



JACKSONVILLE AVIATION AUTHORITY AWARDS COMMITTEE MEETING AGENDA

JULY 27, 2023

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 11:00 a.m. at the JAA Administration Building, 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: AC2023-07-01

Microsoft Office 365 License Renewal

Vendor: SHI International, Corp.

(Cost: \$98,859.71 Funding: 24001)

Piggyback Posting: July 18-25, 2023



SUBMISSION FOR AWARDS COMMITTEE APPROVAL

Subject/Awardee: Microsoft Office 365 License Renewal / SHI International Corp. **Cost:** \$93,859.71

Solicitation No: Piggyback **Budgeted, Transferred, or Contingency:** Budgeted

On-Going Maintenance Cost: n/a **Funding Source:** 24001

Attached / Supporting Documents

Exhibit "A" – Sourcewell Contract No. 081419-SHI

Exhibit "B" – SHI Quote No. 23684441 and Public Notice Posting

BACKGROUND:

The Jacksonville Aviation Authority (JAA) utilizes Microsoft products, including but not limited to Microsoft 365 for SharePoint, Power platform, cloud storage and Office 365. As with all software, ongoing maintenance support and upgrades are required to keep software applications updated.

Description	Amount	Additional Licenses, as-needed	Total
Microsoft 365 for SharePoint, Power platform, cloud storage and Office 365, Quote No. 236844441	\$89,390.20	\$4,469.51	\$93,859.71

Pursuant to Sections 2.05(A) (12) and/or 3.08 of JAA’s Procurement Code, Procurement has reviewed the competitively awarded contract and is of the opinion that it is in JAA’s best interest to piggy-back the Sourcewell Contract No. 081419-SHI competitively awarded to SHI International Corp. for hardware, software, peripherals, cloud, and technology solutions.

RECOMMENDATION:

Information Technology recommends JAA utilize Sourcewell Contact No. 081419-SHI, pursuant to Sections 2.05(A)(12) and/or 3.08 of the Procurement Code, to make a properly noticed award to SHI International Corp., for additional licenses, hardware, software, peripherals, cloud, and technology solutions, in a potential not-to-exceed amount of \$93,859.71, with a duration through the October 31, 2024, contract expiration, as well as any renewals that may subsequently become available under the utilized contract, not to exceed five years in total duration. JAA reserves the right to make similar purchases from other vendors when it is in its best interest to do so. Funding is budgeted within cost center 24001.



SUBMISSION FOR AWARDS COMMITTEE APPROVAL

Verification of Funding	
Title:	Steven Schultz, Director of Information Technology
Signature:	

I have verified that there are budgeted funds in the above-referenced funding source that are sufficient to cover the amount of this award submission (*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*).

ORIGINATED AND SUBMITTED FOR APPROVAL BY:

Steven Schultz
Director, Information Technology

Signature and Date

PROCUREMENT REVIEW:

Marilyn V. Fryar
Contract Administrator

Signature and Date

LeNedda Edwards
Director of Procurement

Signature and Date

SUBMITTED FOR APPROVAL:

Ross Jones
Chief Financial Officer

Signature and Date

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

Meeting Date: Thursday, July 27, 2023

Recording Secretary

CEO APPROVAL:

Mark VanLoh
Chief Executive Officer

Signature and Date

CONDITIONS OF APPROVAL, IF ANY (*if over \$325,000.00, Board approval or ratification must be made pursuant to Sec 332.0075(3)(b), Florida Statutes*):



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Noticed Agenda Item

(Exhibits available upon request)

Item 2: AC2023-07-02

**Marketing Consulting Services
Vendor: St. Johns & Partners
(Cost: \$20,000.00 Funding: 11105.77280)**



SUBMISSION FOR AWARDS COMMITTEE APPROVAL

Subject/Awardee: Marketing Consulting Services / St. John & Partners		Cost: \$20,000.00
Solicitation No: Amendment	Budgeted, Transferred, or Contingency:	Budgeted
On-Going Maintenance Cost: N/A	Funding Source:	11105.77280
Attached / Supporting Documents		
Exhibit "A" – AC2018-12-06 and AC2019-07-03S		
Exhibit "B" – Estimate No. 5179-1-1, JAA Jaguars Sponsorship Video Updates		

BACKGROUND:

In September 2018, the Jacksonville Aviation Authority (JAA) released Request for Proposals No. 18-24-11105 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.

Marketing has a few additional projects to complete that require consultation services, and approved funding on the previous awards are approaching their limit. Marketing is requesting additional funds to cover the remaining four months as the contract expires on December 23, 2023.

Final projects include, but are not limited to, the 2023 JAX Airport Jaguars Away Game television spot, as well as additional digital advertising with Breeze Airways for new service.

RECOMMENDATION:

Marketing recommends JAA Award No. AC2018-12-06, awarded to St. John & Partners for marketing consultant services, be further amended to increase the contract amount by \$20,000.00 to complete additional projects over the next four remaining months of the award, resulting in a new potential not-to-exceed award total of \$580,000.00. Service requests under this award are on an "as-needed" basis, at JAA's sole discretion, based on contractor performance.



SUBMISSION FOR AWARDS COMMITTEE APPROVAL

Verification of Funding	
Title:	Barbara Halverstadt, Chief Marketing Officer
Signature:	

I have verified that there are budgeted funds in the above-referenced funding source that are sufficient to cover the amount of this award submission (*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*).

ORIGINATED AND SUBMITTED FOR APPROVAL BY:

Greg Willis
Marketing Program Manager

Signature and Date

PROCUREMENT REVIEW:

Marilyn V. Fryar
Contract Administrator

Signature and Date

LeNedda Edwards
Director of Procurement

Signature and Date

SUBMITTED FOR APPROVAL:

Barbara Halverstadt
Chief Marketing Officer

Signature and Date

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

Meeting Date: Thursday, July 27, 2023

Recording Secretary

CEO APPROVAL:

Mark VanLoh
Chief Executive Officer

Signature and Date

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