

**OFFICE OF THE CITY COUNCIL**

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**MEETING MINUTES**

**TOURIST DEVELOPMENT COUNCIL SPECIAL MEETING - AMENDED**

**Friday, January 27, 2017**

**1:00 P.M.**

**City Council Conference Room A**

**Suite 425, City Hall**

**117 West Duval Street**

**I. Attendance**

City Council President Lori Boyer, Board Chairperson

City Council Vice President John Crescimbeni, Board Vice Chairperson

City Council Member Greg Anderson, Board Member

Barbara Goodman, Board Member

M. G. Orender, Board Member

Kirit Patidar, Board Member

Craig Smith, Board Member

Jeffrey Truhlar, Board Member

Annette Hastings, TDC Executive Director

Yvonne P. Mitchell, Council Research Assistant

Kirk Sherman, Council Auditor

Lawsikia Hodges, Deputy General Counsel

Greg Pease, Chief of Procurement

**Meeting Convened: 1:04 p.m. Meeting Adjourned: 4:04 p.m.**

**Introduction**

Chairwoman Boyer convened the meeting and the attendees introduced themselves for the record. She informed the members of a public records request from Representative Richard Corcoran. Chairwoman Boyer, Kirk Sherman, and Lawsikia Hodges have drafted a response for the TDC to review. The letter is expected to be completed and submitted by next week.

**Approval of Minutes**

Motion/2nd move to approve minutes from January 19, 2017 meeting – Ore~~m~~nder/Truhlar (5-0)

**Recommendations as to procurement track based on bid**

Greg Pease, Chief of City’s Procurement Division, gave an overview of the ideal procurement track for each of the four planned components: Consultant Services; Tourist Bureau; Convention Sales and Services; and Tourism Marketing and Communications that have been vetted for contractual bids. The procurement tracks are CSPEC (Competitive Sealed Proposal Evaluation Committee) and PSEC (Professional Services Evaluation Committee). Mr. Pease recommended that Consultant Services (planning and evaluation of New Tourist Attractions) should follow the PSEC process; and the remaining three components should follow the CSPEC process. TDC has one voting member on CSPEC. However, this process is more flexible than PSEC. CSPEC allows the voting member three options in regards to scoring: 1) score response; 2) solicit subject matter experts (SMEs) to help with scoring; or 3) enlist SMEs to score responses and provide the average as the final score. Lawsikia Hodges confirmed that the final recommendation of both PSEC and CSPEC come to the TDC for approval which is a change from the last cycle.

**Conflict of interest and procurement isolation updates**

Lawsikia Hodges sent an information request email to each member to obtain details regarding their affiliation with actual or prospective bidders to address potential conflict of interest. The concept is to determine which members may or may not be able to participate in the bidding process to minimize issues regarding potential conflicts. Ms. Hodges briefed the committee on three types of conflicts:

1. Prohibited conflict – includes employment relationships, contractual relationships, and material interest
2. Voting conflict – disclosure necessary prior to discussions; and must abstain from vote
3. Perceived conflict – public is unaware of logistics which can cause misunderstanding of actual situation

Ms. Hodges will vet specific ethical questions and speak with individual members. She shared disclosure details of the members that responded to the email. Chairwoman Boyer explained that commissioners should not share bid details within their various business circles that could be potential bidders.

**Public Comment**

Michael Munz~~s~~, Dalton Agency, commented that an agency is only as good as your client allows from a strategic approach. The execution of a marketing strategy depends on the great input, direction, and feedback. Mr. Munz~~s~~ suggested the committee consider, in addition to, the format and execution throughout the life of the contract. The concern is whether the committee will be in a position to be a managing agency or a contracted administrator for a group that actual manages the agency.

**Discussion Topics for Tourist Development Plan Request For Proposal**

*Tourist Bureau Component*

The language regarding Visitor Centers in the Tourist Plan Component is in the current Ordinance. Therefore, any changes to hours of operation would have to go before the Council. Additional information is necessary to include technology and other applications for access.

*Minimum Qualifications of Bidders*

The items listed on the document were derived from various RFPs. The TDC agreed to maintain the following minimum qualifications for bidders:

* Must be licensed to do business in Florida
* Must have a minimum of three (3) years of prior experience executing services in the Scope of Work or similar services
* Must provide a minimum of three (3) references of clients
* Must have office in Jacksonville

Note: Mr. Pease will review grant contract language for possible insertion to minimum qualifications.

*RFP Proposal Content*

There was extensive discussion regarding the recommended budget base on the Scope of Work. Mr. Sherman will provide questions to request information regarding the level of detail for reimbursements to include training and travel expenses. Council Member Anderson agreed to submit language as it pertains to travel. Chairwoman Boyer requested Mr. Pease and Ms. Hodges to review whether the bidder has to comply with governmental fiscal policies.

The TDC further vetted the Scope of Services and Deliverables and the Evaluation Criteria. Currently, required visitor centers must be located in Downtown Jacksonville and the Jacksonville Beaches. The expectation is that the bidder will present recommendations to best locations to increase usage. It was discussed that terms and use of subcontractors should be defined clearly. It was suggested that consideration to Tampa area for successful system. It should be noted that majority of the items listed under Scope of Work and Deliverables were agreeable with the committee at this point.

*Tourist Marketing*

Chairwoman Boyer reminded the commission about the time frame of meeting. The TDC agreed to begin review of the Tourist Marketing component. Mr. Pease offered to take current changes and drop the information into a CSPEC template. This document will be ready after the February 3rd meeting.

Chairwoman requested the commission to review the narrative section for possible expansion. It was discussed that earned media items should be included in the Scope of Services and Deliverables.

*Minimum Qualifications*

The TDC agreed to maintain the following minimum qualifications for bidders:

* Must be licensed to do business in Florida
* Must have a minimum of three (3) years of prior experience executing services in the Scope of Work or similar services
* Shall be a full-service Advertising, Communications, Marketing and Public relations Agency of Record (AOR) or conducting business as an AOR
* Must have previous tourism marketing experience

Due to the time restraint, Chairwoman Boyer requested commissioners to review the remaining document and make changes, as deemed appropriate. This will be the working document for the next meeting.

**Future meetings**

This group will meet again on Friday, February 3, 2017. The regular quarterly TDC meeting is February 16, 2017 at 10:00a.m. The commission will meet for normal business on the 16th in the first have of the meeting before a scheduled break. The meeting will reconvene at 1:00p.m. to complete commission business.

The meeting was adjourned at 4:04 p.m.

Jeff Clements, Council Research Division

Posted 02.17.17 12:00 p.m.

\* The written minutes for this meeting are an overview of the discussion. For verbatim comments, the audio version is accessible through the TDC webpage or it may be retrieved from the Office of Legislative Services.