

**OFFICE OF THE CITY COUNCIL**

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**PRELIMINARY MEETING MINUTES**

**TOURIST DEVELOPMENT COUNCIL SPECIAL MEETING**

**Monday, April 3, 2017**

**3:30 P.M.**

**City Council Conference Room A**

**Suite 425, City Hall**

*These minutes are unofficial until reviewed and approved by the*

*Tourist Development Council at a future meeting.*

**Attendance**

City Council President Lori Boyer, Board Chairperson

City Council Vice President John Crescimbeni, Board Vice Chairperson(arr. 3:37 p.m.)

City Council Member Greg Anderson, Board Member (arr. 3:37 p.m.)

Barbara Goodman, Board Member

M. G. Orender, Board Member

Kirit Patidar, Board Member

Craig Smith, Board Member - Excused

Jeffrey Truhlar, Board Member

Annette Hastings, TDC Executive Director

Jeff Clements, Chief of Research

Kirk Sherman, Council Auditor

Phillip Peterson, Council Auditor’s Office

Lawsikia Hodges, Deputy General Counsel

Greg Pease, Chief of Procurement

          **Meeting Convened 3:33 p.m. Meeting Adjourned: 6:13 p.m.**

**Introduction**

The meeting was called to order and the attendees introduced themselves for the record.

**Approval of Minutes**

**Motion** (Goodman/2nd Truhlar): approve the minutes of the March 23, 2017 TDC Special Meeting as distributed – **approved unanimously**.

**Public Comments**

None

**Omnibus Tourist Development Plan Request For Proposal - Greg Pease**

Basis of Award Method

Greg Pease, Chief of Procurement, gave overviews of the three alternative basis of award versions he had prepared. All three alternatives have a similar methodology for the written and interview portion of the process. The first alternative provides for making the award to the highest scorer in each element, or to the highest combined scorer on all the components. The second alternative provides for bonus points for responding to multiple components. The third alternative provides for scoring and award of additional points for proposing additional services and enhancements. Option three is where the TDC was leaning at the last meeting, but it is rather complicated. Option two was developed as an incentive to propose on multiple components but in a simpler format than grading each proposed additional service and enhancement. In response to a question from Council Member Crescimbeni, Mr. Pease explained that the bonus points only accrue to proposers that reach the interview stage (top two scorers or within 10 points of the top score in each element). The Chair polled the group about their preferences – a majority expressed a preference for option 3, with some suggested refinements regarding baseline scores and the score differential required for a non-top two scorer to qualify for the interview round. Council Member Crescimbeni did not care for any of the three methodologies and felt that option 3 would be extremely complex, cumbersome and open to challenge by unsuccessful proposers.

The group discussed the pros and cons of the various methodologies and potential refinements in language to option 3. Mr. Pease said the Procurement Division could successfully implement any of the three options and that all three are legally defensible. Questions were asked about the differential in the bonus points available per category. Council Member Crescimbeni advocated for simplicity and clear understandability as the best defense against future legal challenge by an unsuccessful proposer. Mr. Orender advocated for awarding all three components to a single company, provided it was at least minimally qualified in all components and that each candidate had the opportunity to demonstrate its special qualifications and proposed enhancements, perhaps in the interview process. Chairwoman Boyer felt that option 1 offered the simplest opportunity to make awards to the best proposer in each category if multiple companies were each best in a different category, or to one company if it is the overall best in the combined elements. Council Member Anderson suggested adding the enhancements element from option 2 into the option 1 methodology. In response to a question from Deputy General Counsel Lawsikia Hodges, Mr. Pease said that an enhancement plan would not be disclosed to the TDC prior to award and could not be part of the award methodology. The group discussed the purpose and usefulness of the 65 point minimum in each category to qualify for a combined award.

**Motion** (Crescimbeni/2nd Anderson): utilize the Option 1 methodology

**Motion** (Crescimbeni): amend Option 1 to eliminate the 65 point minimum threshold for the interview process, but keep the 10 point differential from the top scorer to qualify for the interview – **dies for lack of a second.**

A public comment opportunity was offered; there was no public comment.

The Crescimbeni motion was **approved** 6-1 (Patidar opposed)

**Approval of Omnibus RFP Draft for CSPEC Review & Approval**

**Motion** (Orender): approve the omnibus RFP draft for CSPEC review, including authority to OGC and Procurement Division to make technical changes and correct scrivener’s errors prior to advertisement

The group discussed the contract extension terms and whether to be specific about the sequence of the number of years (2 years, 2 years, 3 years); the mandatory term lengths will be deleted to allow the TDC flexibility. Paragraphs 1.2.1 and 1.2.2 were amended to say funding could be increased or decreased annually.

The group discussed the RFP issuance timeline and determined that the response deadline should be left at 21 days (May 3rd). Ms. Boyer noted that the City Council year changes July 1st and with it a new TDC Chair and potentially new council representatives; it would be preferable for the current TDC that has developed the RFP to make the selection. Paragraph 1.10 will be amended to require reference to the TDC RFP on the outside of the response to the Procurement Division. The document will be amended to reflect that “buyer” means “TDC” throughout. Commissioner Goodman pointed out that the document states that visitor kiosks must be manned and staffed – the group’s understanding was that the kiosks are intended to be unstaffed (except for the Jacksonville International Airport kiosk). The RFP must reflect the ordinance language with regard to kiosks.

Another special TDC meeting was scheduled for Wednesday, April 5th from 2:30 to 4:30 p.m.

The group discussed how the TDC would score the proposals and how that score would be reported to the CSPEC: all TDC members scoring all proposals and the scores being averaged to be reported to CSPEC; appointing a TDC scoring committee to score the proposals for averaging and report to CSPEC; or designation of one TDC member to score the proposals on behalf of TDC. Ms. Boyer and Mr. Pease emphasized that whatever group is designated to interview the finalists must be present at all interviews; members should not hear some interviews and not others for the sake of fairness. Ms. Hodges said that all TDC members are eligible to be scorers; her analysis found that no TDC members have any conflicts of interest that would prohibit them from hearing and scoring the proposals. Another analysis will need to be done later in the process to determine if there are any conflicts at that point because of relationships TDC members may have with RFP respondents.

**Motion** (Crescimbeni/2nd Goodman): designate Chairwoman Boyer as the TDC’s CSPEC member, and the entire TDC membership will score the proposals and the results will be averaged by the Procurement Division and reported to CSPEC by Ms. Boyer – **approved unanimously**.

Intellectual property issues: Ms. Hodges will incorporate suggestions from the OGC’s intellectual property attorney into the next draft. The contracts will provide that items that require federal trademarks or copyrights will be processed by the City but paid for out of the contract budget. Ms. Hodges will send out the intellectual property changes as a separate document to the TDC members for review prior to the Wednesday meeting.

Members were urged to send Ms. Hodges any other proposed changes to the documents as soon as possible so that she can circulate the next draft in advance of the Wednesday meeting.

**Other Business**

Request from Florida House Representative directed to Visit Jacksonville: Florida Speaker of the House Richard Corcoran has directed a request similar to the one sent to the TDC several weeks ago asking the same questions of Visit Jax rather than the TDC. Visit Jax drafted a response that was reviewed by Chairwoman Boyer this morning and she suggested several revisions for clarity, many of which have already been completed. Ms. Boyer and the Auditor’s Office will review the revised reply this evening in time for it to be transmitted to the Speaker of the House by tomorrow afternoon’s deadline. The Visit Jax response will incorporate information on private/partnership funding to the organization that was not covered in the TDC’s response. Ms. Boyer recommended that the TDC clearly indicate how its expenditures fit within the framework of allowable expenses for bed tax revenues and annotate Visit Jax’s financial report to clearly distinguish the public and private funds received and expended. Visit Jax CEO Paul Astleford said that the organization’s by-laws will have to be changed because they currently require that board members must be dues-paying partners of Visit Jax.

Council Member Crescimbeni requested some reliable methodology for tracking room bookings attributable to different marketing avenues – what bookings are attributable to the tourism marketing entity versus the convention marketing entity versus the City’s Office of Sports and Entertainment versus SMG versus other events and promoters? Ms. Boyer suggested the need for the TDC to have a data analyst to analyze the marketing and room booking data the TDC receives for validity.

Commissioner Patidar suggested that a deliverable be added to the contract to require that prospect information, leads, etc. be reportable to the TDC.

**Adjourn**

The meeting was adjourned at 6:13 p.m.

Jeff Clements, Council Research Division

Posted 4.7.17 3:00 p.m.