

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 21, 2025, 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
	Christopher Dziedzic	Secretary
	Tarik Abdelazim	Member
	Rich David	Member
	Wendy Hughes	Member
	Christine Marchuska	Member
ABSENT:	Mike Sopchak	Treasurer
	Kyle Davis	Member

THE FOLLOWING PEOPLE WERE ALSO PRESENT:

Jessica Haas	Executive Director
Robert O'Donnell	Assistant Director

The following resolution was offered by W. Hughes and seconded by T. Augostini, to wit:

RESOLUTION AWARDING A ONE-TIME CONTRACT FOR MARKETING SERVICES FOR THE BROOME COUNTY LAND BANK CORPORATION TO IDEA KRAFT, 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 AT RATES ATTACHED HERETO AS EXHIBIT "A", TOTAL AMOUNT NOT TO EXCEED \$20,000 FOR THE TERM OF JANUARY 1, 2025 THROUGH DECEMBER 31, 2026, AND BE IT

FURTHER THAT, THE EXECUTIVE DIRECTOR OF THE LAND BANK OR THEIR DESIGNEE 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 Augustini	voting	Aye
Christopher Dziedzic	voting	Aye
Mike Sopchak	voting	Absent
Tarik Abdelazim	voting	Aye
Rich David	voting	Aye
Kyle Davis	voting	Absent
Wendy Hughes	voting	Aye
Christine Marchuska	voting	Aye

This Resolution shall take effect immediately.

STATE OF NEW YORK:

: ss.:


COUNTY OF BROOME:

I, the undersigned Secretary 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 21, 2025 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 22 day of January, 2025.

  
\_\_\_\_\_  
Christopher Dziezic  
Secretary

(SEAL)

<b>BUDGET ITEM</b>	<b>COST</b>
Creative Development, Strategy, and Project Management	\$4,500
Landing Page Design	\$3,500
Digital Display/Retargeting Campaign	\$6,000
Social Media	\$3,000
Postcards (includes mailing list, printing, and postage)	\$3,000
<b>TOTAL</b>	<b>\$20,000</b>

**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 nonprofit hourly agency rate is \$150/hr, with a \$200/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 ongoing creative monthly retainers, which provide the benefits of guaranteed labor hours at a lower hourly rate and a fast turnaround for routine tasks.