

**GOODHUE COUNTY
HEALTH & HUMAN SERVICES (GCHHS)**



REQUEST FOR BOARD ACTION

Requested Board Date:	January 6, 2026	Staff Lead:	Ruth Greenslade
Consent Agenda:	<input checked="" type="checkbox"/> Yes <input type="checkbox"/> No	Attachments:	<input checked="" type="checkbox"/> Yes <input type="checkbox"/> No
Action Requested:	Approve Contract with O'Rourke Media Group for Regional Cannabis Communication Campaign		

BACKGROUND: The counties in the southeast region have entered into an interagency agreement to pool Cannabis and Substance Use Prevention (CSUP) grant funds to conduct a **Regional Cannabis Communication Campaign**, primarily using year 1 funds which must be spent by June 30, 2026.

The [interagency agreement](#) was approved by the Goodhue County HHS Board in November, 2025, and has since been signed by 10 out of 11 counties, and we are waiting for the final county's signature.

CSUP Coordinators in Dodge County, Fillmore County, Freeborn County, Goodhue County, Houston County, Mower County, Olmsted County, Rice County, Steele County, Wabasha County, and Winona County are actively involved in the communication project. As host county for this regional effort, Goodhue County requested quotes from media agencies for a list of desired services.

A subgroup of staff (from Fillmore, Goodhue, Olmsted, and Winona Counties) met to review 5 quotes from the media agencies. Quotes were evaluated based on demonstrated ability to deliver the proposed services including relevant experience with similar campaigns and the extent to which the proposal included the requested services; the total cost of services and the breakdown of pricing by service; and the ability to provide services throughout the Southeast region. The subgroup recommended **O'Rourke Media Group**. This subgroup recommendation was presented and approved by the directors.

The proposed subcontract with O'Rourke Media Group for the Regional Cannabis Communications Campaign has been approved also by the Minnesota Department of Health (MDH).

Due to time constraints, this contract is being brought forward for review and approval for the Goodhue County Board. This information also has been shared with Goodhue County HHS Board.

Description of contracted services: Management of advertising campaign including customization of creatives using local county logos and **Speaking of Cannabis** toolkit developed by Carleton-Cook-Lake-St. Louis CHB, targeted display ads, YouTube ads, Connected TV ads, a Google Performance Max campaign, print ads and spotlight articles, search engine optimization (SEO) and website retargeting, targeted social media advertising on Facebook and Instagram, social media post content creation with schedule recommendations, tutorial for local public health staff for social media execution, targeted email sends, radio ads, printed rack cards and posters, comprehensive strategy, and reporting.

Anticipated contractor/consultant's name: O'Rourke Media Group

Length of contracted services: January 30, 2026 – May 31, 2026 (flexible; may extend)

RECOMMENDATION: Goodhue County HHS Department recommends approval as requested, with the stipulation that the contract with O'Rourke Media Group will only be executed after

1. all 11 counties have signed the Interagency Agreement **OR**
2. adjusting the budget as needed based on 10 counties participating in the project



Master Services Agreement

This Master Services Agreement ("Agreement") is entered into as of the date signed below ("Start Date") between **O'Rourke Media Group** ("Company") and the undersigned "Advertiser". This Agreement governs all digital and print advertising campaigns, provided by the Company to the Advertiser.

1. PARTIES

Company: O'Rourke Media Group

Advertiser: Goodhue County

2. EFFECTIVE DATE

Start Date: 1/30/26

End Date: 5/30/26

3. SCOPE OF SERVICES

3.1 Advertising Campaigns

- All advertising materials must be approved by the Advertiser prior to campaign commencement.
- Payments are due upon receipt of the monthly invoice, upfront each month via ACH.
- Either party may terminate this Agreement with thirty (30) days' written notice.
- Unless terminated, services will continue on a month-to-month basis.
- If funding from federal, state or other sources is suspended or reduced this Agreement may be modified or terminated at the Advertiser's discretion to accommodate the change in funds.

4. GENERAL TERMS

- This Agreement is governed by applicable laws and supersedes all prior agreements.
- The Company is not liable for indirect or consequential damages resulting from service interruptions or delays.
- The Advertiser agrees not to use the services for illegal or unauthorized purposes.
- All creative, ads, and marketing materials created for the county belong to the county, are owned by the county and can be used during the campaign and forever after.

5. ADVERTISING SOLUTIONS / CHANNELS & MONTHLY COSTS

Solutions/Channel and Monthly Cost

Other \$ 37,500

6. ADVERTISER INFORMATION

Company Name _____

Contact Person _____

Billing Address _____

Billing City/State/Zip _____

Email _____

Phone _____

7. AUTHORIZATION

The undersigned authorizes the Company to initiate the advertising campaign outlined above. This authority remains in effect until canceled in writing.

NAME PRINTED

SIGNATURE

DATE

Payment method ☐ Credit Card* /Debit ☐ ACH/eCheck

Add Another Solution

Reset Solutions

Finalize Form

***Total Monthly Cost** \$ 37,500

*Sales tax will be added in states required.

***One time fee** _____



O'ROURKE
MEDIA GROUP

8. PAYMENT METHODS

8.1 Credit Card Information*

Name on Card _____
Billing Address _____
City/State/Zip _____
Payment Method ☐ Visa ☐ MasterCard ☐ AmEx ☐ Discover
Card Number _____
Expiration Date _____
CSV 3 or 4 digits _____

*Starting January 1, 2026, there will be a 3% service fee on all credit card payments. Please note that there are no fees when paying via ACH.

8.2 ACH / Bank Account Information

Bank Name _____
Routing Number _____
Account Number _____
Account Type ☐ Checking ☐ Savings
Name on Account _____

9. MISCELLANEOUS

- This Agreement constitutes the entire understanding between the parties and supersedes any prior agreements or understandings, whether written or oral.
- Any amendments to this Agreement must be in writing and signed by both parties.
- This Agreement is governed by the laws of the applicable jurisdiction.

Additional Campaign Details

Term: January 30, 2026 – May 31, 2026 (flexible; may extend)

Payment Terms: 4 equal payments of \$37,500 each, invoiced on Jan 30, Feb 28, Mar 30, Apr 30.

No auto withdraw, O'Rourke Media will send an invoice.

If funding from federal, state or other sources, is suspended or reduced this Agreement may be modified or terminated at the Advertiser's discretion to accommodate the change in funds.

All creative, ads, and marketing materials created for the County belong to the County.

Breakdown: \$125,000 will be allocated toward the specific tactics listed below. The remaining \$25,000 will be flexibly used to expand high-performing tactics during the campaign for maximum ROI.

Core Campaign Tactics:

Targeted Display Ads• 1,500,000+ impressions• \$15,000

Targeted YouTube Ads• 600,000+ impressions• \$15,000

Connected TV (CTV)• 400,000+ impressions• \$20,000

Google Performance Max Campaign• 400+ conversions• \$12,000

Print Ads + Spotlight Articles• 20 half-page print ads, 10 spotlight articles• 300,000+ digital article views• \$15,000

SEO + Website Retargeting• Keyword targeting, UX optimization• Added value

Targeted Social Media (Facebook/Instagram)• 1,000,000+ impressions• Organic post support• \$15,000 (paid) + \$1,000 (organic support)