



WILL COUNTY BOARD

302 N. CHICAGO ST.

JOLIET, IL 60432

FEBRUARY 26, 2021

County Board Room

Special Meeting

1:00 PM

IN ACCORDANCE WITH PUBLIC ACT 101-640, EFFECTIVE JUNE 12, 2020 AND THE GUBERNATORIAL DISASTER PROCLAMATION ISSUED BY GOVERNOR PRITZKER ON FEBRUARY 5, 2021, THIS MEETING WILL BE HELD VIA VIDEOCONFERENCE/TELEPHONICALLY THROUGH THE WEBEX EVENTS PLATFORM. WILL COUNTY BOARD MEMBERS WILL BE ATTENDING THE MEETING REMOTELY AND THE GENERAL PUBLIC IS STRONGLY ENCOURAGED TO DO THE SAME.

THE PUBLIC IS INVITED TO COMMENT OR POSE A QUESTION BY EMAIL AT PUBLICCOMMENT@WILLCOUNTYILLINOIS.COM. AT THE PUBLIC COMMENTS PORTION OF THE MEETING, THE EMAILS WILL BE READ INTO THE RECORD. PLEASE GO TO WWW.WILLCOUNTYBOARD.COM/MEETINGS FOR A LINK TO ATTEND THE MEETING VIA WEBEX.

Executive Bertino-Tarrant stated before we begin, I would like to thank the County Executive staff and the County Board staff for all the extra help during this past week. These are unusual times and I appreciate every extra effort we are getting, including our County Board members for making themselves available for these special meetings.

I. CALL TO ORDER

Executive Bertino-Tarrant called the meeting to order.

Attendee Name	Title	Status	Arrived
Sherry Newquist	District 1 (D - Steger)	Present	
Judy Ogalla	District 1 (R - Monee)	Present	
Amanda Koch	District 2 (D - Frankfort)	Present	
Jim Moustis	District 2 (R - Frankfort)	Present	
Raquel M. Mitchell	District 3 (R - Bolingbrook)	Present	
Margaret Tyson	District 3 (D - Bolingbrook)	Present	
Kenneth E. Harris	District 4 (D - Bolingbrook)	Present	
Jacqueline Traynere	District 4 (D - Bolingbrook)	Present	
Gretchen Fritz	District 5 (R - Plainfield)	Absent	
Meta Mueller	District 5 (D - Aurora)	Present	
Donald Gould	District 6 (R - Shorewood)	Present	
Joe VanDuyne	District 6 (D - Wilmington)	Present	
Steve Balich	District 7 (R - Homer Glen)	Absent	
Mike Fricilone	District 7 (R - Homer Glen)	Present	
Herbert Brooks Jr.	District 8 (D - Joliet)	Absent	
Denise E. Winfrey	District 8 (D - Joliet)	Present	
Annette Parker	District 9 (R - Crest Hill)	Present	
Rachel Ventura	District 9 (D - Joliet)	Present	

Natalie Coleman	District 10 (D - Plainfield)	Absent	
Tyler Marcum	District 10 (D - Joliet)	Present	
Julie Berkowicz	District 11 (R - Naperville)	Present	
Mimi Cowan	Speaker, District 11 (D - Naperville)	Present	
Frankie Pretzel	District 12 (R - New Lenox)	Present	
Tom Weigel	District 12 (R - New Lenox)	Present	
Mica Freeman	District 13 (D - Plainfield)	Present	
Debbie Kraulidis	District 13 (R - Joliet)	Present	

II. PLEDGE OF ALLEGIANCE TO THE FLAG

Member Fricilone led the Pledge of Allegiance.

III. ROLL CALL

IV. DECLARING QUORUM PRESENT

V. MOTION TO PLACE ON FILE CERTIFICATE OF PUBLICATION

RESULT:	APPROVED [UNANIMOUS]
MOVER:	Meta Mueller, District 5 (D - Aurora)
SECONDER:	Mica Freeman, District 13 (D - Plainfield)
AYES:	Newquist, Ogalla, Koch, Moustis, Mitchell, Tyson, Harris, Traynere, Mueller, Gould, VanDuyne, Fricilone, Winfrey, Parker, Ventura, Marcum, Berkowicz, Cowan, Pretzel, Weigel, Freeman, Kraulidis
ABSENT:	Fritz, Balich, Brooks Jr., Coleman

VI. PUBLIC COMMENT FOR AGENDA ITEMS ONLY

VII. OLD BUSINESS

VIII. NEW BUSINESS

I want to say a special thanks to Executive Bertino-Tarrant's office for calling this meeting (inaudible).

- 1. 21-55 Authorizing the County Executive to Execute a Contract with The FOURCE for Communications Management - COVID-19 Vaccination Rollout - Resolution and Attachment Added**

RESULT:	APPROVED [UNANIMOUS]
MOVER:	Mimi Cowan, Speaker, District 11 (D - Naperville)
SECONDER:	Rachel Ventura, District 9 (D - Joliet)
AYES:	Newquist, Ogalla, Koch, Moustis, Mitchell, Tyson, Harris, Traynere, Mueller, Gould, VanDuyne, Fricilone, Winfrey, Parker, Ventura, Marcum, Berkowicz, Cowan, Pretzel, Weigel, Freeman, Kraulidis
ABSENT:	Fritz, Balich, Brooks Jr., Coleman

2. **21-56 Authorizing the County Executive to Execute Second Amendment to the Agreement with CARES Act Funding Consultant – The Bronner Group** - *Resolution Added*

Member Cowan stated just for clarification, this is for a "do not exceed" amount and we will be extending the agreement, hopefully, if we get more reason to use them as we get more federal funding.

RESULT:	APPROVED [UNANIMOUS]
MOVER:	Mimi Cowan, Speaker, District 11 (D - Naperville)
SECONDER:	Mike Fricilone, District 7 (R - Homer Glen)
AYES:	Newquist, Ogalla, Koch, Moustis, Mitchell, Tyson, Harris, Traynere, Mueller, Gould, VanDuyne, Fricilone, Winfrey, Parker, Ventura, Marcum, Berkowicz, Cowan, Pretzel, Weigel, Freeman, Kraulidis
ABSENT:	Fritz, Balich, Brooks Jr., Coleman

3. **21-57 Authorizing the Will County Emergency Management Agency to Expend CARES Funds to Support the County's COVID-19 Vaccination Program** - *Resolution Added*

RESULT:	APPROVED [UNANIMOUS]
MOVER:	Mimi Cowan, Speaker, District 11 (D - Naperville)
SECONDER:	Rachel Ventura, District 9 (D - Joliet)
AYES:	Newquist, Ogalla, Koch, Moustis, Mitchell, Tyson, Harris, Traynere, Mueller, Gould, VanDuyne, Fricilone, Winfrey, Parker, Ventura, Marcum, Berkowicz, Cowan, Pretzel, Weigel, Freeman, Kraulidis
ABSENT:	Fritz, Balich, Brooks Jr., Coleman

4. **21-58 Authorizing the County Executive to Establish the Small Business Stimulus Grant Program** - *Resolution Added*

Member Cowan stated just to clarify, this is basically our move to get ready to either/or use what we have left in the CARES fund money that we have left from (inaudible), but also to get ready for, hopefully. fingers crossed, for allocation of revenue. The plan is to start the ball rolling and leadership will be working with the Executive Bertino-Tarrant's office to determine exactly how this is all going to

work, but we want to start getting applications in so that when the applications close, if we have more money to give out, we will have more money to give out to small businesses. If we have just what we have now in the CARES Fund, we will be able to get that out as well. I think our preference is to prioritize businesses who have not received a grant from the county so far, and also to make sure we are doing it in an equitable fashion and focusing on areas that are hardest hit by COVID-19.

Member Moustis stated I just wanted to say that I support this. Certainly, I think planning ahead, we all recognize the fact that there will be more federal funds that Will County will be receiving. We know approximately what those funds will be. I would encourage us to not only plan for the small business programs, but to plan on all the programs that we might move forward. What (inaudible) we might create, whether they're existing ones, new ones, what other programs we might establish. With the CARES money, it did take us about five or six weeks to get up and running to start distribution of getting the money into the community, where it's going to do the most good. I encourage us to not only do the small business, but let's move forward on the whole program and where we think we're going to go with the additional funding. That's all I wanted to ask. I mentioned that at the CARES meeting and I'm glad I mentioned it here. I think this is good planning in getting ahead of things. Thank you.

Member Newquist stated Member Moustis said most of what I was going to say. Are we moving ahead to spend the \$400,000 now or are we waiting to see what's going to happen with the additional funding?

Member Cowan stated the idea here is that when we stepped back and looked at the motion of the CARES Act Committee to do another \$400,000, we realized that, first of all, we have more money that we could right now put into the program and that we're butting up against what might be a large amount from the Federal Government to add to that. Instead of doing this piece meal, what we thought was best to get these applications open and out with the understanding that we're going to be able to allocate more than \$400,000 to this. We haven't established the exact amount of money that we will be able to put into this program because we don't know what we're getting from the federal government on this second round. Even if, for some reason, the federal legislation fell through, we have determined that we would be able to do more than \$400,000. Yes, we are going to do that \$400,000, but we are going to put a plus on that and go even further and that's what this particular agenda item and resolution seeks.

Member Newquist stated my only concern is that if we start taking in applications that we then can't (inaudible). I think it's a great plan, I just think maybe it makes sense to wait a little bit until we find out what's going to happen with the additional money.

Member Moustis stated this would give us an idea of the demand for the program.

Member Newquist stated That's a good point. That was just a comment that I had. I'm in favor of the program, definitely.

Member Ogalla stated I have been approached by several small businesses that did not apply before because they did not need it at the time and then they asked me, "Are we going to do anything?" That was right before we had the last CARES meeting. We talked about going forward with another small business plan where those businesses who had gotten it before could apply. I would like to (inaudible) with collecting the data and those businesses that seemed to have the most need, which Bronner can determine, I'm sure, and have not received money in the past. So, you could easily say these businesses that have not received anything in the past, and if there's more money that comes, depending on the amount, I'm assuming that we would then open it up so for those who have received money in the past and are still in need of some additional funding. I think it would be good to be able to move forward so we can help those that are in need now that did not participate in the first time around, rather than wait. That would be my opinion. Thank you.

Member Mueller stated I wanted to say to Member Newquist's point that I understand that, but we still have to distribute some of the money that we have left so we need to move forward on this. Obviously, we all hope there's going to be more to distribute, but as we've stated, we definitely have to get this moving so we can get the rest of this out to those who need it. Thanks.

Member Cowan stated I just want to reiterate this is prioritizing businesses who have not received a grant from the county before. That language is in the resolution, so that absolutely will be the priority. Like with any application, this is a complication. It doesn't mean that we are automatically agreeing to fund everyone that sends an application in. We are being very clear that we are first prioritizing businesses who have not received something previously.

Executive Bertino-Tarrant stated I know Member Cowan and Mr. Mitch Schaben have been in conversations to address some of those questions. Mr. Mitch Schaben, would you like to share where we are at?

Mr. Mitch Schaben stated just to clarify what the next steps look like, at some point we'll need to work through a contract with (inaudible) so that's the provider that actually distributes the checks. That can be done fairly quickly, but they'll want to have Board authorization at some point for that. What I think we can do, now that we've extended this additional hour allotment for the Bronner Group, is to work with the Bronner Group to outline what the program looks like and come back to the Board and say here's what the outline looks like and that will give you

direction on how to proceed.

Member Ogalla stated is the portal open right now so that people can make applications to it?

Mr. Mitch Schaben stated the portal from the previous small business grant program is technically open, that communication channel is, which is why the Bronner Group has been receiving inquiries about the status of the prior grant program. The issue we have been having is you can't submit the request for applications until you have a criteria around the program. That's what we would be working on first...establishing what the criteria is and bringing it back to the Board to say, does this meet with what direction you guys are giving to the Bronner Group into the Executive's Office. The portal is not open as of today, and before the portal can be open, we need to establish what the criteria is.

RESULT:	APPROVED [UNANIMOUS]
MOVER:	Mimi Cowan, Speaker, District 11 (D - Naperville)
SECONDER:	Mike Fricilone, District 7 (R - Homer Glen)
AYES:	Newquist, Ogalla, Koch, Moustis, Mitchell, Tyson, Harris, Traynere, Mueller, Gould, VanDuyne, Fricilone, Winfrey, Parker, Ventura, Marcum, Berkowicz, Cowan, Pretzel, Weigel, Freeman, Kraulidis
ABSENT:	Fritz, Balich, Brooks Jr., Coleman

IX. OTHER NEW BUSINESS

X. PUBLIC COMMENT RELEVANT TO MATTERS UNDER THE JURISDICTION OF THE COUNTY

XI. COMMENTS BY COUNTY BOARD MEMBERS

Member Fricilone stated I just want to thank everybody for moving these four resolutions forward. As we all know, we're trying to do our best to make people aware of what's going on out there for the vaccine; getting the vaccine as fast as they can, and also helping our business community. That's what we've done today by moving those forward.

Member Cowan stated I echo what Member Fricilone said. I thank you all for your time today and as leadership works with the Executive Bertino-Tarrant's office and the Bronner Group exactly when the applications are going to be open, when the portals open, and we'll make sure you all get notification right away so that you can help us spread the word to our constituents. Thank you.

XII. ANNOUNCEMENTS BY THE MAJORITY LEADER, MINORITY LEADER AND COUNTY BOARD SPEAKER

XIII. EXECUTIVE SESSION

XIV. ADJOURNMENT



**RESOLUTION OF THE COUNTY BOARD
WILL COUNTY, ILLINOIS**

***Authorizing the County Executive to Execute a Contract with The FOURCE for
Communications Management - COVID-19 Vaccination Rollout***

WHEREAS, the Governor has declared a Gubernatorial Disaster Proclamation for the entire State of Illinois, which includes Will County, due to the COVID-19 pandemic; and

WHEREAS, COVID-19 is a novel severe acute respiratory illness that can spread among people through respiratory transmissions and present with symptoms similar to those of influenza; and

WHEREAS, the COVID-19 pandemic requires an immediate emergency response to adequately respond to the adverse impact it has had on all aspects of society, but especially on the health and economic welfare of Will County, its local governments and its residents; and

WHEREAS, pursuant to 55 ILCS 5/5-1052, in any county that has a county health department, a county board may; (1) do all acts and make all regulations which may be necessary or expedient for the promotion of health or the suppression of disease, (2) provide gratuitous vaccination and disinfection; (3) require reports of dangerously communicable diseases; and (4) incur expenses necessary for the performance of these powers; and

WHEREAS, the Will County Health Department (WCHD) seeks to enhance its emergency communications capabilities in response to the SARS-CoV-2 ("COVID-19") pandemic, specifically its ability to communicate all necessary information relating to combating COVID-19 and related vaccination efforts to all communities in Will County; and

WHEREAS, The FOURCE, O'Fallon, IL, is qualified and trained to assist entities such as the WCHD through its vast experience in communications management and strategies; and

WHEREAS, Will County and the WCHD desire the assistance of The FOURCE, and The FOURCE, is willing to provide the aforementioned communications management and strategies; and

WHEREAS, funding for these services is available in the CARES Fund Other Professional Services line in the County's FY2021 budget:

Increase: CARES Fund - Other Professional Services 2711-541090-120-21006-40 \$75,000

NOW, THEREFORE, BE IT RESOLVED, that the Will County Board authorizes the Will County Executive to execute a contract with The FOURCE, O'Fallon, IL, for communications management services to handle COVID-19 and vaccine related matters, in substantially the form attached hereto.

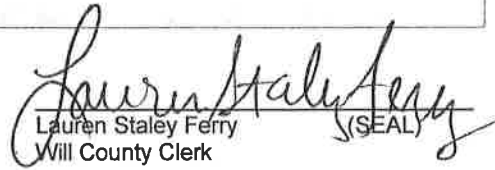
BE IT FURTHER RESOLVED, that said contract is subject to the review and approval of the Will County State's Attorney's Office.

BE IT FURTHER RESOLVED, that the Preamble of this Resolution is hereby adopted as if fully set herein. This Resolution shall be in full force and effect upon its passage and approval as provided by law.

Adopted by the Will County Board this 26th day of February, 2021.

AYES:	Newquist, Ogalla, Koch, Moustis, Mitchell, Tyson, Harris, Traynere, Mueller, Gould, VanDuyne, Fricilone, Winfrey, Parker, Ventura, Marcum, Berkowicz, Cowan, Pretzel, Weigel, Freeman, Kraulidis
ABSENT:	Fritz, Balich, Brooks Jr., Coleman

Result: Approved - [Unanimous]


Lauren Staley Ferry
Will County Clerk (SEAL)

Approved this 18 day of march, 2021.


Jennifer Bertino-Tarrant
Will County Executive

A proposal for
**Will County Executive
Office**

STATEMENT OF WORK

February 17, 2021

Submitted by:
The FOURCE Group, LLC

Attachment: Fource Revised - MWoodrome 2-25-21 FINAL (21-55 : Auth Co Exec to Ex Contr w/The FOURCE for Comm Mgmt - COVID-19

Scope of Work

1. **Strategic Planning:** The Fource Group will work with the Will County Executive Office to develop the Covid Vaccine Marketing Strategy that will detail out internal and external communications plans and tactics.

The plan will include analysis of communications and programs of key parties including but not limited to the Will County Health Department, the Will County Executive Office and other Will County Government stakeholders.

It will include creative exploration with key messaging to targeted audiences along with a tactical plan for implementation of the plan and messaging both online and offline.

Deliverables:

- Competitive Review
- Key Messaging for each business unit to improve consumer perceptions around business units
- Creative comp executions for review and testing
- New Media ideas and tactical plans

2. **Creative Development:** THE FOURCE GROUP will develop creative elements as identified and agreed to by both parties. Creative development includes graphic design and copywriting.

Deliverables:

Print Advertising –

- Development of creative concepts for newspaper and or magazine publications.
- Copywriting
- Graphic design
- Selection and optimization of up to four (4) ad concepts per campaign
- Sizing of ads (up to 40 publications) and final preparation of high res files for production
- Original Photography to be estimated separately

Direct Mail –

- Development of creative concepts for direct mail.
- Copywriting
- Graphic design
- Selection and optimization of up to four (4) direct mail concepts per campaign
- Sizing of direct mail and final preparation of high res files for production
- Coordination of deployment with Direct Mail House
- Original Photography to be estimated separately

Collateral –

- Development of creative concepts for internal signage, exterior signage, promotional pieces, and other items as identified.
- Copywriting
- Graphic design
- Selection and optimization of up to four (4) concepts per piece

- Prepare files for production and manage production
- Production costs to be estimated separately
- Original Photography to be estimated separately

Digital –

- Development of creative concepts digital ad campaigns (banner, rich media, animation).
- Copywriting
- Graphic design
- Selection and optimization of up to six (6) concepts per campaign
- Prepare files for production and manage production
- Original Photography to be estimated separately

Landing Pages –

- Development of creative concepts landing pages.
- Copywriting
- Graphic design
- Programming
- Selection and optimization of concepts per digital/social campaign
- Prepare files for production and manage production

Outdoor Advertising –

- Development of creative concepts for outdoor billboards.
- Copywriting
- Graphic design
- Selection and optimization of up to four (4) ad concepts per campaign
- Sizing of outdoor publications and final preparation of high res files for production

Web Content –

- Development of creative concepts for key business units on each site.
- Copywriting
- Graphic design

Email Marketing

- Development of creative concepts.
- Copywriting
- Graphic design
- Programming
- Deployment and management of email campaigns.

Other –

- Development of creative concepts for other items as identified.

3. **Social Channel Marketing:** THE FOURCE GROUP will optimize the following social media channels and create campaigns when relevant:

FACEBOOK-Instagram - The primary purpose of the Will County Facebook and Instagram pages are to interact with and deepen relationships with residents and businesses. This will be accomplished as follows:

- Develop social media posts surrounding the launch activities, as well as other relevant content with daily updates
- Invite commentary and photos from followers
- Drive engagement

Deliverables:

- Postings twice a week at minimum
- Copywriting
- Graphic Design
- Development of Interactive Tools such as Surveys, Quizzes, etc.
- Creating Landing Pages to Capture Data
- Baseline report will be provided within (30) days of contract initiation
- First Summary report will be provided (60) days after contract initiation and every (90) days thereafter
- Overview of the social marketing strategy will be available (30) days from contract initiation
- Initial phase of retarget landing pages available (45) days from contract initiation

4. **VIDEO PRODUCTION:** THE FOURCE GROUP will produce a series of videos for the County of WILL in order to position the County in the marketplace as the #1 local resource for COVID19 information.

Production: Production will include all on-site production services including camera operators, lighting, audio technicians and other production staff as needed. THE FOURCE GROUP shall provide all necessary post-production services to complete the deliverables. All video segments will be delivered digitally. THE FOURCE GROUP shall be responsible to obtain all necessary licenses for any music to be used in any video. Unless agreed otherwise, the costs for such licenses shall be included in the total production budget set forth.

Releases. Except with respect to any materials provided to THE FOURCE GROUP by the WILL COUNTY EXECUTIVE OFFICE, including but not limited to footage, logos, trademarks, copyrighted materials, etc. (collectively called "client materials"), THE FOURCE GROUP shall be responsible for obtaining all necessary releases, permission, and/or waivers from any other rights holders, including licensors of trademarks or other intellectual property that may be used, featured or appear in the deliverables.

Talent/Location. THE FOURCE GROUP shall be responsible for obtaining all necessary clearance and permissions from Talent, and shall be responsible for obtaining necessary location releases for on-site production.

Ownership. THE FOURCE GROUP agrees that the delivered video segment(s) (the "Deliverables") constitute audio and visual work(s) made for hire within the meaning of the United States Copyright Law. All tapes, negatives and prints of all pictures and sound tracks and material, exposed and/or processed, in the production of the deliverables, and all material and content contained in the deliverables, including but not limited to any characters, names, copy, art, logos, and animation, and all right, titles, interest and copyrights therein, (herein, "The Products") shall become the property of the COUNTY OF WILL upon delivery thereof in accordance with the provision hereof. In the event that the deliverables for any reason are determined not to be a work made for hire, THE FOURCE GROUP hereby grants and assigns all rights, title, and interest to the COUNTY OF WILL and THE FOURCE GROUP will promptly execute and deliver such documents as may be requested by Client in order to accomplish the assignment and transfer all such rights, title and interest in and to The Products. Without in any way limiting the foregoing, THE FOURCE GROUP hereby waives any and all "moral rights" and any rights THE FOURCE GROUP may have regarding the deliverables pursuant to the Visual Artist Rights Act (17 U.S.C. 106A(e)) or other federal, state or local statute. THE FOURCE GROUP will not mortgage, pledge assign or otherwise encumber the aforementioned sound tracks, tapes and negative and positive films.

Notwithstanding the foregoing, all THE FOURCE GROUP's original project files, animations files and color correction files and any other underlying proprietary technologies, plug-ins, architecture or other proprietary materials used by THE FOURCE GROUP in creation of the Deliverables (collectively "THE FOURCE GROUP Materials") shall remain the sole property of THE FOURCE GROUP. THE FOURCE GROUP hereby grants Client a limited, non-exclusive, royalty free perpetual license to use any such THE FOURCE GROUP Materials solely to the extent that may be necessary to enable the Deliverables to perform and/or be displayed as promised.

THE FOURCE GROUP's Representations and Warranties. The FOURCE GROUP represents and warrants as follows:

- A. That THE FOURCE GROUP will produce the deliverables in a professional, first class manner consistent with services rendered by THE FOURCE GROUP in film, television, and entertainment industries and THE FOURCE GROUP will maintain the highest standard of safety for the production of the deliverables consistent with industry standards and best practices.
- B. That THE FOURCE GROUP is the lawful owner or licensee with right to sublicense of, in and to the Material and any intellectual property rights therein; that the Material, to the extent developed by THE FOURCE GROUP, consists of original work created by THE FOURCE GROUP; that THE FOURCE GROUP has a legal right to sell and transfer the same to Client; and that the Client's use of the Material and intellectual property rights therein will not infringe upon the intellectual property rights of any third party.

Video Deliverables:

- Up to 5 video segments , each 2-3 minutes in length which can be reduced for media purposes
- Storyboard and copywriting as necessary
- Filming and editing as outlined above
- Sound Mixing
- Graphic Design
- Digital Rendering
- Final Delivery and Trafficking

4. **Media Planning and Management:** Develop a media strategy and calendar to achieve the following objectives: 1. Develop Top of Mind Awareness and 2. Drive Leads for specific business units. Planning will include the following:

Deliverables:**TV Broadcast –**

- Identify media outlets to reach the target audience
- Negotiate Media Costs and Placement
- Create, Manage and Maintain Media Schedule
- Trafficking of Ads to Media Outlets
- Review and Reconciliation of billings each month

Radio Broadcast –

- Identify media outlets to reach the target audience
- Negotiate Media Costs and Placement
- Create, Manage and Maintain Media Schedule
- Trafficking of Ads to Media Outlets
- Review and Reconciliation of billings each month

Newspaper/Magazine Print –

- Identify media outlets to reach the target audience
- Negotiate Media Costs and Placement
- Create, Manage and Maintain Media Schedule
- Trafficking of Ads to Media Outlets
- Review and Reconciliation of billings each month

Direct Mail –

- Identify direct mail outlets to reach the target audience
- Negotiate Media Costs and Placement
- Create, Manage and Maintain Media Schedule
- Trafficking of Ads to Media Outlets
- Review and Reconciliation of billings each month

Digital Advertising –

- Identify digital platforms (display, social, mobile, rich media) to reach the target audience
- Negotiate Media Costs and Placement

- Create, Manage and Maintain Media Schedule
- Trafficking of Ads to Media Outlets
- Review and Reconciliation of billings each month

Outdoor Advertising –

- Identify out of home locations to reach the target audience
- Negotiate Media Costs and Placement
- Create, Manage and Maintain Media Schedule
- Trafficking of Ads to Media Outlets
- Review and Reconciliation of billings each month

7. **Original Photography:** THE FOURCE GROUP will conduct photoshoot(s) to be used for all marketing materials. THE FOURCE GROUP will secure photographer(s) and all releases for use by the County of Will for designated campaigns. All high res digital files will be supplied to Will County Executive Office for use as outlined in the releases. County of Will will retain usage rights of the photos as outlined in the releases secured from the photographer(s) should it end using the services of THE FOURCE GROUP.

Deliverables:

- Identify shot list and cast in coordination with the Client
- Conduct Photo-shoot
- Selection of Photos
- Photo touching
- Final delivery of high res files

8. **Efficacy Analytic Measurement:** The key component to success of our marketing strategy is the daily, weekly and monthly tracking of our marketing efforts to show return on investment and lead generation and conversion.

Deliverables:

- Online tracking and lead generation
- Weekly/Monthly/Quarterly updates and reports to senior management
- First Report within 30 days of execution of contract
- Weekly Reports and updates thereafter

9. **Client Services:** The FOURCE Group will provide superior account management services that will include tracking of projects and access to the principals of the firm as well as first rate team of creative professionals.

Deliverables:

- Weekly Status Update Meetings
- On call service for client meetings and requests
- Financial keeping and reconciliation

TERMS OF AGREEMENT

PARTIES & PURPOSE

This Agreement is made between the County of **Will**, (hereinafter "Client") and **THE FOURCE GROUP**, (hereinafter "Marketing Company"). Client agrees to retain Marketing Company from execution of this agreement thru 6 months. This contract will automatically renew on an annual basis unless otherwise terminated by either party as provided in this Agreement.

Marketing Company agrees to work on an hourly basis at the not for profit combined Marketing Company rate of \$125 per hour from our standard hourly rate of \$240.

PLEASE NOTE: The above pricing does not include third party expenses such as printing etc. As production occurs, individual estimates will be created and signed off on before any out of pocket expenses will be incurred. In order to assist with budgeting of out of pocket expenses the following has been proposed:

PAYMENT SCHEDULE:

The proposed fees are \$74,400 in project service fees and out of pocket fees. See attached plan.

Project Service Fees: Project Service Fees will be billed for approved work and will be due within 30 days. A late payment fee will be assessed in accordance with the requirements of the Illinois Local Government Prompt Payment Act, 50 ILCS 505. See attached proposed budget and staffing plan.

Out of Pocket Fees: Out of Pocket Fees will be billed at the time of estimate approval and will be due upon invoice.

All materials furnished by Client will remain the property of Client and will be returned upon request, or no more than 60 days from the termination of this agreement. The results of any and all work performed by the Marketing Company for the Client, including original creative work will remain the property of the Client.

To the extent permitted by law, Client and Marketing Company agree to defend, indemnify and hold harmless either party, its/their officers, directors, agents and employees from and against any and all claims, suits, liens, judgements, damages, losses and expenses including reasonable legal fees and costs arising in whole or in part and in any manner from acts, omissions, breach or default of either party, in connection with performance of any work produced by this agreement, its officers, directors, agents, employees and subcontractors. This agreement may be terminated on 60 days' written notice by either party. In case of termination, the Marketing Company shall make a reasonable attempt to finish work in progress.

This agreement may be amended only by an instrument in writing signed by the Parties. Neither Party may assign this agreement or the rights or obligations hereunder without the specific written consent of the other Party. The Parties agree that this agreement may be executed in multiple originals, each of which shall be considered an original for all purposes and, collectively, shall be considered to constitute this agreement. The Parties further agree that signatures

THE FOURCE GROUP 8

transmitted by facsimile or in Portable Document Format (pdf) may be considered an original for all purposes, including, without limitation, the execution of this agreement and enforcement of this agreement. This agreement supersedes all previous contracts or agreements between the Parties for the same services, and constitutes the entire agreement between the Parties. Neither Party shall be entitled to benefits other than those specifically enumerated herein. Except as otherwise expressly stated herein, the Parties do not intend to create any enforceable rights in any third party under this agreement and there are no third party beneficiaries to this agreement. Any provision, which expressly or by its context requires, after termination of this agreement, action or places obligations on the Parties to this Agreement, shall so survive the termination of this agreement. The waiver by either Party of a breach or violation of any provision of this agreement shall not operate as nor be construed to be a waiver of any subsequent breach hereof.

FREEDOM OF INFORMATION ACT (FOIA). In the event the County of Will or WCHD receives a Freedom of Information Act (FOIA) request pertaining to this agreement, the County of Will shall immediately notify and transmit a copy of said FOIA request to Company. Company shall then, within the statutory time frame be required to respond to FOIAs as set forth within the FOIA laws, advise the County of Will whether Company deems the information sought to be exempt from disclosure, and shall advise Will County the reason(s) said information is exempt, citing the exact provision(s) within the FOIA laws justifying exemption, without simply claiming the information is generally confidential, proprietary, exempt from disclosure, or the like, and Company shall bear all costs, including, but not limited to, litigation costs, defending any action in support of Company's exemption position.

PLACE OF LAW

This agreement shall be governed by and construed in accordance with the laws of the State of Illinois. The parties agree to venue in Will County, Illinois for any claims related to or arising out of this Agreement.

CONTRACT EXECUTION

Client agrees that this contract will be in effect for the agreed upon duration. If you agree to the terms set forth above, please sign in the space provided below and return one copy of this proposal.

Jennifer Bertino-Tarrant, Will County Executive
Client Name and Title

x

Client Signature

Date

x Maureen Woodrome CEO
FOURCE Name and Title

x Maureen Woodrome
FOURCE Signature

Date

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**RESOLUTION OF THE COUNTY BOARD
WILL COUNTY, ILLINOIS**

Authorizing the County Executive to Execute Second Amendment to the Agreement with CARES Act Funding Consultant – The Bronner Group

WHEREAS, the Governor has declared a Gubernatorial Disaster Proclamation for the entire State of Illinois, which includes Will County, due to the COVID-19 pandemic; and

WHEREAS, COVID-19 is a novel severe acute respiratory illness that can spread among people through respiratory transmissions and present with symptoms similar to those of influenza; and

WHEREAS, the COVID-19 pandemic requires an immediate emergency response to adequately respond to the adverse impact it has had on all aspects of society, but especially on the health and economic welfare of Will County, its local governments and its residents; and

WHEREAS, on or around July 15, 2020, the County entered in a consulting agreement ("Agreement") with the Bronner Group, of Chicago, Illinois, for consulting services related to the County's allocation of federal CARES Act funds to the Will County community; and

WHEREAS, pursuant to 55 ILCS 5/5-1052, in any county that has a county health department, a county board may; (1) do all acts and make all regulations which may be necessary or expedient for the promotion of health or the suppression of disease, (2) provide gratuitous vaccination and disinfection; (3) require reports of dangerously communicable diseases; (4) incur expenses necessary for the performance of these powers; and

WHEREAS, under the Agreement, the County contracted with the Bronner Group to provide up to \$660,000 in professional services to Will County; and

WHEREAS, based on the Bronner Group's current workload, it anticipates that its allocated hours under the Agreement will be exhausted by March 1, 2021; and

WHEREAS, the County continues to need professional consulting services related to CARES Act and COVID-19 relief funding, and the County Board and the Will County Executive believe it is in the best interest of Will County to continue the Bronner Group's professional services; and

WHEREAS, under Section 4 of the Agreement, the County can approve additional services from the Bronner Group at the existing hourly rate structure; and

WHEREAS, the Bronner Group estimates up to an additional \$205,000 in hours is needed to continue its support of existing programs and to support new programs and initiatives, not including hours related to the administration of any future federal COVID-relief funding; and

WHEREAS, the Bronner Group is willing to continue providing its professional services under the same terms and existing hourly rate structure as provided in the Agreement; and

WHEREAS, funding for these services is available in the CARES Fund Other Professional Services line of the FY2021 budget:

Increase: CARES FUND - Other Professional Services 2711-541090-120-21006-40 \$205,000

NOW, THEREFORE, BE IT RESOLVED, that the Will County Board authorizes the Will County Executive to execute a Second Amendment to the Agreement with the Bronner Group for the Bronner Group to provide up to an additional \$205,000 in professional consulting services for the County.

BE IT FURTHER RESOLVED, that said Amendment is subject to the review and approval of the Will County State's Attorney's Office.

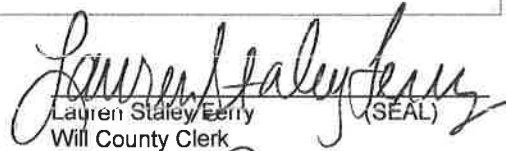
BE IT FURTHER RESOLVED, that the Preamble of this Resolution is hereby adopted as if fully set herein. This Resolution shall be in full force and effect upon its passage and approval as provided by law.

Adopted by the Will County Board this 26th day of February, 2021.

AYES:	Newquist, Ogalla, Koch, Moustis, Mitchell, Tyson, Harris, Traynere, Mueller, Gould, VanDuyne, Fricilone, Winfrey, Parker, Ventura, Marcum, Berkowicz, Cowan, Pretzel, Weigel, Freeman, Kraulidis
ABSENT:	Fritz, Balich, Brooks Jr., Coleman

Result: Approved - [Unanimous]

Approved this 1st day of March, 2021.


Lauren Staley Berry (SEAL)
Will County Clerk


Jennifer Bertino-Tarrant
Will County Executive



**RESOLUTION OF THE COUNTY BOARD
WILL COUNTY, ILLINOIS**

***Authorizing the Will County Emergency Management Agency to Expend CARES
Funds to Support the County's COVID-19 Vaccination Program***

WHEREAS, the Governor has declared a Gubernatorial Disaster Proclamation for the entire State of Illinois, which includes Will County, due to the COVID-19 pandemic; and

WHEREAS, COVID-19 is a novel severe acute respiratory illness that can spread among people through respiratory transmissions and present with symptoms similar to those of influenza; and

WHEREAS, the COVID-19 pandemic requires an immediate emergency response to adequately respond to the adverse impact it has had on all aspects of society, but especially on the health and economic welfare of Will County, its local governments and its residents; and

WHEREAS, the vaccination of residents of the State of Illinois, including the residents of Will County, is a critical component of the State's emergency response to the COVID-19 pandemic; and

WHEREAS, under 20 ILCS 3305/10(a), the Will County Emergency Management Agency is responsible for the County's emergency management programs; and

WHEREAS, the Will County Emergency Management Agency has the ability and expertise to assist in the County's vaccination efforts; and

WHEREAS, the Will County Executive's Office oversees the Will County Emergency Management Agency; and

WHEREAS, the Illinois Emergency Management Agency Act authorizes political subdivisions to "enter into contracts and incur obligations necessary to place it in a position effectively to combat" the emergency to "protect the health and safety of persons" and to exercise such powers "without regard to the procedures and formalities normally prescribed by law pertaining to . . . entering into contracts, the incurring of obligations, . . . the purchase of supplies and materials, and the appropriate, expenditure, and disposition of public funds and property," 20 ILCS 3305/10(j); and

WHEREAS, \$500,000 in funding to support the County's COVID-19 vaccination program is available in the CARES Fund of the County's FY2021 budget:

Increase: CARES Fund - Other Professional Services 2711-541090-120-21006-40 \$500,000

NOW, THEREFORE, BE IT RESOLVED, that the Will County Board authorizes the Will County Executive and the Will County Emergency Management Agency, to expend up to \$500,000 from the CARES Fund Other Professional Services line of the County's FY2021 budget and to execute all such agreements, contracts, and intergovernmental agreements as the

County Executive or the Will County Emergency Management Agency deems reasonable, appropriate, and necessary to support the County's COVID-19 vaccination program.

BE IT FURTHER RESOLVED, that all contracts and agreements authorized by this Resolution are subject to the review and approval of the Will County State's Attorney's Office.

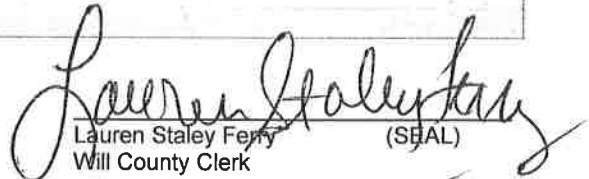
BE IT FURTHER RESOLVED, that the Preamble of this Resolution is hereby adopted as if fully set herein. This Resolution shall be in full force and effect upon its passage and approval as provided by law.


Adopted by the Will County Board this 26th day of February, 2021.

AYES:	Newquist, Ogalla, Koch, Moustis, Mitchell, Tyson, Harris, Traynere, Mueller, Gould, VanDuyne, Friclone, Winfrey, Parker, Ventura, Marcum, Berkowicz, Cowan, Pretzel, Weigel, Freeman, Kraulidis
ABSENT:	Fritz, Balich, Brooks Jr., Coleman

Result: Approved - [Unanimous]

Approved this 1st day of March, 2021.


Lauren Staley Ferry (SEAL)
Will County Clerk


Jennifer Bertino-Tarrant
Will County Executive



**RESOLUTION OF THE COUNTY BOARD
WILL COUNTY, ILLINOIS**

Authorizing the County Executive to Establish the Small Business Stimulus Grant Program

WHEREAS, the Governor has declared a Gubernatorial Disaster Proclamation for the entire State of Illinois, which includes Will County, due to the COVID-19 pandemic; and

WHEREAS, COVID-19 is a novel severe acute respiratory illness that can spread among people through respiratory transmissions and present with symptoms similar to those of influenza; and

WHEREAS, the COVID-19 pandemic requires continued efforts and emergency response to adequately respond to the adverse impact it has had on all aspects of society, but especially on the health and economic welfare of Will County, its local governments and its residents; and

WHEREAS, Will County has provided grants of up to \$15,000 to 1,500 small businesses with funds received from the Coronavirus Aid, Relief, and Economic Security (CARES) Act, assisting local small businesses with increased expenses, loss of sales and reduced employment due to the COVID-19 pandemic; and

WHEREAS, it is the intent of the County Board and County Executive to launch a new round of assistance to small businesses using existing funds available from the CARES Act and, if approved by the federal government, funds from the American Rescue Plan; and

WHEREAS; the Small Business Stimulus Grant Program will be designed with an equity framework with a particular focus on those businesses who have not received prior aid from the County as well as businesses in the hardest hit geographic areas in the county; and

WHEREAS, the County Board recommends moving forward with the actions needed to establish another round of funding assistance to small businesses in Will County.

NOW, THEREFORE, BE IT RESOLVED, that the Will County Board hereby authorizes the County Executive to take necessary actions to establish the Small Business Stimulus Grant Program.

BE IT FURTHER RESOLVED, that the County Executive's office shall bring back to the County Board any contracts necessary for the implementation of the Small Business Stimulus Grant Program.

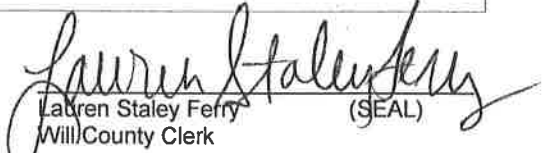
BE IT FURTHER RESOLVED, that the Preamble of this Resolution is hereby adopted as if fully set forth herein. This Resolution shall be in full force and effect upon its passage and approval as provided by law.

Adopted by the Will County Board this 26th day of February, 2021.

AYES:	Newquist, Ogalla, Koch, Moustis, Mitchell, Tyson, Harris, Traynere, Mueller, Gould, VanDuyne, Fricilone, Winfrey, Parker, Ventura, Marcum, Berkowicz, Cowan, Pretzel, Weigel, Freeman, Kraulidis
ABSENT:	Fritz, Balich, Brooks Jr., Coleman

Result: Approved - [Unanimous]

Approved this 18th day of March, 2021.


Lauren Staley Ferry (SEAL)
Will County Clerk


Jennifer Bertino-Tarrant
Will County Executive