

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

Interview Meeting Minutes

Friday, May 3, 2024

Selection Committee Members:

Lauren McCall, Communications Division
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

Interviews convened at approximately 1:00 p.m. on Friday, May 3, 2024. All Selection Committee members were present. Presentations were made in alphabetical order followed by questions of the Committee. The interviews ended at approximately 2:20 p.m.

After the Presentation/Interviews, the Selection Committee meeting became open to the public at 2:30 p.m. The Selection Committee ranked the firms from one to two with a ranking of one for the Proposer deemed to be the most highly qualified to perform the required services. The following are the firms interviewed and their final ranking by the Selection Committee.

Proposer		Rank
Vistra Communications, LLC	Lutz, FL	1
Sachs Media, Inc.	Tallahassee, FL	2

In accordance with the RFP's Selection Process, Elevation Level 3, Proposer Interviews, the Selection Committee collectively decided to recommend the Board authorize staff to enter into contract negotiations with the highest-ranked Proposer, Vistra Communications. Should negotiations fail with Vistra Communications, negotiations will be terminated, and staff will begin negotiations with Sachs Media, Inc.

Meeting was adjourned at approximately 3:00 p.m.

Respectfully submitted,
Ari Goldstein, Senior Procurement Analyst