

AGENDA ITEM SUMMARY SHEET
VILLAGE COUNCIL MEETING
November 7, 2018

Agenda Item:

Approval of consultants ranking for the Branding and Roadway Monument Signs Program

Description:

A Request for Qualifications RFQ 2018-03 was proffered by the Village for the engagement of a firm to provide professional services to develop a branding program with accompanying roadway monument signs. This process included the solicitation of Letters of Interest from firms, the short listing of a minimum of three firms by an evaluation committee, and the final ranking of firms by that committee following presentations by the short listed firms.

The action requested completes this process by approving the final ranking of the firms and authorizes the negotiation of a contract to initiate the work.

Staff has attached firm ownership disclosure of greater than 5% as recommended by the Village Attorney.

Action Requested:

Approval of consultants ranking for Branding and Roadway Monument Signs program as follows: Number 1 – Frazer Enterprises Inc. DBA Vitalink; Number 2 – Bigfish Creative Group; Number 3 – Forum One Communications; and Number 4 – Kerestes-Martin Associates, Inc.

Authorize staff to negotiate a contract with the Number 1 ranked firm, Frazer Enterprises Inc. DBA Vitalink to provide professional consulting services to develop a Branding and Roadway Monument Signs program.

Financial Impact:

The amount will be determined by the results of the contract negotiations. The final contract and cost will be brought before Council for approval. The fiscal year 2018-19 budget includes \$131,000 for this project.

Attachments:

1. September 11, 2018 Short List Meeting Minutes
2. October 5, 2018 Final Ranking Meeting Minutes
3. Ownership Disclosure

ATTACHMENT 1

MEMORANDUM

To: PROJECT FILE, MINUTES OF MEETING
From: Purchasing
RE: **RFQ 2018-03 BRANDING AND ROADWAY MONUMENT SIGNS
SHORT-LIST MEETING**

MEETING DATE: September 11, 2018 TIME: 1:00 PM

COMMITTEE MEMBERS: David Willems (Chair), Mary Gibbs, Lisa Roberson

At 1:00 PM the Evaluation Committee meeting was called to order by Bob Franceschini, Purchasing Manager. Introductions were put on the record by everyone in attendance.

Meeting was then turned over to the Chair of the Committee, David Willems.

Discussions were held by the committee members with respect to each submittal from all five (5) firms.

The committee discussed the firms in alphabetical order. Avant was seen as lacking detail on how they would pursue the project and how the monument signs would be addressed. Big Fish's response was judged to be very comprehensive but light on pictures and graphics with an in-depth discussion of branding. There was concern with a lack of experience with the proposed Project Manager for Forum One, but they were complimented on their logo and design work. KMA Design was praised for their extensive discussion of signage and their work in several communities; but it was noted that there was minimal discussion of branding. Vitalink was praised for offering a very efficient proposal and complimented on the work they've done for Annapolis, MD; but it was noted that their response was lacking detail.

Following the discussions, the consensus of the committee was to waive the points-based scoring evaluation and invite all five (5) firms for an interview/presentation. The firms were as follows:

- Avant
- Big Fish
- Forum One
- KMA Design
- Vitalink

A motion was made to approve the five (5) firms for an interview/presentation. The motion was made by Mary Gibbs and seconded by Lisa Roberson, and then called and carried with no further questions.

The meeting was adjourned at 1:45 PM.

ATTACHMENT 2

MEMORANDUM

To: PROJECT FILE, MINUTES OF MEETING
From: Purchasing
RE: **RFQ 2018-03 BRANDING AND ROADWAY MONUMENT SIGNS -
FINAL RANKING MEETING**

MEETING DATE: October 5, 2018

TIME: 12:30 PM

ATTENDEES:

COMMITTEE MEMBERS: David Willems (Chair), Mary Gibbs, Lisa Roberson

At 12:30 p.m. the Evaluation Committee meeting was called to order by Bob Franceschini, Purchasing Manager. Introductions were put on the record by everyone in attendance. Meeting was then turned over to the Chair of the Committee, David Willems.

Presentations were heard from the four (4) short listed firms (Avant Marketing Group withdrew from consideration). Each firm was given 15 minutes for their presentation followed by 15 minutes of questions and answers from the committee.

With the presentations completed, the committee discussed the firms with the goal of ranking the firms in descending order. The committee thanked each of the firms for their interest in the project and for their efforts in preparing a presentation. Bigfish Creative Group was complimented for the great approach they took in their presentation which included a concise explanation of the process but there was concern of their lack of experience with integrating signs into the finished product. Forum One Communications was noted for the enthusiastic approach they took with their presentation however there was a lack of local government experience evidenced in their discussion of their portfolio and background. Kerestes-Martin Associates was seen as presenting an extremely strong portfolio of sign work throughout the country but lacking in branding experience. Vitalink was praised for putting a great deal of thought into their presentation by offering relevant and actual ideas/approaches tailored to the Village. Following the discussions, the recommendation of the committee was to rank the firms as follows:

1. Vitalink
2. Big Fish Creative Group
3. Forum One
4. Kerestes-Martin Associates

A motion to approve the ranking was made by Mary Gibbs and seconded by Lisa Roberson, and then called and carried with no further questions.

The meeting was adjourned at 4:30 p.m.

ATTACHMENT 3

RFQ No.: 2018-03

VILLAGE OF ESTERO, FLORIDA
VENDOR DISCLOSURE FORM

Project No.: RFQ 2018-03

Project Name: VILLAGE OF ESTERO BRANDING AND ROADWAY MONUMENT SIGNS

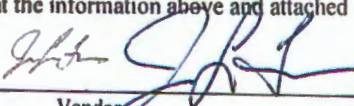
Please check as appropriate:

 I am the sole proprietor/owner. The company is not publicly held.

 X The company is not publicly held.
The names and addresses of the owners having a greater than 5% interest is attached.

 The company is publicly held.
The names and addresses of the owners having a greater than 5% interest is attached.

I do hereby certify that to the best of my knowledge and belief certify that the information above and attached is true and correct.

Signed: 
Vendor

Printed Name Jeanne L. Facer

Date: August 13 2018



