

**Amending The 2011 Ulster County Budget And Authorizing The Appropriation Of Funds From Advertising Proceeds For Additional Advertising Expense To Year End – Department Of Tourism**

The Economic Development and Tourism Committee (Chairman Maloney and Legislators Aiello, Frey, Hayes, Sweeney, Terrizzi, Donaldson, Loughran, and Rodriguez) offers the following:

WHEREAS, this resolution has been submitted by the County Executive on behalf of the Department of Tourism, and

WHEREAS, the Ulster County Department of Tourism has entered into an agreement with Focus Media to provide advertising services for Ulster County, and

WHEREAS, under the terms of the agreement, Ulster County is entitled to 50% of the revenue generated by selling advertising space in its tourism guide, and

WHEREAS, Focus Media has received \$28,456.65 from various advertisers, of which \$14,228.33 has been paid to the County as specified under the terms of the agreement, and

WHEREAS, the Director of the Ulster County Department of Tourism now requests that the 2011 Ulster County Budget be amended to appropriate the \$14,228.33 to spend on additional advertising to year end, and

WHEREAS, the Economic Development and Tourism Committee has met and reviewed said request with a majority of members voting approval, and

WHEREAS, the Ways and Means Committee has met and reviewed said request with a majority of members voting approval, now, therefore, be it

RESOLVED, that the 2011 Ulster County Budget is hereby amended as follows:

|                          | <u>INCREASE</u>                      | <u>AMOUNT</u> |
|--------------------------|--------------------------------------|---------------|
| A4-2800-4342<br>(App. #) | Advertising Services                 | \$14,228.33   |
| A3-2800-2770<br>(Rev. #) | Miscellaneous Revenues (Advertising) | \$14,228.33   |

Resolution No. 224 October 18, 2011

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and moves its adoption.

ADOPTED BY THE FOLLOWING VOTE:

AYES: 28 NOES: 0  
(Absent: Legislators Briggs, Felicello and Frey)  
(Legislator Sheeley left at 7:55 PM)  
(Legislator Stoeckeler left at 7:55 PM)

FINANCIAL IMPACT:

\$14,228,65 – ADDITIONAL 2011 ADVERTISING REVENUE DOLLARS

\$14,228.65 – ADDITIONAL 2011 APPROPRIATION DOLLARS

\$ 0.00 – ADDITIONAL COUNTY DOLLARS

1005

STATE OF NEW YORK

ss:

COUNTY OF ULSTER

This is to certify that I, the undersigned Clerk of the Legislature of the County of Ulster have compared the foregoing resolution with the original resolution now on file in the office of said clerk, and which was adopted by said Legislature on the 18<sup>th</sup> day of October, 2011, and that the same is a true and correct transcript of said resolution and of the whole thereof.

IN WITNESS WHEREOF, I have hereunto set my hand and seal of the County of Ulster this 20<sup>th</sup> Day of October in the year Two Thousand and Eleven.

|s| Karen L. Binder  
Karen L. Binder, Clerk  
Ulster County Legislature

Submitted to the County Executive this

20<sup>th</sup> Day of October, 2011.

|s| Karen L. Binder  
Karen L. Binder, Clerk  
Ulster County Legislature

Approved by the County Executive this

25<sup>th</sup> Day of October, 2011.

|s| Michael P. Hein  
Michael P. Hein, County Executive