

Summary Meeting Minutes

INITIAL EVALUATION COMMITTEE MEETING

RFP No. GEN2116476P1 Advertising Agency Services

September 12, 2019

**Government Center, 115 S. Andrews Avenue, Room GC430,
Fort Lauderdale, FL 33301**

The Combination Initial and Final Evaluation Committee meeting was called to order for RFP No. GEN2116476P1, Advertising Agency Services for the Broward County Greater Fort Lauderdale Convention & Visitors Bureau at 10:04 A.M. on Thursday, September 12, 2019 in Room 430 of the Government Center, 115 S. Andrews Avenue in Fort Lauderdale, Florida by Constance Mangan, Purchasing Manager and the non-voting Committee Chair.

The Chair requested that all cell phones be turned off or silenced. The Chair also stated the meeting was being audio and video recorded.

The Purchasing Division representative, Carolyn Messersmith, Senior Purchasing Agent with the Broward County Purchasing Division introduced County Staff members. In attendance were:

- Tony Cordo, Project Manager, Broward County Greater Fort Lauderdale Convention & Visitors Bureau
- Fernando Amuchastegui - County Attorney's Office
- Nathaniel Klitsberg - County Attorney's Office
- Darren Portner - Finance and Administrative Services Department
- Colleen Pounall - Risk Management Division
- Nichole Francis - Office of Economic and Small Business Development

The Purchasing Division representative stated that Request for Proposals (RFP) No. GEN2116476P1, Advertising Agency Services was approved by the Board of County Commissioners on January 29, 2019, Agenda Item No. 64. Also stated at the RFP advertising deadline 5:00 P.M., on March 20, 2019, there were sixteen (16) submittals. Project Staff produced an Information Package including an Evaluation Matrix of the sixteen (16) RFP Submittals, and the Information Package was distributed to Evaluation Committee members for their review.

The Chair stated that a quorum was present, with:

- Andrea Saucedo, Aviation Chief Administrative Officer, Broward County Aviation Department
- Jorge Hernandez, Enterprise Director of Administration, Port Everglades Department
- Margaret Stapleton, Director, Office of Public Communications
- Kara Franker, Vice President, Marketing and Communications, Greater Fort Lauderdale Convention and Visitors Bureau
- Cate Farmer, General Manager, Margaritaville Hollywood Beach Resort

The Chair stated the responsibility of the Evaluation Committee.

The Chair stated the purpose of the meeting was to determine responsiveness and responsibility of the firms that submitted a proposal that have been determined by the Evaluation Committee to be both responsive and responsible to the RFP requirements will proceed to the Final Evaluation and scoring.

The Chair stated a sign-in sheet was being circulated and asked everyone to be sure they sign in.

The Chair stated that the Cone of Silence for this project had been in effect since August 13, 2018 for County Staff and upon the first meeting of the Evaluation Committee, the Cone of Silence expanded to also include County Commissioners and their staff. All inquiries regarding this RFP should be directed to the Project Manager, Tony Cordo or the Director of Purchasing.

The Chair Stated that in accordance to Broward County Procurement Code, all Committee Members shall be free of conflicts of interests.

The Purchasing Agent then reported on the Purchasing Division's findings about the responsiveness and responsibility of the firms.

The Purchasing Agent stated the responsiveness requirements. All sixteen (16) proposers were recommended to be evaluated as responsive to the Lobbyist Registration Certification Form, and Pricing. The Zimmerman Agency provided two Lobbyist Registration Requirement Certification Forms in their submittal. The one noting in the Purchasing Director Recommendation Memorandum that they did not retain a lobbyist and an additional one stating the firm has retained a lobbyist. Fifteen (15) vendors were recommended to be evaluated as responsive to providing the Domestic Partnership Certification Form. One (1) vendor, Cactus Communications, Inc. d/b/a Cactus Marketing Communications, Inc. was non-responsive to providing the Domestic Partnership Certification Form. There were no "Must" Addenda issued for this RFP.

The Purchasing Agent stated the responsibility requirements. In the area of responsibility, the RFP contained a County Business Enterprise (CBE) participation goal requirement of 6% (excluding direct media buys). To comply with this responsibility requirement in the RFP, all firms were required to submit Letters of Intent and, if necessary, an Application for Evaluation of Good Faith Effort. Of the sixteen (16) proposers for this RFP, fourteen (14) firms provided the required documentation and had met the responsibility requirements of the RFP regarding CBE participation goals. Two (2) firms, Birdsall, Voss & Associates, Inc. d/b/a BVK and Cactus Communications, Inc. d/b/a Cactus Marketing Communications, Inc. did not provide the required documentation; therefore, were non-compliant with the CBE goal requirement.

The Purchasing Agent representative stated there were five (5) other areas of responsibility in the RFP concerning financial documentation, litigation history, authority to conduct business in Florida, disclosure of affiliated entities, and proof of insurance.

The Purchasing Agent representative stated all sixteen (16) firms provided the required financial information as stated in the RFP and the firms who claimed confidentiality had provided an applicable statutory exemption to the public records law.

The Purchasing Agent representative stated the requirement for litigation history was the disclosure of three (3) years of litigation history. None of the sixteen (16) firms were involved in litigation with Broward County.

The Purchasing Agent representative stated the firms were required to provide evidence that the firm was authorized to transact business in Florida and was in good standing with the Florida Department of State. All sixteen (16) firms were verified in SunBiz they were authorized to transact business in Florida and were in good standing with the Florida Department of State.

The Purchasing Agent representative stated that the RFP solicitation required all firms to disclose the names and address of "affiliated entities" of the firm's principal(s) over the last five (5) years that had acted as a prime Vendor with the County. All sixteen (16) firms submitted the required form indicating there are no affiliated entities.

The Purchasing Agent representative stated all sixteen (16) firms provided the required documentation showing that they currently had insurance in place or can have the insurance in place prior to the award as required by the RFP.

The Purchasing Agent representative stated all sixteen (16) firms accepted Broward County's Standard Terms and Conditions without exception.

The Chair gave the definition of responsiveness and asked if there were any discussion from the Evaluation Committee regarding determination of responsiveness of the firms?

EC member Andrea Saucedo made a motion to name Cactus Communications, Inc. d/b/a Cactus Marketing Communications, Inc. as non-responsive. EC member Margaret Stapleton seconded that motion. Motion passed unanimously.

Motion was made by EC member Margaret Stapleton to find the remaining fifteen (15) firms listed to be considered responsive to the responsiveness requirements. EC member Andrea Saucedo seconded that motion. Motion passed unanimously.

The Chair gave the definition of a responsible vendor and asked if there were any discussion from the Evaluation Committee regarding determination of responsibility of the firms?

EC member Andrea Saucedo made a motion to name Cactus Communications, Inc. d/b/a Cactus Marketing Communications, Inc and Birdsall, Voss & Associates, Inc. d/b/a BVK as non-responsive. EC member Margaret Stapleton seconded that motion. Motion passed unanimously.

Motion was made by EC member Margaret Stapleton to find fourteen (14) firms listed responsible to the responsibility requirements. EC member Andrea Saucedo seconded that motion. Motion passed unanimously.

The Chair stated that in accordance with the Request for Proposals, Standard Instructions to Vendors, Section E, Evaluation Criteria, 3.A, the Director of Purchasing may recommend to the Evaluation Committee to short list the most qualified firms prior to the Final Evaluation. The Director of Purchasing recommended short listing no fewer than seven (7) firms due to the number of vendor responses to this solicitation. The Evaluation Committee determines the final number of firms to short list.

The Chair asked for a motion to short list the firms. Motion was made by EC member Margaret Stapleton to short list to seven (7) firms. EC member Andrea Saucedo seconded that motion. Motion passed unanimously.

The Chair stated that the Evaluation Committee would vote to short list the firms. Purchasing provided each Committee member a ballot. Each Committee member checked in the box of the vendor(s) that they determined to be short listed. The number of vendors short listed was seven (7). Committee members completed their voting and handed their ballots over to Purchasing, and the ballots were tabulated.

The Chair stated that the tally ballots sheets were turned in, and that there would be a recess. The recess started at 10:26 A.M.

Purchasing completed the tabulation and indicated this to the Chair. The Chair reconvened the meeting at 10:37 A.M.

Purchasing read the results from Short List Summary Sheet. The names of the short listed firms were read alphabetically:

Aqua Marketing & Communications, Inc
Fry/Hammond/Barr Inc. d/b/a &Barr
Fuseideas LLC d/b/a Fuseideas
Nobox Marketing LLC d/b/a NoBox
Pace Communications Group, Inc. d/b/a Pace Branding and Marketing
Paradise Advertising and Marketing, Inc.
Relevant Brands Inc. d/b/a Relebrand

Summary of statement and question by Chair and response.

There were eight firms short listed and had to go through to Tie Breaker and that was for Starmark International. They were not short listed. Purchasing Representative stated that they had to award to lowest volume of previous work as there was a tie with eight firms and that's how the tiebreaker works.

The Chair asked for a motion to accept the short listing of the firms. Motion was made by EC member Andrea Saucedo to short list the seven (7) firms listed by the Purchasing Representative. EC member Cate Farmer seconded that motion. Motion passed unanimously.

Evaluation Committee members requested the length of the presentations be fifteen (15) minutes. Margaret Stapleton made the motion. EC member Andrea Saucedo seconded that motion. Motion passed unanimously.

The Chair announced firms would have fifteen (15) minutes to make their presentations, and five (5) minutes for set up for the next presenter.

The Purchasing Division selected the Order of Presentations by randomly pulling names from a hat. The order of vendor presentations were:

1. Fuseideas LLC d/b/a Fuseideas
2. Pace Communications Group, Inc. d/b/a Pace Branding and Marketing
3. Aqua Marketing & Communications, Inc
4. Fry/Hammond/Barr Inc. d/b/a &Barr
5. Paradise Advertising and Marketing, Inc.

6. Nobox Marketing LLC d/b/a NoBox
7. Relevant Brands Inc. d/b/a Relebrand

The Chair asked if there were questions the Evaluation Committee wished to have included or specifically addressed in the presentations. The Committee had a few questions:

- Andrea Saucedo - Please describe your experience in developing a marketing plan for a large hub airport in the U.S.A.
 - If you do not have any prior experience in this regard, please describe how you would develop a marketing plan for FLL?
- Kara Franker - What will the vendor's strategy be for media buying?
- Kara Franker – If the vendor represents a competitive market, how will they handle both contracts?
- Tony Cordo - We request that the vendors format/order their presentations around the Evaluation Criteria. The Evaluation Criteria can be found on pages 23-24 of the Solicitation document.

The Chair said Purchasing would notice final date and time for presentation date. The Chair asked if there was any other business, seeing none, the Chair adjourned the meeting at 10:48 A.M.