

**AIRPORT ADVERTISING AGENCY SERVICES  
EVALUATION COMMITTEE MEETING  
Friday, January 10, 2020 – 9:30 a.m.  
City Hall, Council Chambers, Vero Beach, Florida**

**REVISED AGENDA**

- 1. Call to Order**
- 2. Approval of Minutes**
  - A) December 13, 2019**
- 3. Interview Firms**

**(This portion of the meeting is closed in accordance with F.S. 286.0113 (2)(b)1.)**

- A) 9:30 a.m. Adams Media Group**
- B) 10:30 a.m. The Aviation Agency**
- C) 11:30 a.m. The Brand Advocate**

**(Meeting is reopened to the Public at the conclusion of the presentations.)**

- 4. Discussion of Interviews and Recommendation for City Council**
- 5. Adjournment**

Should any interested party seek to appeal any decision made by the Committee with respect to any matter considered at such meeting or hearing, he will need a record of the proceedings and that, for such purpose he may need to ensure that a record of the proceedings is made, which record includes the testimony and evidence upon which the appeal is to be based.

Anyone who needs a special accommodation for this meeting may contact the City's Americans with Disabilities Act (ADA) Coordinator at 978-4920 at least 48 hours in advance of the meeting.

**AIRPORT ADVERTISING AGENCY SERVICES  
EVALUATION COMMITTEE MINUTES  
Friday, December 13, 2019 – 9:30 a.m.  
City Hall, Council Chambers, Vero Beach, Florida**

**PRESENT:** Eric Menger, Airport Director; William Howard, Airport Operations Manager and Barb Drndak, Airport Commission Chairman **Also Present** John Turner, City Attorney; John O'Brien, Purchasing Manager and Heather McCarty, Records Retention Specialist

**1. Call to Order**

Mr. O'Brien opened the meeting at 9:30 a.m.

Mr. O'Brien reviewed the ranking system and explained that they will add up their individual points to come up with their rankings.

**2. Discussion and Ranking of the Proposals**

Mr. Menger asked if they all agree on who they would like to go with, do they still have to go through the interview process. Mr. O'Brien explained that the CCNA and the Florida Statutes require them to do that. He added the interviews are also to see how well they communicate with the public.

Mr. O'Brien asked the members to let him know of any questions they would like the firms to address. He recommended they ask a few of the same questions to all of the vendors. He said they generally like to interview three (3) firms.

Mrs. Drndak commented that of the six (6) points in the Scope of Services, only one (1) of them involved leasing property at the Airport and the rest of it seemed to deal with advertising Vero Beach, the Treasure Coast, and Indian River County. She feels that the Chamber of Commerce and tourist dollars already do that. She questioned why the Airport would spend money to advertise the Treasure Coast. She said her focus is on leasing the property because that is going to make them money. She said anyone with an airplane already knows they have an airport. She found this to be off the mark in total with what they are trying to do.

Mr. O'Brien said one of the questions they could ask the firms to address is what their strengths are and their abilities to help fill up vacancies and bring good clients to them.

Mr. Menger agreed. He said that each of these proposals were more or less focusing on what they have done before. He doesn't think they addressed what was going to work for their Airport. He added that the City has the right to reject all of them if they want to.

Mrs. Drndak pointed out that a lot of them talked about branding, but they already have a new logo for the Airport and don't need another one. Mr. O'Brien explained branding goes beyond a logo. He added that marketing is important for the Airport.

Mr. Menger commented that they felt it would be better and easier to have a contract with a firm and do this rather than hire an employee with benefits.

Mr. O'Brien felt they need a firm who really knows aviation and who is engrained in the aviation industry.

Mrs. Drndak said that trying to sell the City of Vero Beach is not going to lease land at the Airport. She talked about the website, Lukenet.com, which is a global property search place. She thinks advertising the feel good stuff of Vero Beach is already done by the Chamber and with their tourist tax money. She said this is a land development situation. She said they do not need to advertise the airside of the Airport, but all the available land around it.

Mr. Menger said that today they need to decide which of the firms could best represent their Airport going forward and then they will have a strategy meeting with who they select to decide what they need to focus on.

### **3. Shortlist Firms to Interview**

The Committee members went over their scores and what they liked about each of the firms and the proposals.

Mr. Menger's rankings were Adams Media Group first with 97 points, Aviation Agency second with 94 points, Strategic Digital Services third with 88 points, and Brand Advocates fourth with 83 points.

Mrs. Drndak's rankings were Brand Advocates first with 100 points, Aviation Agency second with 91 points, Strategic Digital Services third with 90 points, and Adams Media Group fourth with 85 points.

Mr. Howard's rankings were Brand Advocates first with 87 points, Aviation Agency second with 82 points, Strategic Digital Services third with 80 points, and Adams Media Group fourth with 77 points.

Mr. O'Brien added up the points. He reported that Brand Advocates was first with a score of 6 points, Adams Media Group second with 7 points, Aviation Agency third with 8 points and Strategic Digital Services last with 9 points.

(All score sheets are on file in the City Clerk's office.)

The Committee members agreed to interview the top three (3) firms.

Mr. O'Brien asked the Committee to send him the specific questions they want the firms to address.

Mr. O'Brien said they would have 45 minutes for each interview and questions. They would hold the interviews Friday, January 10, 2020 starting at 9:30 a.m. He explained that the interviews are closed to the public and then they reconvene and open the meeting to the public for their discussion of the interviews and selection.

Mr. Turner asked to review the agenda before it is sent out.

Mr. Skip Wood, Airport Commission member, asked if they have to hire any of these four (4) firms. Mr. O'Brien answered no. Mr. Turner said they always reserve the right to reject all of the bids.

Mr. Wood asked if they could decide that none were satisfactory to them. Mr. O'Brien answered yes.

Mr. Wood asked what they would do then. Mr. O'Brien said they would start the RFP process over and try to do a broader search to find the company that works with them.

#### **4. Adjournment**

Today's meeting adjourned at 10:18 a.m.

/hm