Minutes
March 31, 2021
Consultant Selection Committee

A. ROLL CALL

Meeting was called to order by Consultant Selection Committee Chair Ruppert at 1:30 p.m. in the Airport Office Building, 2nd Floor Conference Room. Commissioner Lenhard, Committee Member was present in person and Commissioner Dustin was present virtually and opted in. Staff present in person were Ms. Cooper and Mr. Burch. Present virtually were Mr. Rozansky, Mr. Owens, Ms. Bendle, Ms. Vandersluis and Ms. Menard. Ms. Vandersluis was present in the Larson Conference Room.

B. PLEDGE OF ALLEGIANCE

Chair Ruppert led the Pledge of Allegiance.

C. AGENDA

Ms. Cooper said that there were no changes to the agenda but that after the Committee packet was distributed, staff gave the three highest ranked firms an assignment to recreate a monthly operations summary report in a more eye-catching format.

D. DISCUSSION ITEMS

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

Mr. Burch provided an overview of the RFP process in which seven proposals were received. After staff carefully evaluated each submittal, he said that three firms were shortlisted for further consideration. Mr. Burch added that after the three presentations today, staff will request the Committee to rank the three firms in order of preference. This will allow staff to begin negotiations with the highest ranked firm. Mr. Burch clarified that the RFP is for on-call services, which means that the firm can only bill the Authority for tasks assigned by an NAA staff member.

In response to Commissioner Lenhard, Mr. Burch clarified that Gravina, Smith, Matte & Arnold has been the incumbent for 11 years. Mr. Burch gave an overview of the shortlisting process that was based on the criteria shown in the evaluation matrix, including cost, experience and professional qualifications.

In response to a question from Commissioner Dustin, Mr. Rozansky stated that we are satisfied with the organization's branding and were not planning to design a new web site. Mr. Burch commented that the website is much improved, but there's always room for improvement.

a. Aviatrix Communications, LLC

Ms. Katie Franco, Owner and Project Manager of Aviatrix Communications, was present in person. She introduced Ms. Crystal Heavers, Creative Developer, and Ms. Rosemary Barnes, Public Relations Manager who were participating virtually, and provided summaries of their credentials.

Ms. Franco provided a summary of their firm's extensive background and expertise in working at and supporting commercial and general aviation airports. In response to the assignment that was given to her team earlier this week, she displayed a potential new design to the NCC monthly report.

A question and answer period followed regarding how the firm would service the NAA from California, the firm's experience with crisis communications, how they would handle social media as it relates to Florida public records law, their greatest contribution at the Truckee Tahoe Airport, the rationale behind the proposed website fee, their experience in interacting with City government and their approach to keeping high profile projects separate and distinct from a stakeholder perspective.

b. Gravina, Smith, Matte & Arnold Marketing & Public Relations

Ms. Jennifer Hamilton, Partner at Gravina, Smith, Matte & Arnold Marketing & Public Relations (GSMA), introduced herself and noted that she has served the Authority for the past five years. Ms. Tina Matte, Named Partner with GSMA, introduced herself and noted that she has been with the firm for 22 years. Ms. Angela Bell, Partner with GSMA, introduced herself and said that she has been with the firm for 13 years.

Ms. Matte provided a summary of her firm's experience, and Ms. Hamilton provided a summary of the breadth of services that they have provided to the Authority. As a follow up to the assignment given, she displayed the existing format of the Noise Compatibility monthly report as well as a newly redesigned graphic that could be easily understood by the public.

A question and answer period followed.

Commissioner Dustin announced that he had to leave the meeting due to another commitment and was unable to listen to the third presentation. Mr. Owens suggested that Commissioner Dustin opt out in fairness to all three candidates and allow the two members of the Committee to vote and rank the candidates. Commissioner Lenhard asked if Commissioner Dustin could share his comments regarding the first two candidates. Mr. Owens said that he could share comments for the Committee's consideration.

Commissioner Dustin said that both presentations were great but that he was more favorably inclined toward Aviatrix's expertise in aviation, master plans, noise issues and crisis management. His biggest concern was that Aviatrix was not local. He thought Aviatrix's supplemental exercise was quite good and that they showed how to simplify something quite technical. Regarding GSMA, Commissioner Dustin said that they have done a very good job for what we have asked but felt we run the risk that they might become conflicted with respect to their work with the City. He said that he would place Aviatrix as No. 1 and GSMA as No. 2.

Commissioner Lenhard said that he agreed with Commissioner Dustin's comments.

Chair Ruppert stated that he agreed with Commissioner Dustin's comments but questioned Aviatrix's cost and budgeting in the proposal. Commissioner Dustin agreed with that but added that he would expect staff to address those concerns. Mr. Rozansky questioned Aviatrix's line item for website costs.

Commissioner Dustin formally opted out and stated that his comments were shared only for the other two Commissioners to consider.

c. Quest Corporation of America, Inc.

Ms. Jill Cappadoro, Executive Vice President, Project Principal/Market Research; introduced herself and said that she has been employed by Quest for 12 years. She said that she had 25 years of experience in the public sector with a strong background in transportation. Ms. Sara Shepherd, Project Manager/Employee Outreach, introduced herself and stated that she had 13 years of experience in the public sector. Mr. Tomas Monzon, Videographer, Animator and FAA certified Drone Pilot, introduced himself and stated that he had six years of experience in the marketing industry and has been employed by Quest for three years.

Ms. Cappadoro and Ms. Shepherd provided a summary of their firm's qualifications, services offered, relevant experience and strategy for public relations and marketing. Mr. Monzon provided examples of videography, animation, and other technological services they offer. In reference to the assignment provided, Ms. Cappadoro displayed a newly designed infographic to convey the information in the Noise Compatibility Committee monthly report.

A question and answer period followed.

Chair Ruppert opened the discussion to evaluate the three firms and asked Commissioner Lenhard for his input. Commissioner Lenhard expressed concern that GSMA has been the consultant for several years and that they may have a comfort level that can lead to complacency. He added that he thought their presentation was the least exciting. He said that Aviatrix has a strong understanding of the aviation industry and they can relate to what our staff experiences; however, he said that the downside is their geographic location. He liked Aviatrix's approach to the assignment and said that the multi-page graphics were clear, easy to digest and understandable to the public while GSMA's and Quest's approach to the assignment included a lot of information on one page. He commented that Quest's videography services were impressive. His initial rankings were: 1) Aviatrix, 2) Quest and 3) GSMA.

Chair Ruppert agreed with many of Commissioner Lenhard's points but had some differences. He shared Commissioner Lenhard's concerns about GSMA's familiarity but liked GSMA's answers on where they would go from here. He felt GSMA addressed the website ADA compliance question well, did a good job with the ad hoc assignment, as well as their response to crisis management. He added that GSMA had a better handle on the cost aspect. Chair Ruppert echoed Commissioner Lenhard's evaluation of Aviatrix and stated they had solid aviation experience, were excellent in handling crisis management and the ad hoc assignment was done well, but he was concerned with their geographic location and that Ms. Franco was building a business and serving several other important clients while at the same time being our Project Manager. Chair Ruppert thought that from a budget/cost standpoint, Aviatrix's estimates were unrealistic. Regarding Quest, Chair Ruppert thought they would be very capable, strategic and had lots of depth but not necessarily in areas that we need. He expressed concern that Quest was unable to answer some of the basic questions related to other airports they serve. His initial rankings were: 1) Aviatrix, 2) GSMA and 3) Quest.

Staff provided several observations including GSMA's responsiveness in the past five years with the rebranding effort, strategic plan materials, and website development and that their relationships with subcontracted specialties was notable. Staff agreed that GSMA was comfortable but did not sense they were complacent. Staff added that GSMA's presentation relied on work done in the past and didn't focus on the future. They said Aviatrix had a tremendous amount of airport experience, especially with Truckee Tahoe Airport which is similar to Naples, but were concerned with their cost estimates. Aviatrix's style synced up well to the Authority's style with their design and approach to their work. Staff shared Chair Ruppert's concern regarding the Aviatrix owner being the project manager with many other clients on the west coast. Aviatrix geographic location/time zone and local knowledge was a concern. Staff said that Quest is a big firm with capabilities but the team that presented didn't have the experience and couldn't speak to Quest's previous work at airports similar to Naples.

After the discussion, Chair Ruppert asked Committee members to rank the candidates one more time, and both members agreed on the rankings.

The terms of the contract and the Authority's right to terminate any contract with 30 days' notice was discussed.

Mr. Owens advised the Committee on procedural matters and suggested that the Committee make a motion to rank all three firms in first, second, third order for recommendation to the Board.

Commissioner Lenhard made a motion to rank the firms in order of preference to present to the full Board of Commissioners for approval on April 15, 2021 as follows: 1) Aviatrix Communications, LLC, 2) Gravina, Smith, Matte & Arnold Public Relations and Marketing and 3) Quest Corporation of America, Inc. Chair Ruppert seconded. Motion passed 2-0 unanimously.

E. PUBLIC COMMENTS

There were no public comments.

F. CORRESPONDENCE/COMMISSIONER COMMENTS & REQUESTS/ MEETINGS

There were no additional comments or requests/meetings.

G. ADJOURN

The meeting adjourned at 5:05 p.m.

Christopher A. Rozansky
Secretary

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

FINAL 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.