

Authorizing The Chairman Of The Ulster County Legislature To Sign Contracts For Cooperative Advertising Program – Tourism

Chairman Donaldson and Legislators Cahill and R.S. Parete offer the following:

WHEREAS, Ulster County Tourism has requested permission to develop a program for cooperative advertising among the various resort and tourist attractions within the County, the State and the County itself, and

WHEREAS, Ulster County Tourism has developed such a program which will utilize funds to be contributed by the State of New York, County of Ulster and by the participants in the program, and has developed a form of agreement to be utilized in connection with the program, and

WHEREAS, it is now necessary to authorize the Chairman of the Legislature to sign agreements with the participating advertisers, and

WHEREAS, a written description of this cooperative advertising program will be filed with the Clerk of the Ulster County Legislature.

RESOLVED, that the Legislature hereby approves the foregoing cooperative advertising program, and

FURTHER RESOLVED, that the Chairman of the Ulster County Legislature is authorized to execute agreements with the advertisers participating in the program in the form as will be on file with the Clerk of the Legislature, or as modified with the approval of the County Attorney, and

FURTHER RESOLVED, that the Chairman is authorized to execute any necessary agreements with the State of New York concerning this advertising program,

and moves its adoption.

ADOPTED BY THE FOLLOWING VOTE:

AYES: 32 NOES: 0
(Absent: Legislator Kraft)

FINANCIAL IMPACT:
\$44,110.00 – APPROPRIATED IN THE 2008 ULSTER COUNTY BUDGET