Presentation of homepage on development domain
- Final minor revision round
- 2-3 key subpage design mockups
- Round of revisions applied in development
- Fully working website built out on development domain before launching for client review and quality assurance
- One final full site revision round to content, text and/or minor layout adjustments
- Secure setup and configuration
- Google Analytics integration
- Launch
- 30-minute client training
- Custom visual “how-to” document

SEARCH ENGINE OPTIMIZATION

The following estimates are preliminary projections based on the scope of work as outlined in this proposal. The costs cited below are best estimates of what actual design expenses will be. The following estimates do not include premium plugins, applicable taxes, freight or printing costs unless otherwise noted.

ON-PAGE SEO.....\$400.00

Including:

- Full site audit after client completes content, before launch
- Google Search Console Verification
- Sitemap submission to Google
- PageSpeed Insights
- Installation and configuration of SEO plugin
- Configuration of SEO titles
- Optimized ALT-text on all non-decorative images
- Page-specific meta descriptions written and applied
- Keywords used/provided by client implemented in content
- Internal linking strategy recommendations
- Search appearance setup
- Social crawling
- Completion of on-page SEO, including the use of heading tags

EVERYTHING IS TAKEN CARE OF FOR YOU

Upgrades, security, migrations, you name it – we'll handle it.

YOUR SITE GETS ITS OWN DEDICATED RESOURCES

We know that if your site is slow or not working for any reason, it can really impact your business. That's why, your site gets a dedicated server and you can rest assured that no one else will mess up your site's performance or impact your business.

OUR HOSTING IS REALLY FAST

We treat every website we host like the unique creation that it is. We fine tune servers for optimal WordPress performance and configure all the caching, which means nobody has to set up caching plugins or spend time worrying about site speed.

TOP-NOTCH SECURITY

With our hosting, you don't need to spend time and resources backing up your site and making sure it's protected from the latest malware or hacker attempts.

PERSONAL SUPPORT

With Idea Kraft, you have the best support via phone, or email. When you call, you'll get a real-live human on the other end.

WEBSITE HOSTING, BACKUP & SECURITY.....840.00/year

Secure File and Database Hosting

- Dedicated Hardware
- Unlimited Data Transfer
- Fully Managed CDN (Content Delivery Network)
- Advanced Firewall
- CMS Security Update Management

Managed Automatic Security Upgrades

- WordPress Minor Upgrades
- WordPress Major Upgrades
- Plugin and Framework Upgrades

Nightly Full Data Backup and Storage and Malware Security Monitoring

- One-Click Daily Restore Points for Files and Database
- Full Backups Redundantly Stored on Amazon S3
- 4x/Day File and Database Malware Scanning

SSL Certificate Management

- SSL Certificate on Server for Google Compliance



ON-GOING SUPPORT

Idea Kraft can provide full agency support in marketing strategy, web development, digital marketing, print advertising, trade show graphics and branding. Our regular hourly agency rate is \$130/hr, with a \$160/hr rush fee for requests needed in less than 24 hours. We can submit an estimate for approval before beginning any additional design work outside retainer scope.

We also provide our clients with on-going creative monthly retainers, which provide the benefits of guaranteed labor hours at a lower hourly rate and a fast turnaround for routine tasks.