

Summary Meeting Minutes  
RLI No. 20160425-0-AV-01, Advertising and Display Concession  
Combination Shortlisting and Presentation Meeting

Date: October 27, 2017

Location: 2200 SW 45<sup>th</sup> Street, Suite 101, Conference Room 2B Dania Beach, FL 33312

**Selection Negotiation Committee Members Present:**

Yasmi Govin, Director of Business & Properties Management, Aviation Department, (Chair)  
Stacy Ritter, President & CEO, Greater Fort Lauderdale Convention & Visitors Bureau  
Margaret Stapleton, Director, Office of Public Communications

**Staff Present:**

Leanne Andress, Project Manager, Aviation Department  
Freddy Castillo, Office of Economic and Small Business Development  
John Dent, Finance Division Aviation Department  
Donna-Ann Knapp, Office of Economic and Small Business Development  
Tracy Meyer, Risk Management, Aviation Department  
Nancy Rubin, County Attorney's Office

**Call to Order:**

The meeting was called to order at 9:35 AM and announcements were made by the Chair, Yasmi Govin.

**Introduction and Opening Remarks:**

The project manager introduced County Staff, made some introductory comments about the solicitation and noted that the meeting has been publicly noticed.

**Quorum of Voting Members:**

Yasmi Govin, Director of Business & Properties Management, Aviation Department, (Chair)  
Stacy Ritter, President & CEO, Greater Fort Lauderdale Convention & Visitors Bureau  
Margaret Stapleton, Director, Office of Public Communications

**Purpose of Meeting:**

The Chair stated the purpose of today's meeting is to shortlist and hear presentations from the respondent to the Advertising and Display Concession Request for Letters of Interest.

**Circulation of Sign-In sheet:**

The Chair stated that a sign-in sheet is being circulated and to be sure that everyone signs in.

**Cone of Silence:**

The Chair stated that the cone of silence for this project has been in effect since July 10, 2017 for County Staff and upon the first meeting of the Selection Negotiation Committee (SNC) for County Commissioners and their staff; and all inquiries should be directed to the Project Manager or the Director of Purchasing. The Cone of Silence will continue to be in effect until a contract has been approved.

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**Conflict of Interest Statement:**

The Chair stated per the Broward County Procurement Code the appointing authority shall not appoint a person to a committee whose service would create the appearance of a conflict of interest.

**Determination of Responsiveness:**

The Chair gave the definition of responsiveness and asked for a motion. Motion was made by committee member Stacy Ritter to find all firms responsive, second by Committee member Margaret Stapleton. The motion passed.

**Determination of Responsibility:**

The Chair gave the definition of responsibility and asked for discussion from the SNC. A matrix was provided to the committee members regarding responsiveness and responsibility, subsequent to it being distributed the Office of Economic and Small Business Development (OESBD) issued a memo on October 18, 2017 deeming Clear Channel Airports non-compliant with the 10% ACDBE goal.

Stacy Ritter asked if a follow-up memo was issued. Project manager stated no further memo was provided. The Chair asked the County Attorney if the SNC can have a dialogue with the Respondent to see if they can fix the issue. The County Attorney stated the Committee can ask questions and solicit additional information. The Chair asked representatives of OESBD if the issue can be corrected. Donna-Ann Knapp stated it can be corrected if the SNC decides to move forward with the Respondent. Per Ms. Knapp, the original issue was the Respondent did not meet the 10% goal through a commitment based on gross receipts, meet the goal through a committed use of goods and services equaling \$500,000, or show sufficient good faith efforts to do either. She continued by stating that OESBD had received revised Letters of Intent from Clear Channel on October 24, 2017 which committed to increase the overall ACDBE participation commitment using two of its previously proposed ACDBE subcontractors. However, the respondent included a description for a part of the services to be performed by one of these subcontractors as "general contracting" which Ms. Knapp stated was considered build-out services and was ineligible to be counted towards the goal per the federal regulations. This resulted in the respondent being 1% short of meeting the 10% goal. After clarification from the respondent that the actual services being performed would not entail build-out, Ms. Knapp stated should the SNC move forward with the respondent, OESBD requires the respondent to submit a revised Letter of Intent with a description of the non-buildout services being performed.

The Chair asked if there was further discussion from the SNC on the issue. The Chair then asked for a motion regarding the responsibility of the firm. The Motion was made by committee member Stacy Ritter with the condition that what was requested by OESBD is submitted by the close of business Monday, October 30, second by committee member Margaret Stapleton. The motion passed.

**Review Submittals**

The Chair asked if there are any other items in the submittals that the SNC would like to discuss. Stacy Ritter commented the current advertising at the airport does not reflect the destination. She continued there are blank walls and questionable content. Respondent responded certain areas are prohibited and others are used for public art. Respondent continued they understand the market and if given the opportunity they can exhibit their ability and understanding of the region.

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**Shortlisting of Firms:**

The Chair asked for a motion to shortlist the one responding firm. Motion was made by committee member Margaret Stapleton to have the firm to proceed, second by committee member Stacy Ritter. The motion passed.

**Presentations:**

The Chair announced the firm had 15 minutes for their presentation. The respondent made the presentation, followed by a question and answer period for committee members. One question was asked by committee member Margaret Stapleton and was answered by the Respondent.

**County Standard Agreement:**

The Chair stated she had questions regarding the respondent's objections to the standard agreement. She continued she wants to know if the objections are negotiable and knowing the County's stance to ensure there isn't an impasse. Respondent stated all objections are negotiable and they wanted to ensure the best partnership possible. The Chair stated that recommendations from staff are what will be supported and the respondent agreed to comply. Stacy Ritter and respondent had a dialogue regarding future concepts and ensuring the right fit for the airport. The Chair asked if there were further questions from the Committee. She then asked if there were questions from staff. John Dent asked the respondent questions regarding their parent company, I Heart Media's financial position. He continued by stating that there is a lot of debt on their balance sheet; however, dividends were paid out and it also appears I Heart Media owes Clear Channel money. He asked, given the situation, what is the plan for Clear Channel to manage if I Heart Media enters into bankruptcy? Respondent stated Clear Channel is cash positive and has an unused line of credit to meet financial obligations. They continued they have never defaulted on an agreement.

The Chair asked for a motion to accept and select Clear Channel as the number one ranked firm and report the ranking to the County Administrator and Board. Motion was made by committee member Stacy Ritter, second by committee member Margaret Stapleton. The motion passed. The Chair stated negotiations cannot begin until the Board approve the ranking. If the ranking is not approved, the SNC shall proceed as directed by the Board.

The Chair asked if there was any other business, seeing none, the Chair adjourned the meeting at 10:24 AM.