



**JACKSONVILLE AVIATION AUTHORITY
SPECIAL AWARDS COMMITTEE MEETING AGENDA
JULY 29, 2019**

In accordance with JAA Standard Practice No. 216, the above-referenced meeting was properly noticed to the public pursuant to Florida's Public Meeting and Sunshine Laws and is being held at approximately 10:30 AM. in the Procurement Conference Room of JAA's Administration Building, which is located at 14201 Pecan Park Road, Jacksonville, Florida 32218. The following represents an agenda of the items requiring action, recommendations and/or votes of JAA's Awards Committee and, pursuant to § 286.011(2), Florida Statutes, minutes of this meeting will be made available upon request. ***The vendors referenced in the award submissions below have been verified against the Excluded Parties List System maintained by the General Services Administration at <https://www.sam.gov/portal/public/SAM/>.***

Noticed Agenda Item

(Exhibits available upon request)

Item 1: AC2019-07-03S

**Marketing Consultant Services
Vendor: St. John & Partners**

(Cost: \$160,000.00; Funding: Contingency FY19)

SUBMISSION FOR AWARDS COMMITTEE APPROVAL

Subject/Awardee: Marketing Consultant Services / St. John & Partners	Cost: \$160,000.00
Solicitation No: Amendment	Budgeted, Transferred, or Contingency: Contingency FY19
On-Going Maintenance Cost: N/A	Funding Source: 11105.77280

Attached / Supporting Documents

Exhibit "A" – AC2018-12-06, Summary of scope of work, and Evaluation Matrix
Exhibit "B" – St. John & Partners Proposal for Marketing & communications Plan for upcoming expansion construction projects and budget transfer form

BACKGROUND:


In September of 2018, JAA released Request for Proposals No. 18-24-11105 (RFP) for Marketing Consultant Services with the purpose of obtaining a firm to create, refine and/or develop advertising and promotional materials for JAA-managed assets and services on an "as-needed" basis. In December of 2018, JAA Award No. AC2018-12-06 was approved to award the RFP to St. John & Partners with an estimated annual budget of \$80,000.00, based upon historical spend.

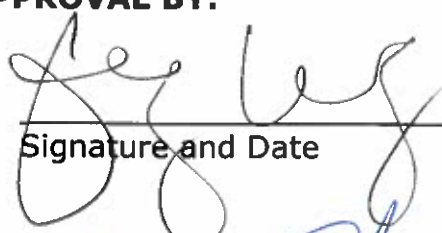
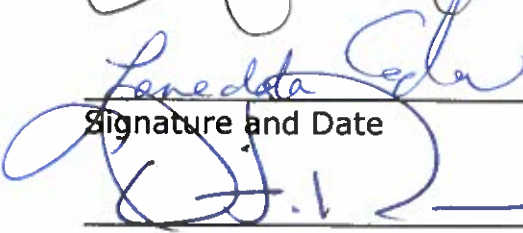

As a result of a recent directive, Marketing requested a proposal from St. John & Partners for a multi-year comprehensive marketing and communication plan associated with JAA's new Concourse B Terminal Expansion Project. The requested marketing services are within the scopes of service contemplated by the RFP and award documents and are anticipated to run concurrently with JAA's terminal expansion efforts. At the time of the directive, however, the requested marketing services were outside of the approved budgeted spend, which resulted in a contingency transfer request.

RECOMMENDATION:

Marketing recommends that JAA Award No. AC2018-12-06 to St. John & Partners, for marketing-related services, be amended to: (i) increase the scope of services contemplated by RFP No. 18-24-11105 to specifically include a multi-year comprehensive marketing and communication plan running concurrently with JAA's efforts associated with its new Concourse B Terminal Expansion Project; and (ii) increase the initial award amount by \$160,000.00, resulting in a new total potential not-to-exceed award amount of \$560,000.00 over a five-year term.

SUBMISSION FOR AWARDS COMMITTEE APPROVAL

Verification of Funding		I have verified that, as of 7/25/2019, there are budgeted funds in the above-referenced funding source that are sufficient to cover the amount of this award submission (<i>directors or their designees may verify funding; however, verification of an award submission that is unbudgeted or that requires transferred or contingency funding must also attach approved documentation evidencing the same</i>).
Name/Title:	Barbara Halverstadt Director, Marketing	
Signature:		

ORIGINATED AND SUBMITTED FOR APPROVAL BY:	
Greg Willis Marketing Program Manager	 7/25/19 <hr/> Signature and Date
PROCUREMENT REVIEW:	
Buyer: LeNedda Edwards	 7/25/19 <hr/> Signature and Date
Devin J. Reed Procurement Director	 07.25.19 <hr/> Signature and Date
SUBMITTED FOR APPROVAL:	
Barbara Halverstadt Director, Marketing	 7/25/19 <hr/> Signature and Date

AWARDS COMMITTEE APPROVAL / DENIAL: (Vote: _____ Ayes; _____ Nays)

Meeting Date: _____

Recording Secretary

CEO APPROVAL:

Mark D. VanLoh
Chief Executive Officer

Signature and Date

CONDITIONS OF APPROVAL, IF ANY: