

**CITY OF NAPLES AIRPORT AUTHORITY (NAA)
Board of Commissioners
Notice of Consultant Selection Committee Meeting**



Please note: *Because of the COVID-19 pandemic, the Consultant Selection Committee meeting will be a hybrid meeting whereby the public is invited to participate in person or via Zoom. To join the webinar via Zoom, please register in advance at the following link:*

https://zoom.us/webinar/register/WN_ojNpjtEgRvOBqBpVn1Jz1A

AGENDA

**Airport Office Building, 200 Aviation Drive North, Naples or
By Registering via the Virtual Meeting Link Above**

Wednesday, March 31, 2021

1:30 p.m.

Commissioner Michael Lenhard – Chair and Consultant Selection Committee Member

Commissioner Kerry C. Dustin – Vice Chair and Audit Committee Chair

Commissioner Donna M. Messer – NCC and TAC Liaison

Commissioner James Rideoutte – Audit Committee Member

Commissioner Rick Ruppert – Consultant Selection Committee Chair

Executive Director: Christopher A. Rozansky

Authority Attorney: William L. Owens, Esq. of Bond, Schoeneck & King, PLLC

Welcome. If you wish to address the Consultant Selection Committee regarding an item listed on the Agenda, please complete a Speaker Registration form and hand it to the Executive Assistant prior to consideration of that item. We ask that speakers limit comments to 5 minutes and that large groups name a spokesperson whenever possible. All written, audio-visual, and other materials distributed to Committee members or staff during this meeting will become the property of NAA and will be a public record. Thank you for your interest and participation.

NOTICE

Formal action may be taken on any item listed on the Agenda below, or added to the Agenda before or during the meeting, or discussed during the meeting without being added to the Agenda. Also, the sequence of items may be changed as the meeting progresses.

Any person who decides to appeal a decision of this Committee with respect to any matter considered at this meeting (or hearing) will need a record of the proceeding and may need to ensure that a verbatim record of the proceedings is made, which record includes the testimony and evidence upon which the appeal is to be heard.

Any person with a disability requiring auxiliary aids or services in order to participate in this proceeding for meetings at the City Council Chamber may call the City Clerk's Office at 213-1015, or for meetings at the Airport Office Building, the NAA Executive Assistant's Office at 643-0733, with requests at least two business days before the meeting.

Information on Action Items and other items which has been provided in advance of this meeting may be inspected at the office of the Executive Assistant, General Aviation Terminal Building, 2nd Floor, 160 Aviation Drive North. Minutes of this meeting will be prepared for Board approval, usually at the next Regular Meeting.

A. ROLL CALL

B. PLEDGE OF ALLEGIANCE

C. AGENDA (Add, delete or re-sequence items)

D. DISCUSSION ITEM

1. Interviews and Ranking of Responses to Public Relations and Marketing Services - Request for Proposals (RFP)

- | | |
|--|-----------|
| a. Aviatrix Communications, LLC | 1:35 P.M. |
| b. Gravina, Smith, Matte & Arnold Marketing & Public Relations | 2:10 P.M. |
| c. Quest Corporation of America, Inc. | 2:45 P.M. |

E. PUBLIC COMMENTS (Public comments accepted for items not otherwise listed on the Agenda; 5 minute limit)

F. CORRESPONDENCE/COMMISSIONER COMMENTS & REQUESTS/MEETINGS

G. ADJOURN

Information on Discussion Items and other items which has been provided in advance of this meeting may be inspected at the office of the Executive Assistant, General Aviation Terminal Building, 2nd Floor, 160 Aviation Drive North. Minutes of this meeting will be prepared for Board approval, usually at the next Regular Meeting.

NOTE: The Consultant Selection Committee is comprised of Committee Chair Ruppert and NAA Chair Lenhard. All NAA Commissioners are welcome to attend and can “opt in” to participate and vote.



To: Honorable Chair of the Consultant Selection Committee and Commissioners

From: Christopher A. Rozansky, Executive Director

By: Zachary Burch, Community Outreach & Communications Manager

Meeting Date: March 31, 2021

Re: **DISCUSSION ITEM**

1. **Interviews and Ranking of Responses to Public Relations & Marketing Services - Request for Proposals (RFP)**

ACTION REQUESTED: Interview the three (3) shortlisted firms and make a rank-order recommendation to the full Board for their meeting on April 15, 2021.

BACKGROUND: An RFP for public relations and marketing services was issued on February 7, 2021. The RFP was advertised and posted to the www.flyneples.com website.

Prior to the March 8, 2021 due date, the City of Naples Airport Authority received seven proposals in response to the *Naples Airport Public Relations & Marketing Services* RFP. Every submittal was carefully evaluated by select members of the NAA Staff and the following three firms have been shortlisted for further consideration (in alphabetical order):

1. Aviatrix Communications, LLC
2. Gravina, Smith, Matte & Arnold Marketing & Public Relations
3. Quest Corporation of America, Inc.

The first 5 minutes of the meeting will allow time for Commissioner comments and questions for staff regarding the RFP and selection process. Once that is completed, each firm will have up to 15 minutes for their presentation followed by a 15-minute question and answer period.

The RFP included the following criteria by which proposals would be evaluated:

- Experience of the Firm (experience and past record)
 - Experience working on projects of comparable scope and complexity
 - Communication experience with community groups, customers, and community leaders

- Whether the firm is a certified minority business enterprise as defined by the Florida Small and Minority Business Assistance Act
- Professional qualifications necessary for satisfactory performance (adequacy of personnel)
 - Firm has shown sufficient staffing and planning to meet or exceed the expectation of the NAA
- Specialized experience and technical competence in the type of work required (capability)
 - Consultant's methodology and proposal are consistent with tasks required in scope
 - Samples of past projects demonstrate high level of expertise
- The capacity to accomplish the work in the required time (adequacy of personnel)
 - Consultant has adequate staff and resources for this project
 - Consultant has the ability to offer the breadth and quality of services required for the work.
- Understanding of the project (capability)
 - Consultant has demonstrated understanding of key elements of the project
 - Consultant has provided logical approach to tasks and issues of the project
- Cost of services
 - Cost of services is consistent and reasonable
- Quality of the interview/presentation
 - Presentation was clear and concise and demonstrates expertise in subject matter
 - Oral Presentation - communication techniques/ability consistent with project scope

After all presentations are complete, the Committee will be asked to provide a ranking of the firms interviewed. With Board approval, staff will work with the selected firm and Authority legal counsel to finalize a contract. The results of the Consultant Selection Committee will be presented to the full Board for approval on April 15, 2021.

COMMUNICATIONS PLAN: The firms will be notified of the final ranking, and the results will be posted on our web site.