

**MINUTES
SELECTION / EVALUATION COMMITTEE**

**RFP #L-28-17
DEVELOPMENT & IMPLEMENTATION OF A CITYWIDE CORPORATE MARKETING &
SPONSORSHIP PROGRAM**

**City Manager's Large Conference Room
100 W. Atlantic Blvd., 4th Floor, Pompano Beach, FL
1:30 p.m. 4/19/2017**

The committee consisted of:

Sandra King: Public Communications Director (Voting)
Phyllis Korab: Assistant City Manager (Voting)
Sharon McCormick: Director of Business Attraction & Marketing for RMA (Voting)
Suzette Sibble: Assistant City Manager (Voting)

Also in attendance: Jeff English, Purchasing Agent (non-voting)

The meeting was held to evaluate the proposals received in response to the City's solicitation to establish a contract to provide services related to the development and implementation of a citywide corporate marketing and sponsorship program. The meeting was posted as a "Public Meeting" both at City Hall and at the Purchasing Division office, and on the City's website. Two firms submitted responses to the City's Request for Proposals.

Suzette Sibble, Assistant City Manager, led the technical discussion. The Purchasing Agent reviewed evaluation procedures and distributed Conflict of Interest Statements for completion by all voting members.

Each Committee member had reviewed all of the responses in advance of the meeting. The Committee discussed each of the proposals in alphabetical order, and scored the responses using voting forms containing the evaluation criteria published in the RFP, with the following results:

(1)	The Superlative Group, Inc.	397
(2)	Ink Link Marketing, LLC	172

The Committee decided oral presentations would not be required as the scoring results showed sufficient distinction between the responding firms. An agenda item will be prepared to present the ranking to the City Commission for their approval.

The meeting adjourned at approximately 2:09 p.m.