

Summary Meeting Minutes

FINAL EVALUATION COMMITTEE MEETING

RFP No. GEN2116476P1

RFP No. GEN2116476P1, Advertising Agency Services

October 21, 2019 at 9:00 A.M.

**Governmental Center Building, 115 S. Andrews Avenue, Room 430,
Fort Lauderdale, FL 33301**

The 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 9:08 A.M. on Monday, October 21, 2019 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 chair stated that in accordance with Section 286.0113 of the Florida Statutes and pursuant to Board of Commissioners direction, presentations during Evaluation Committee Meetings are closed to the public and competing vendors. Only Committee members, County staff, the Vendor and its team will be present in the meeting room during the vendor's presentation and subsequent question and answer period. All other vendors, their accompanying teams, and members of the public will wait outside the Room. It was noted that conference room 301 was available for vendors to wait.

The chair stated that all vendors, their accompanying teams and members of the public, would be invited back to the room when all presentations and questions and answers are completed and to be present when the Committee votes and makes its selection.

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
- Melissa Cuevas - Purchasing Division
- Sean O'Donnell - Purchasing Division

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 that at the time of RFP advertising deadline 5:00 P.M., on March 20, 2019, there were sixteen (16) submittals.

It was stated there was an Initial Evaluation meeting held on Thursday, September 12, 2019. Fourteen firms were determined to be both responsive and responsible to the RFP requirements.

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 determined and voted the seven (7) short listed firms. The following firms listed in alphabetical order advance to Final Evaluation to be scored and ranked.

- 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

The Chair stated there was a quorum 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 hear presentations, score, and rank the firms that were determined to be both responsive and responsible to the RFP requirements and short listed by the Evaluation Committee.

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 stated that in the Initial Evaluation Meeting held on September 12, 2019, all firms agreed to accept Broward County's Standard Terms and Conditions.

The Chair stated that during the Initial Evaluation Meeting, after the drawing of firm names from a hat, the selected presentation orders was determined. The order of presentations for the final evaluation committee meeting was:

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

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

The Chair reminded the presenting firms the Evaluation Committee asked for the vendor presentations to address the following four (4) key points of interest:

1. Please describe your experience in developing a marketing plan for a large hub airport in the U.S.A.
 - a. If you do not have any prior experience in this regard, please describe how you would develop a marketing plan for FLL.
2. What will the vendor's strategy be for media buying?
3. If the vendor represents a competitive market, how will they handle both contracts?
4. We [Evaluation Committee] request that the vendor's format/order their presentations around the Evaluation Criteria.

The Chair stated the presentations would be limited to fifteen (15) minutes followed by an unlimited question and answer period. The Chair then stated that at the conclusion of the question and answer period the next presenter would have five (5) minutes to set up. The timekeeper was the Purchasing Agent.

Firms were asked to provide business cards along with a Disk or thumb drive of their presentation to the Purchasing Agent.

The Chair stated Subconsultants partnering with multiple prime vendors may only be present in the room during one (1) presentation.

The Chair then asked the first presenter, Fuseideas LLC d/b/a Fuseideas and their team, to remain in the room. The Chair then ask all other vendors, their accompanying teams, as well as members of the public to leave the room.

The Chair asked the first presenter, Fuseideas LLC d/b/a Fuseideas to come to the podium for set up and informed them they had five minutes for their team to set-up.

The Chair asked the first presenter to affirm that there are no other individuals in the audience other than their team. County staff present waived their badges.

Fuseideas presented and then were asked questions by the Evaluation Committee.

The Chair announced that Fuseideas LLC d/b/a Fuseideas completed their presentation and answered all questions by the Evaluation Committee. A Purchasing Representative invited Pace Communications Group, Inc. d/b/a Pace Branding and Marketing to the room to set-up. The Chair informed them they had five minutes to set up.

The Chair asked the second presenter to affirm that there are no other individuals in the audience other than their team. County staff present waived their badges.

Pace Branding and Marketing presented and then were asked questions by the Evaluation Committee.

The Chair announced that Pace Branding and Marketing completed their presentation and answered all questions by the Evaluation Committee. A Purchasing Representative invited Aqua Marketing & Communications, Inc to the room to set-up. The Chair informed them they had five minutes to set up.

The Chair asked the third presenter to affirm that there were no other individuals in the audience other than their team. County staff present waived their badges.

Aqua Marketing & Communications, Inc presented and then were asked questions by the Evaluation Committee.

The Chair announced that Aqua Marketing & Communications, Inc completed their presentation and answered all questions by the Evaluation Committee.

The Chair asked the Evaluation Committee to discuss if they wanted to continue with presentations or reconvene at 2:00 pm as the room was reserved for another meeting at 11:45 am. The committee discussed and decided to recess at 11:20 am and reconvene at 2:00 pm.

The Committee reconvened at 2:00pm and the Chair asked the fourth presenter, Fry/Hammond/Barr Inc. d/b/a &Barr to come to the podium and informed them they would have five minutes for their team to set-up.

The Chair asked the fourth presenter to affirm that there were no other individuals in the audience other than their team. County staff present waived their badges.

Fry/Hammond/Barr Inc. d/b/a &Barr presented and then were asked questions by the Evaluation Committee.

The Chair announced that Fry/Hammond/Barr Inc. d/b/a &Barr completed their presentation and answered all questions by the Evaluation Committee. A Purchasing Representative invited Paradise Advertising and Marketing, Inc. to the room to set-up. The Chair informed them they had five minutes to set up.

The Chair asked the fifth presenter to affirm that there were no other individuals in the audience other than their team. County staff present waived their badges.

Paradise Advertising and Marketing, Inc. presented and then were asked questions by the Evaluation Committee.

The Chair announced that Paradise Advertising and Marketing, Inc. completed their presentation and answered all questions by the Evaluation Committee. A Purchasing Representative invited Nobox Marketing LLC d/b/a NoBox to the room to set-up. The Chair informed them they had five minutes to set up.

The Chair asked the sixth presenter to affirm that there were no other individuals in the audience other than their team. County staff present waived their badges.

Nobox Marketing LLC d/b/a NoBox presented and then were asked questions by the Evaluation Committee.

The Chair announced that Nobox Marketing LLC d/b/a NoBox completed their presentation and answered all questions by the Evaluation Committee. A Purchasing Representative invited Relevant Brands Inc. d/b/a Relebrand to the room to set-up. The Chair informed them they had five minutes to set up.

The Chair asked the seventh and final presenter to affirm that there were no other individuals in the audience other than their team. County staff present waived their badges.

Relevant Brands Inc. d/b/a Relebrand presented and then were asked questions by the Evaluation Committee.

The Chair announced that Relevant Brands Inc. d/b/a Relebrand completed their presentation and answered all questions by the Evaluation Committee. A Purchasing Representative invited all vendors and public back for the remainder of the meeting.

The Chair stated that all presentations as well as question and answers were concluded and asked if there was anything that Committee Members would like to discuss. There was no discussion.

The Chair stated The Evaluation Committee would complete scoring of the firms.

Purchasing stated the scoring sheets included points for Location which are fixed based on specific criteria in the RFP and do not include points awarded for Price which is formula based and was calculated by Purchasing. Points for Price were added to each Committee member's scoring sheet by Purchasing in order to arrive at the total score for each firm.

Purchasing made comments regarding Principal Business Location, the RFP Evaluation Criteria stating that a Vendor with a principal place of business location (also known as the nerve center) within Broward County will receive five points; a Vendor not having a principal place of business in Broward County will receive zero points.

The Chair stated that when all committee members have completed their scoring and handed the sheets over to Purchasing, she would recess the meeting to allow Purchasing the time to tabulate the scoring sheets. The Chair continued to say, Purchasing will notify me when they have completed their tabulations and I will then reconvene the meeting and Purchasing will read the results. The Chair asked if there were any questions. There were none.

Committee scored the firms.

The score sheets were turned in at 4:43 pm and there was a brief recess.

Purchasing indicated they were finished scoring and the Chair reconvened the meeting at 5:06 pm Purchasing, announced the scores.

Purchasing first announced the points that were calculated for Location for each firm.

Points for Location:

Aqua Marketing & Communications, Inc	0
Fry/Hammond/Barr Inc. d/b/a &Barr	0
Fuseideas LLC d/b/a Fuseideas	0
Nobox Marketing LLC d/b/a NoBox	0
Pace Communications Group, Inc. d/b/a Pace Branding and Marketing	0
Paradise Advertising and Marketing, Inc.	0
Relevant Brands Inc. d/b/a Relebrand	0

The Purchasing Representative then read each Committee Member's total score for each firm with the points for Location and Price added in. Then read the total scores for each firm and indicated the highest scored and number one ranked firm followed by the other ranked firms in sequence from high to low total scores.

1st Ranked Firm was Aqua Marketing & Communications, Inc.

2nd Ranked Firm was Fuseideas LLC d/b/a Fuseideas.

3rd Ranked Firm was Fry/Hammond/Barr Inc. d/b/a &Barr.

4th Ranked Firm was Paradise Advertising and Marketing, Inc.

5th Ranked Firm was Relevant Brands Inc. d/b/a Relebrand.

6th Ranked Firm was Nobox Marketing LLC d/b/a NoBox.

7th Ranked Firm was Pace Communications Group, Inc. d/b/a Pace Branding and Marketing.

The Chair asked for a motion to accept the Evaluation Committee's scores and have Purchasing submit the Proposed Recommendation of Ranking to the Board of County Commissioners. Margaret Stapleton made the motion. Andrea Saucedo seconded it. The motion passed unanimously.

The Chair stated the Evaluation Committee recommendation would be posted for three days as a "Proposed Recommendation of Ranking". Following this three-day period, if no objections to the proposed ranking have been received in writing by the Director of Purchasing, a Final Recommendation of Ranking will be posted and presented to the County Administrator. The County Administrator is authorized to approve all final rankings. However, award of the resulting contract requires formal board approval unless the contract amount is within delegated authority of the Director of Purchasing. Information and documents reviewed by Evaluation Committee members as part of the evaluation process are posted for general review on the Purchasing Division website located at the RFP/RLI Supporting Documents Repository. The Recommendation of Ranking is posted on the Purchasing Division website under the heading Solicitation Recommendations/Recommendation of Ranking.

The Chair stated Broward County estimates the final Agreement would come to the Board for approval and execution within 45 days from the final approval of the ranking.

The Chair asked if there was any other business to be discussed. There was none.

The Chair thanked the vendors for their presentations.

The meeting was adjourned at 5:12 pm.

The video may be viewed on the Purchasing Division website, www.broward.org/purchasing under RLI/RFP Repository.