

RFP-001002 Committee Meeting November 21, 2013 Minutes

Evaluation Committee for **Communications and Marketing Consultant Services; Contract No. 001002**, held a duly noticed meeting on Thursday, November 21, 2013, commencing at 9:14 a.m. in the Sandpiper Conference Room at the OOCEA Administrative Bldg, Orlando, Florida.

Committee Members Present:

Michelle Maikisch, Director of Public Affairs & Communication
Laura Kelley, Deputy Executive Director, Administration
Iranetta Dennis, Director of Business Development
Jeff Marshall, Senior Communication Coordinator

Other Attendees:

Robert Johnson, Manager of Procurement

Discussion:

Robert opened the meeting and collected the Disclosure forms from each Committee member. Robert continued explaining the RFP process and the purpose of today's meeting was to conduct a shortlisting of proposals and opened the floor for committee discussion prior to submitting their individual scores keeping in mind the discussion is not to create a consensus but to discuss the proposal submittals.

General discussion ensued about the proposal submittals. Upon completion of the discussion, Committee members submitted their individual evaluation sheets to Courtney who input all the scores on a summary sheet with the following results.

| <u>Firms</u> | <u>Score</u> | <u>Ranking</u> |
|----------------------------|---------------------|-----------------------|
| The Cunningham Group, Inc. | 116 | 04 |
| CDP Group, LLC | 124 | 03 |
| Global 5 Communications | 172 | 02 |
| Day Communications, Inc. | 187 | 01 |

The committee unanimously agreed to shortlist the top three ranked firms for an interview on Tuesday, November 26, 2013.

Robert stated that the interviews would be alphabetical and thirty minutes in length commencing at 9:00 a.m. on November 26, 2013, in the Pelican Conference Room.

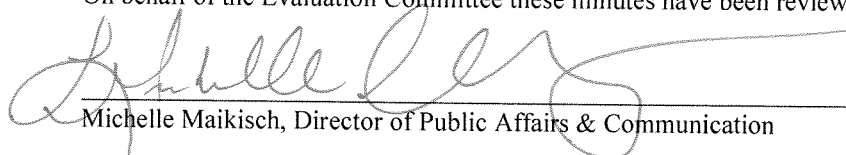
There being no further business to come before the Committee, the meeting was adjourned at 9:47 a.m. These minutes are considered to be the official minutes of the Evaluation Committee of its meeting held Thursday, November 21, 2013.

Submitted by:



Robert Johnson, Manager of Procurement

On behalf of the Evaluation Committee these minutes have been review and approved by:


Michelle Maikisch, Director of Public Affairs & Communication

COMMUNICATIONS AND MARKETING CONSULTANT SERVICES, RFP-01002
 SUMMARY OF THE INDIVIDUAL COMMITTEE MEMBER SCORING OF THE
 FIRST THREE CRITERIA UNDER 4.2

| PROPOSER | Michelle Maikisch | Laura Kelley | Jeff Marshall | I. Dennis | Total |
|-------------------------|-------------------|--------------|---------------|-----------|-------|
| The Cuningham Group | 24 | 38 | 18 | 36 | 116 |
| CDP Group, LLC | 29 | 32 | 29 | 34 | 124 |
| Global 5 Communications | 41 | 46 | 45 | 40 | 172 |
| Day Communications | 47 | 48 | 46 | 46 | 187 |

COMMITTEE MEMBER  Thursday, November 21, 2013

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Disclosure Form for Evaluation Committee Members

For this purpose, the term "relative" includes the following: father, mother, son, daughter, brother, sister, uncle, aunt, first cousin, nephew, niece, husband, wife, father-in-law, mother-in-law, son-in-law, daughter-in-law, brother-in-law, sister-in-law, stepfather, stepmother, stepson, stepdaughter, stepbrother, stepsister, half brother, or half sister or any person having the same legal residence as the employee.

The term "principal" means anyone who shares in the profits of the entity or whose compensation might vary based on the award or performance of the project.

The term "employed by" includes any receipt of compensation for services.

"May submit a proposal," means planning to submit, or considering submission. If you don't know, ask.

Persons serving on a selection committee in a solicitation process should be able to answer all the following questions in the negative. If the answer is affirmative, please explain below:

- | | Yes | No |
|---|--------------------------|-------------------------------------|
| 1. Are you, your spouse, child or anyone living in your household currently Employed by any entity that may submit a proposal? | <input type="checkbox"/> | <input checked="" type="checkbox"/> |
| 2. Are you, or any relative, an officer, director, principal, or project team participant of, any entity that may submit a proposal? | <input type="checkbox"/> | <input checked="" type="checkbox"/> |
| 3. Do you, or does any relative, own more than 5% of any entity that may submit a proposal? | <input type="checkbox"/> | <input checked="" type="checkbox"/> |
| 4. Within the preceding 12 months have you, your spouse, child or anyone living in your household been offered employment or future employment or, had any discussion involving future employment with any entity that may submit a proposal? | <input type="checkbox"/> | <input checked="" type="checkbox"/> |
| 5. Within the preceding 12 months, have you, your spouse, child or anyone living in your household accepted a gift valued at over \$100 from any entity, or a principal of any entity that may submit a proposal? | <input type="checkbox"/> | <input checked="" type="checkbox"/> |
| 6. Could the award of this contract result in any pecuniary gain to you, any relative, any business associate, or any entity that has employed or retained you within the past 12 months? | <input type="checkbox"/> | <input checked="" type="checkbox"/> |
| 7. Do you know of any reason that would impact your impartiality with respect to this solicitation? | <input type="checkbox"/> | <input checked="" type="checkbox"/> |

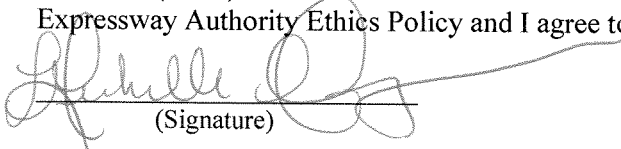
If you answer yes to any of these questions, please explain below
Additional comments

If the answer to any of the foregoing questions is "yes," then your participation on the selection committee must be approved by the Executive Director after a review of all relevant facts.

I, L. Michelle Maikisch, hereby certify that I have read and understand the Orlando-Orange County

(Name)

Expressway Authority Ethics Policy and I agree to be bound by the applicable laws and policies.



(Signature)

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|---|--------------------------|-------------------------------------|
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| 2. Are you, or any relative, an officer, director, principal, or project team participant of, any entity that may submit a proposal? | <input type="checkbox"/> | <input checked="" type="checkbox"/> |
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| 6. Could the award of this contract result in any pecuniary gain to you, any relative, any business associate, or any entity that has employed or retained you within the past 12 months? | <input type="checkbox"/> | <input checked="" type="checkbox"/> |
| 7. Do you know of any reason that would impact your impartiality with respect to this solicitation? | <input type="checkbox"/> | <input checked="" type="checkbox"/> |

If you answer yes to any of these questions, please explain below

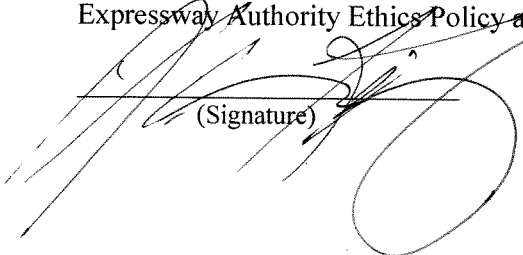
Additional comments _____

If the answer to any of the foregoing questions is "yes," then your participation on the selection committee must be approved by the Executive Director after a review of all relevant facts.

I, Laura Kelley, hereby certify that I have read and understand the Orlando-Orange County

(Name)

Expressway Authority Ethics Policy and I agree to be bound by the applicable laws and policies.


(Signature)

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The term "employed by" includes any receipt of compensation for services.

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Persons serving on a selection committee in a solicitation process should be able to answer all the following questions in the negative. If the answer is affirmative, please explain below:

- 1. Are you, your spouse, child or anyone living in your household currently Employed by any entity that may submit a proposal? Yes No
2. Are you, or any relative, an officer, director, principal, or project team participant of, any entity that may submit a proposal? Yes No
3. Do you, or does any relative, own more than 5% of any entity that may submit a proposal? Yes No
4. Within the preceding 12 months have you, your spouse, child or anyone living in your household been offered employment or future employment or, had any discussion involving future employment with any entity that may submit a proposal? Yes No
5. Within the preceding 12 months, have you, your spouse, child or anyone living in your household accepted a gift valued at over \$100 from any entity, or a principal of any entity that may submit a proposal? Yes No
6. Could the award of this contract result in any pecuniary gain to you, any relative, any business associate, or any entity that has employed or retained you within the past 12 months? Yes No
7. Do you know of any reason that would impact your impartiality with respect to this solicitation? Yes No

If you answer yes to any of these questions, please explain below
Additional comments

If the answer to any of the foregoing questions is "yes," then your participation on the selection committee must be approved by the Executive Director after a review of all relevant facts.

I, Iranetta J. Dennis, hereby certify that I have read and understand the Orlando-Orange County Expressway Authority Ethics Policy and I agree to be bound by the applicable laws and policies.

(Signature)

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|---|--------------------------|-------------------------------------|
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If you answer yes to any of these questions, please explain below
Additional comments _____

If the answer to any of the foregoing questions is "yes," then your participation on the selection committee must be approved by the Executive Director after a review of all relevant facts.

I, Jeff Marshall, hereby certify that I have read and understand the Orlando-Orange County Expressway Authority Ethics Policy and I agree to be bound by the applicable laws and policies.

Jeff Marshall
(Signature)