

**RFP-001002 Committee Meeting November 26, 2013 Minutes**

Evaluation Committee for **Communications and Marketing Consultant Services; Contract No. 001002**, held a duly noticed meeting on Tuesday, November 26, 2013, commencing at 9:08a.m. in the Pelican 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  
Diane McClary, Public Records Specialist / Contracts Coordinator

**Interviews:**

Robert commenced each of interviews with an outline of the interview process. Robert stated the interview portion of the meeting is closed to the public and is being recorded in accordance with Florida Statute.

CDP Group, LLC	09:11 – 09:45 a.m.
Day Communications, Inc.	09:55 – 10:25 a.m.
Global 5 Communications, Inc.	10:33 – 11:03 a.m.

Upon completion of the last interview the recorder was stopped and the meeting was considered no longer closed to the public.

**Evaluation Portion:**

The committee members were given the opportunity to discuss the technical and interviews prior to submitting their evaluation forms. At 11:35 a.m., the committee members individually scored the interviews and submitted them to Robert for tallying. Robert Johnson tallied the score sheets utilizing the raw scores assigned by each committee member and averaged the raw scores for each Proposal received. Attached is the summary score results.

**Pricing, Total Points and Rankings**

Upon completion of the evaluation of the technical portion, Robert opened the pricing proposals and scored the pricing proposals in accordance with the RFP requirements. See attached final summary sheet for pricing, total points and ranking results.

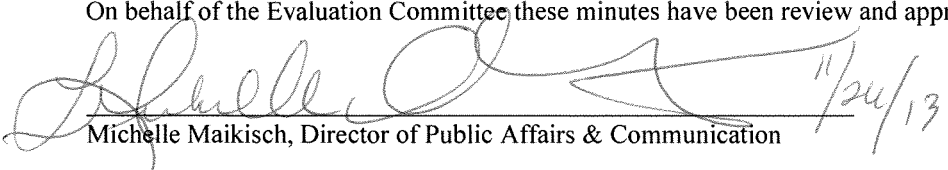
The Committee recommends the Board approve ranking and recommend award of the Agreement to the top ranked Proposer, Day Communications, Inc..

There being no further business to come before the Committee, the meeting was adjourned at 11:35 a.m. These minutes are considered to be the official minutes of the interview, opening of the Price Proposals and final evaluation by the Evaluation Committee at its meeting held Tuesday, November 26, 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

ORLANDO-ORANGE COUNTY EXPRESSWAY AUTHORITY  
TECHNICAL AND PRICE PROPOSAL SCORING SUMMARY

COMMUNICATIONS AND MARKETING CONSULTANT SERVICES, RFP-01002

EVALUATOR	The Cunningham Group		CDP Group, LLC		Global 5 Communications		Day Communications	
	TECHNICAL	PRICE	TECHNICAL	PRICE	TECHNICAL	PRICE	TECHNICAL	PRICE
Michelle Maikisch	24		41		59		71	
Laura Kelley	38		56		70		72	
Jeff Marshall	18		44		55		71	
I. Dennis	36		46		50		69	
TOTAL	116		187		234		283	
AVG. TECH. POINTS	29.00		46.75		58.50		70.75	

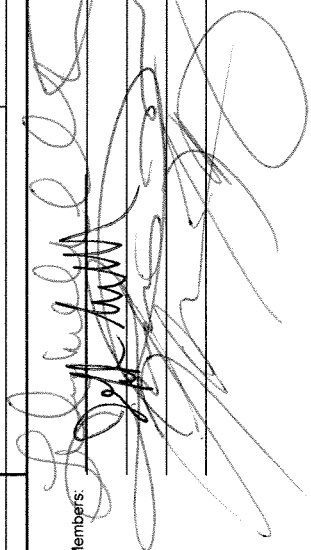
PRICE PROPOSAL SUMMARY

PROPOSER	PROPOSAL AMOUNT	POINT VALUE
CDP Group, LLC	\$1,120,625.00	20.42
Global 5 Communications	\$915,134.30	25.00
Day Communications	\$987,625.00	23.17

POINT TOTALS AND FINAL RANKING

PROPOSER	TECHNICAL POINTS	PRICE POINTS	TOTAL POINTS	FINAL RANKING
The Cunningham Group	29.00			
CDP Group, LLC	46.75	20.42	67.17	3
Global 5 Communications	58.50	25.00	83.50	2
Day Communications	70.75	23.17	93.92	1

Committee Members: \_\_\_\_\_ Tuesday, November 26, 2013  
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ORLANDO-ORANGE COUNTY EXPRESSWAY AUTHORITY

TECHNICAL AND PRICE PROPOSAL INDIVIDUAL SCORING

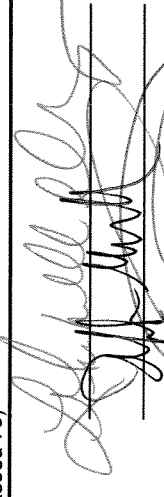



COMMUNICATIONS AND MARKETING CONSULTANT SERVICES, RFP-01002

The Cunningham Group	Michelle Maikisch	Laura Kelley	Jeff Marshall	I. Dennis
Understanding and Approach (20 points max.)	11	16	6	16
Experience of Firm and Ability of Staff (20 points max.)	10	17	8	14
Organization and Management (10 points max.)	3	5	4	6
Interview (25 points max.)	N/A	N/A	N/A	N/A
Total (Not to exceed 75)	24	38	18	36

CDP Group, LLC	Michelle Maikisch	Laura Kelley	Jeff Marshall	I. Dennis
Understanding and Approach (20 points max.)	11	10	9	15
Experience of Firm and Ability of Staff (20 points max.)	10	15	10	14
Organization and Management (10 points max.)	8	7	10	5
Interview (25 points max.)	12	24	15	12
Total (Not to exceed 75)	41	56	44	46

Global 5 Communications	Michelle Maikisch	Laura Kelley	Jeff Marshall	I. Dennis
Understanding and Approach (20 points max.)	16	18	18	18
Experience of Firm and Ability of Staff (20 points max.)	15	18	17	16
Organization and Management (10 points max.)	10	10	10	6
Interview (25 points max.)	18	24	10	10
Total (Not to exceed 75)	59	70	55	50

Day Communications	Michelle Maikisch	Laura Kelley	Jeff Marshall	I. Dennis
Understanding and Approach (20 points max.)	18	20	18	19
Experience of Firm and Ability of Staff (20 points max.)	19	18	18	18
Organization and Management (10 points max.)	10	10	10	9
Interview (25 points max.)	24	24	25	23
Total (Not to exceed 75)	71	72	71	69

  
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