

RESOLUTION 22-136

August 9, 2022

RESOLUTION TO AUTHORIZE THE HEALTH COMMISSIONER TO ENTER INTO A CONTRACT WITH KINDRED STRATEGY, LLC, FOR A COVID-19 SMALL BUSINESS KIT CAMPAIGN MEDIA BUY (Expense of \$7,250.00)

**WHEREAS**, the purpose of the project is to inform small businesses about the opportunity to apply for a free COVID-19 small business resource and personal protective equipment kit from Franklin County Public Health; and

**WHEREAS**, Kindred Strategy, LLC, will plan and execute a comprehensive media buy for the campaign with a focus on minority-owned businesses and businesses in high social vulnerability areas using zip code targeting data; and

**WHEREAS**, Franklin County Public Health will utilize existing marketing resources to elevate the importance of and ways to schedule getting residents vaccinated and boosted including television, radio, digital, social media, and grassroots strategies;

Now, therefore, upon motion of Board Member \_\_\_\_, second by Board Member \_\_\_\_;

BE IT RESOLVED BY THE FRANKLIN COUNTY BOARD OF HEALTH, BOARD MEMBERS;

1. That the Health Commissioner is authorized to enter into a contract with Kindred Strategy, LLC, to plan and execute a comprehensive media buy to inform small businesses about the opportunity to apply for a free COVID-19 small business kit with a focus on minority-owned businesses and businesses in high social vulnerability areas using zip code targeting data in Franklin County (expense of \$7,250.00).
2. That this resolution shall be in full force and effect immediately upon its adoption.

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Voting Aye Thereon:

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Board Members  
Franklin County Board of Health

Voting Nay Thereon:

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Board Members  
Franklin County Board of Health