

TO THE HONORABLE BOARD OF COMMISSIONERS OF BERRIEN COUNTY: Your County Personnel and Human Services Committee respectfully recommends the adoption of the following:

RESOLUTION

WHEREAS, the Michigan Legislature has appropriated a total of \$3 million dollars for the Medical Marihuana Operation and Oversight grants that are available to counties for education, communication, and outreach; and

WHEREAS, the Department of Licensing and Regulatory Affairs (LARA) has granted the Berrien County Health Department funds totaling \$42,577 for education and outreach relating to the Michigan medical marihuana program (approved under Resolution P2202387); and

WHEREAS, the Berrien County Health Department would like to use \$30,000 of the funding to contract with King Media a marketing agency to develop the educational campaign, including creative aspects of the campaign, develop educational materials, and facilitate media buying. BCHD is partnering with Van Buren Community Mental Health on this project; and

WHEREAS, the media campaign with King Media targets July 18th, 2022 through September 11th, 2022 with fund metrics report delivered by September 15th, 2022, additional requests beyond this scope of work will be filled at a cost of \$150/hr. (not to exceed a total cost of \$30,000); and

WHEREAS, the Board of Health endorses the acceptance of this contract agreement subject to approval by Corporate Counsel.

NOW, THEREFORE, BE IT HERBY RESOLVED, that the Berrien County Board of Commissioners authorizes BCHD to contract with King Media.
Resolution endorsed by the

BERRIEN COUNTY BOARD OF HEALTH

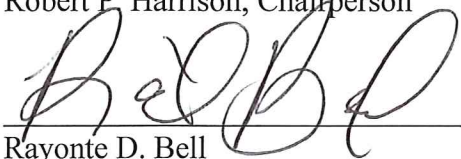
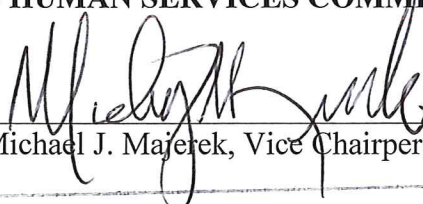


Margaret A. Kohring, Chair

**RESPECTFULLY SUBMITTED,
BERRIEN COUNTY PERSONNEL AND HUMAN SERVICES COMMITTEE**



Robert P. Harrison, Chairperson


Rayonte D. Bell

Michael J. Majerek, Vice Chairperson

RESOLUTION APPROVED AS TO FORM	
Administrator _____	Date _____
Comments Attached _____	
Corporate Counsel <u>TN</u>	Date <u>5/10/22</u>
Comments Attached _____	