

RFP 24-178, Advertising & Related Marketing Services for Indigent Health Care Programs

2nd Selection Committee Meeting Minutes

April 26, 2024

Selection Committee Members:

Lauren McCall, Communications
Terri Saltzman, Health & Human Services
Joy Johnson, Health & Human Services
Kris Keprios, Tourism/Sports Marketing
Darrell Johnson, Supplier Diversity

Staff: Ari Goldstein, Senior Procurement Analyst
Shana Thompson, Procurement Analyst

The committee convened at approximately 1:10 p.m. All committee members were present. Selection Committee members scored each proposal in alphabetical order using the evaluation criteria and selection process, Elevation Level 2.

The scores are as follows:

Proposer:	Score:
Vistra Communications, LLC	92
Sachs Media	90
Chatter Buzz Media, LLC	75
AcrobatAnt, LLC	68
Accuate Media, LLC	63
WeUsThem Inc.	51

In accordance with the RFP Selection Process Elevation Level 2, the Selection Committee collectively decided to elevate the 2 highest scored Proposers to Elevation Level 3, Proposer Interviews.

In accordance with Elevation Level 3 (Proposer Interviews), at this interview the Proposer(s) shall make a presentation focusing on a case study of a previous project similar in scope of this RFP, specifically the research approach and target audience reach out. The Selection Committee Members will have an opportunity to inquire about any aspect of the RFP and the Proposers Proposal. Each interview has been scheduled for 35 minutes. Each Proposer will have 15 minutes for their presentation which will allow for 20 minutes for questions from the Selection Committee. Proposers should ensure that Project Manager and up to two additional key personnel are present at the interview.

The interviews have been scheduled for Friday, May 3, 2024, at the County Administration Building, Room 413 (4th Floor), 330 West Church Street, Bartow, Florida, 33830 as follows:

Sachs Media	1:00 p.m.
Vistra Communications, LLC	1:45 p.m.

In accordance with Florida Statute 286.0113, all interviews conducted will be exempt from attendance by anyone other than the selection committee. At the end of the last interview, the meeting will be open to the public and the ranking of firms and recommendation of award will occur in the sunshine.

Meeting was adjourned at approximately 2:15 p.m.

Respectfully submitted,

Ari Goldstein
Chairperson / Senior Procurement Analyst