

**AIRPORT ADVERTISING AGENCY SERVICES  
EVALUATION COMMITTEE MINUTES  
Friday, January 10, 2020 – 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**

Today's meeting was called to order at 9:34 a.m.

**2. Approval of Minutes**

**A) December 13, 2019**

Mrs. Drndak made a correction to the minutes on page 2. She said it should read "Lukenet.com" instead of "Loopnet.com." Also, Mr. Howard's rankings showed the wrong names with the points. He had ranked Adams Media Group second with 82 points and Aviation Agency fourth with 77 points.

Mrs. Drndak made a motion to approve the minutes with the stated corrections. Mr. Menger seconded the motion and it passed unanimously.

**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**

Ms. Carrie Adams, Chief Executive Officer with Adams Media Group, introduced herself and everyone who was with her today. She referred to the handout of their presentation (on file in the City Clerk's office).

Ms. Samantha Brackett, Vice President, began going through their Power Point presentation, going over page 2 with some background on their firm. She talked about some of their experience and clients shown starting on page 3, with the Indian River County Chamber of Commerce Economic Development. She showed several videos within the presentation that they produced for them and other clients, including TrueAero and Piper. She showed some promotional videos they did for Costa d'Este, Vero Beach Hotel and Spa, Disney Resort, and New Vision Eye Center, who they are the Agency of Record for. She said they are proposing being the Agency of Record for the

Vero Beach Airport and went over some of what that entails on page 17. She went over page 18, Logo Design and page 19, Branding and page 20, Independent Website Creation and Design.

Ms. Adams explained that she feels very strongly that they need their own website.

Ms. Brackett showed some drone footage examples of what they can do to show available land. She showed some of the websites they have built, listed on page 22, including Choose Indian River and Harbor Classic Homes. She went over page 23, Website Hosting and Maintenance and Email Hosting. She explained page 24, Search Engine Optimization.

Mr. JC Johnson, Digital Marketing Specialist, talked about how they build their websites using search engine optimization.

Ms. Brackett continued the presentation, going over page 25, LinkedIn Management and Advertising and Commercial Broker/Business After Hours Open House; page 27, Google Ad Network; and page 28, Florida's Aviation & Aerospace Cluster.

Ms. Brackett went over their fee breakdown shown on page 31. She referred to tab six (6), starting on page 31, where they typed in the answers to all of the questions they were asked to address.

The presentation was followed by a brief question and answer period.

**B) 10:30 a.m. The Aviation Agency**

Mr. Bryan DelMonte, President, began their presentation by stating that they had spent some time staying in Vero Beach and exploring the Airport and the surrounding area. He talked about their observations while walking around at the Airport and at other sites, including talking with some residents.

Mr. Troy Hayes, Creative Director, wanted to talk about how they might go about solving the problem they are facing. He showed their presentation (on file in the City Clerk's office).

Mr. DelMonte talked about the four (4) elements of the RFP scope and gave an overview of the project. He explained that as they walked around the Airport, they had a couple of ideas and one appeared to them as the right one. He talked about some of the different possible strategies. He said the final strategy, which is what they are recommending, is that they consider making Vero Beach Airport a destination and not a doorway to somewhere else. He explained the strategy that occurred to them is that Vero Beach could be a destination in aviation itself and people would come to play in aviation. He went over the plusses and minuses of each strategy.

Mr. Hayes talked about their time spent at the Airport and the surrounding area. He explained how they could build off the Airport being full of people who love to fly. He said that they could turn the Vero Beach Airport into a pilot playground and a place where people could go to fulfill their dream of becoming a pilot.

Mr. DelMonte talked about Vero Beach Airport becoming the focal point of pilot tourism.

Mr. Hayes said one of the things they are proposing is that Vero Beach could become Pilot Town USA. He talked about how that could become a reality and some of what they could have there, including pilot shops and a place people could go to become certified.

Mr. Del Monte pointed out there is a world-wide pilot shortage and they already have a partner there who has a lot of flight instructors and they could lead and play a dominate role in training commercial pilots. He explained how the campaign could be run effectively, digitally and nationally.

Mr. Hayes brought up some of the things they could do to make the Airport a hub where people are staying for the day.

Mr. DelMonte talked about how they work and how they think. He brought up all the space that they have that could be developed. He touched on marketing and advertising and being able to get people to know who they are. He felt they could get this started with their budget.

Mr. DelMonte and Mr. Hayes talked about their vision of how the Airport could be developed to become Pilot Town USA.

Their presentation was followed by a brief question and answer period.

At 11:22 a.m., there was a five (5) minute break.

**C) 11:30 a.m. The Brand Advocate**

Ms. Tasha Cunningham, Managing Partner with Brand Advocates, introduced herself and Mr. Courtney Cunningham, President and CEO. She began going through their Power Point presentation (on file in the City Clerk's office), going over the slides Who We Are, Our Team, and What We Do. She pointed out some of the brands and agencies they have worked with. She went over the slides, How We Intend to Market VRB Properties. She explained that they feel it is very important for them to have a branded leasing program and they are proposing creating one called *Experience VRB*. She explained how they would create a standalone microsite at [www.ExperienceVRB.com](http://www.ExperienceVRB.com) to

provide direct access to information about leasing their properties. She said they strongly recommend that the Airport create their own social media platforms, including Instagram and LinkedIn. She pointed out one (1) of the things that they propose is to work with VisitFlorida.com to create a marketing program with them and also with VisitIndianRiverCounty.com.

Ms. Cunningham continued the presentation, going over the slides, Structuring a Program to Increase Long-term Leasing Activity (Non-Aeronautical and Aeronautical); Experience Marketing Public Airports; Generating a Return on Investment; and Metrics and Evaluation. She concluded with the slides, Travel Costs for Our Team and Media Relations.

The presentation was followed by a brief question and answer period.

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

Mr. O'Brien opened the meeting to the public at 11:57 a.m. He asked if there were any Public Comment. There was no one in the audience wishing to be heard.

**4. Discussion of Interviews and Recommendation for City Council**

The Committee members had a discussion about what they liked about each of the presentations.

Mr. Menger ranked Aviation Agency first, Brand Advocates second, and Adams Media Group third. (All individual score sheets are on file in the City Clerk's office.)

Mr. Howard ranked Brand Advocates first, Adams Media Group second, and Aviation Agency third.

Mrs. Drndak ranked Brand Advocates first, and Adams Media Group and Aviation Agency tied for second.

Mr. O'Brien added the rankings and reported that Brand Advocate came in first, Aviation Agency second, and Adams Media Group third.

Mr. O'Brien said in light of some recent conversations, they have to decide how they are going to approach things at the Airport and how they want to use the budgeted funds.

Mr. Menger commented they need to follow the plan, but they do need to modify it going forward. Mr. O'Brien agreed that the focus has changed, but not the need.

Mrs. Drndak asked if it is possible to combine things, such as a real estate agency for the commercial property and a social media branding campaign in general.

The Committee asked Mr. Courtney Cunningham if he would like to address that.

Mr. Courtney Cunningham, with Brand Advocates, explained that they do both. He talked about how that is happening in Kissimmee. He said they work with the real estate community, but they also do the branding, the social media, and general awareness. He said it is establishing partnerships and getting everybody together.

Mr. O'Brien asked if the Committee was in agreement with moving forward with a recommendation to City Council of Brand Advocates.

Mrs. Drndak made a motion that they recommend Brand Advocates to City Council. Mr. Howard seconded the motion and it passed unanimously.

Mr. Turner asked if this was going straight to City Council.

Mr. Menger said they would copy the Airport Commission in the memo that is sent to City Council.

Mrs. Drndak pointed out that this was in their budget this year and the Airport Commission is already aware of the advertising budget and the RFP.

Mr. O'Brien said that Mr. Menger would go to the City Manager with their recommendation of going forward with Brand Advocates and then he will place it on the City Council agenda for authorization to negotiate.

## **5. Adjournment**

Today's meeting adjourned at 12:24 p.m.

/hm