

**ALCOHOL, DRUG ADDICTION AND MENTAL HEALTH SERVICES  
BOARD OF CUYAHOGA COUNTY**

**RESOLUTION NO. 14-01-06**

**APPROVAL AND RATIFICATION OF OPERATIONAL AGREEMENTS:**

1. **Heroin Prevention Awareness Campaign;**
2. **Marriott Cleveland Airport;** ADAMHS Annual Meeting;
3. **Robby's Voice** – Operation Street Smart Educational Program;
4. **AT&T Advertising.**

**WHEREAS**, the Alcohol, Drug Addiction and Mental Health Services Board of Cuyahoga County (ADAMHS Board) Chief Executive Officer (CEO) has determined it necessary and within the operational budget to enter into operational and administrative contracts/agreements with the following entities:

1. Heroin Prevention Awareness Campaign – Phase 2 for the period February 1, 2014 through May 31, 2014 **in the amount not to exceed \$369,981.20; and**
  - **Clear Channel** for the period February 1, 2014 through May 31, 2014 in an amount up to **\$78,000.00; and**
  - **CBS Radio** for the period February 1, 2014 through May 31, 2014 in an amount up to **\$41,600.00; and**
  - **Pandora Internet Radio** for the period February 1, 2014 through May 31, 2014 in an amount up to **\$21,450.00; and**
  - **Salem Communications** for the period February 1, 2014 through May 31, 2014 in an amount up to **\$7,800.00; and**
  - **WENZ 107.9** for the period February 1, 2014 through May 31, 2014 in an amount up to **\$20,150.00; and**
  - **WCPN 90.3 FM** for the period February 1, 2014 through May 31, 2014 in an amount up to **\$22,022.00; and**
  - **The Wave 107.3 FM** for the period February 1, 2014 through May 31, 2014 in an amount up to **\$16,803.00; and**
  - **Time Warner** for the period February 1, 2014 through May 31, 2014 in an amount up to **\$23,328.00; and**
  - **Nick Detomaso Videography** for the period February 1, 2014 through May 31, 2014 in an amount up to **\$500.00; and**
  - **CBS 19 & WUAB 43** for the period February 1, 2014 through May 31, 2014 in an amount up to **\$12,480.00; and**
  - **WEWS TV 5** for the period February 1, 2014 through May 31, 2014 in an amount up to **\$8,265.00; and**
  - **WKYC TV 3** for the period February 1, 2014 through May 31, 2014 in an amount up to **\$12,000.00; and**
  - **WOIO TV 8** for the period February 1, 2014 through May 31, 2014 in an amount up to **\$14,755.00; and**
  - **ClearChannel Outdoor** for the period February 1, 2014 through May 31, 2014 in an amount up to **\$33,750.00; and**
  - **Advertising Vehicles** for the period February 1, 2014 through May 31, 2014 in an amount up to **\$36,635.00; and**

- **OMNI Media** for the period February 1, 2014 through May 31, 2014 in an amount up to **\$6,000.00; and**
  - **Call & Post** for the period February 1, 2014 through May 31, 2014 in an amount up to **\$2,237.20; and**
  - **SCENE** for the period February 1, 2014 through May 31, 2014 in an amount up to **\$4,600.00; and**
  - **Ohio News** for the period February 1, 2014 through May 31, 2014 in an amount up to **\$2,250.00; and**
  - **City News** for the period February 1, 2014 through May 31, 2014 in an amount up to **\$2,200.00; and**
  - **Plain Press** for the period February 1, 2014 through May 31, 2014 in an amount up to **\$756.00; and**
  - **Your Teen Magazine** for the period February 1, 2014 through May 31, 2014 in an amount up to **\$2,400.00; and**
2. Marriott Cleveland Airport – ADAMHS Board Annual Meeting Brunch and Awards Presentation on May 19, 2014 **in the amount up to \$10,000.00; and,**
  3. **Robby's Voice:** Funding Request for Operation Street Smart for the period February 1, 2014 through December 31, 2014 **in the amount of \$1,500.00; and,**
  4. **AT&T Advertising:** White Pages Phone Book and YP.COM Advertising for the period July 1, 2014 through June 30, 2015 **in the amount of \$9,852.00.**

**WHEREAS,** the Community Relations and Advocacy Committee and the Committee of the Whole reviewed the need for the above referenced operational and administrative contracts and recommend that the Board of Directors approve or ratify said agreements.

**NOW, THEREFORE, BE IT RESOLVED:**

- A. The ADAMHS Board of Directors approves or ratifies the following operational and administrative contracts/agreements:
  1. Heroin Prevention Awareness Campaign – Phase 2 for the period February 1, 2014 through May 31, 2014 **in the amount not to exceed \$369,981.20; and**
    - **Clear Channel** for the period February 1, 2014 through May 31, 2014 in an amount up to **\$78,000.00; and**
    - **CBS Radio** for the period February 1, 2014 through May 31, 2014 in an amount up to **\$41,600.00; and**
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  4. **AT&T Advertising:** White Pages Phone Book and YP.COM Advertising for the period July 1, 2014 through June 30, 2015 **in the amount of \$9,852.00.**
- B. The ADAMHS Board Chief Executive Officer is hereby authorized to execute and make payments pursuant to the terms of the contracts/agreements, subject to the availability of funds.

On the motion of Robert Fowler, Ph.D., seconded by Charlotte Rerko, MSN, RN, BC, the foregoing resolution was adopted.

**AYES:** D. Biegel, M. Boyle, E. Caraballo, E. Cash, R. Folbert, R. Fowler, P. Jones, S. Killpack, C. Rerko, R. Romaniuk, E. Saffran, E. Thoms, B. Tobin, M. Warr, A. Williams

**NAYS:** None / **ABSTAIN:** None

**DATE ADOPTED:** January 29, 2014