Minutes
February 22, 2022
Consultant Selection Committee

A. ROLL CALL

Meeting was called to order by Consultant Selection Committee Chair Ruppert at 1:39 p.m. in the Airport Office Building, 2nd Floor Conference Room. Commissioner Lenhard, Committee Member, was present. Commissioner Cuddihy and Commissioner Messer were present and opted in to participate. Authority Counsel and Staff present were Mr. Rozansky, Mr. Owens, Ms. Cooper, Mr. Burch, Ms. Best, Ms. Vandersluis, and Ms. Menard.

B. PLEDGE OF ALLEGIANCE

Chair Ruppert led the Pledge of Allegiance.

C. AGENDA

Ms. Cooper stated that there were no changes to the agenda.

D. DISCUSSION ITEMS

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

Introductory Comments

Mr. Burch provided introductory comments about the RFP for public relations and marketing services that was advertised on December 30, 2021. He stated that six proposals were received and subsequently, one firm voluntarily withdrew prior to evaluation. He said that staff carefully evaluated every submittal at a public meeting held on February 11th, and that the following three firms, in alphabetical order, were shortlisted for further consideration by the Committee today.

1. Aqua Marketing and Communications, Inc.
2. Garth Solutions, Inc.
3. Wilson Creative Group

Mr. Burch said that each firm will be given up to 15 minutes to present followed by a 20-minute question and answer period. Following the interviews, he requested the Committee make a rank-order recommendation to the Board of Commissioners for consideration at their regular meeting on March 17th.

Mr. Burch responded to the Committee's questions regarding the relationship with Garth Solutions on our Part 150 Study Update as well as the amount allocated for the marketing budget.

Interviews

- Aqua Marketing and Communications, Inc.

Mr. David DiMaggio, President of Aqua Marketing and Communications introduced himself and Ms. Alisha Farmer, Vice President of Public Relations and Ms. Katie Varano, Account Supervisor for Southwest Florida. Ms. Varano and Ms. Farmer provided an overview of their background and experience in public relations and marketing services. Mr. DiMaggio provided a summary of his agency's qualifications and benefits to the airport. He noted that they specialize in governmental accounts, airport authorities and are experts in tourism and travel.

A question-and-answer period followed the presentation.

- Garth Solutions, Inc.

Ms. Yvonne Garth, President and CEO of Garth Solutions, Inc. introduced herself and stated that she would be serving the NAA as Project Executive and Principal in Charge. Ms. Melissa Barnett, Project Manager, and Mr. Brandon De Reuver, Creative Director, introduced themselves. Ms. Barnett stated that she would be managing the NAA's day-to-day activities. Ms. Garth stated that Ms. Krista Casazza, their locally based Community Outreach Specialist, was not able to be here today due to a recent injury; however, a video of Ms. Casazza introducing herself was presented.

In addition to this core team, Ms. Garth introduced other key members of their team who would be supporting and serving this initiative. Ms. Garth provided an overview of their firm's background, capabilities, and communications expertise. She noted that their firm is a public sector focused firm and provided a summary of their aviation experience.

Ms. Barnett presented their community-centric approach to implement our communications objectives. She explained their methodology to understand who our stakeholders are, establishing priorities on how to reach them, and turning strategic plans into action. She stated that to stay true to their firm's community-centric nature, community engagement is an essential part to the success of the communications or public outreach campaigns. She reviewed several tools that their firm uses for project management and accountability through reporting.

Mr. De Reuver explained how they would plan out our social media initiative as a deliverable using the process presented by Ms. Barnett. He provided several examples of content they could create to engage and increase followership on our social media platforms. He noted that branding and aesthetic of content is important.

Ms. Garth concluded by summarizing their experience, strategic approach and capabilities. She reiterated that they are an established and trusted partner to many of their clients and she would welcome an opportunity to expand the current relationship with the NAA.

A question-and-answer period followed.

- Wilson Creative Group

Ms. Peggy Wilson, President and CEO of Wilson Creative Group, introduced herself and provided an overview of her background and her firm's qualifications. She said that they are a local firm serving local clients and that they know the players in the community. She introduced Ms. Jama Dock, Public Relations Director – Project Manager, and stated that she was not able to attend today due to a health issue. Ms. Stefani Wirth, Account Manager, introduced herself and provided a summary of her experience. Ms. Kim Curry, who is responsible for social media and events, introduced herself and provided a summary of her experience. Ms. Wilson presented their project/program management approach and implementation strategy for our marketing communications plan.

Ms. Wirth distributed a sample marketing schedule, a social media calendar and a sample marketing budget that their firm presented as tools they would use to achieve our marketing goals.

A question-and-answer period followed the presentation.

Initial Rankings

Following the presentations, Chair Ruppert requested discussion and asked if there were any comments or questions. There was discussion pertaining to the overall budget, the reference check summary that Mr. Burch provided to the Committee, how the selected firm would work with staff and the proposed billing rates by each of the responding firms.

For the Committee's benefit, Mr. Owens clarified how the procurement of services is structured. He stated that the Committee would make a ranking in order of preference based on qualifications and that negotiations would commence with the first ranked firm. He said that if all goes well, a contract would be entered into. If for some unforeseen reason the negotiations fail, he said that based on the rankings, negotiations would start with the second ranked firm.

Chair Ruppert requested Committee members for input on their initial rankings.

Commissioner Cuddihy commented that Garth Solutions is her third ranked choice. She stated that with Garth Solutions as a subconsultant for ESA on the Part 150 Study Update, it may be advantageous to have a different firm helping with our public relations/marketing services. She said that Garth Solutions didn't present a lot about how they would transition into both roles. She stated that Aqua was well suited to figure out the right messaging and that they had talent coming from big agencies, but she thought their proposal was the least prepared and was concerned if they would be comfortable working for someone our size. Regarding Wilson, she was impressed with the work they did on what we were trying to accomplish and stated that they had a strong business process around their approach; however, she stated that they didn't have an airport background. She felt that if Garth served in the Part 150 Study role, Wilson would be a better choice for the public relations/communications projects but said that Aqua would be great as well and she would be fine with either one as No. 1 or No. 2 with Garth ranked as No. 3.

Commissioner Lenhard agreed with Commissioner Cuddihy's assessment and stated that since Garth is already engaged in the Part 150 Study update, it may be worthwhile to have a separate firm handling the communications. He said he was more prone to rank Aqua as No. 1 because of Mr. DiMaggio's statements about the importance of getting City Council on board as our partner. Commissioner Lenhard added that it was insightful for Aqua to pick up on the perception that we are not in lockstep with City Council, and it is important to address this. Regarding Wilson, Commissioner Lenhard stated that they know the community and are well aware of things but would rank Aqua as No. 1, Wilson as No. 2, and Garth as No. 3.

Commissioner Messer commented that by looking at Garth's presentation, they are a community centric outreach organization. Referring to page 18 and 19 of the RFP response, she said that everything they do centers around a community centric approach including the Part 150 Study Update, social media, communications, print media and understanding the stakeholders. She said they live this principal and you could hear it in their presentation. She was concerned if they had adequate bench strength and would welcome staff's opinion on that. She said that if Garth does have the bench strength, she would rank them as No. 1. Her second ranked firm would be Aqua. She felt that other members of Mr. DiMaggio's team did more research than he did and that she wasn't sure if he even visited our website. Although he stated that our No. 1 issue will be how to deal with growth and building positive PR, she thought that they could help us, but they just weren't quite there yet. She commented that we need to be there now, and that Garth is there already. With Wilson, she said she would rank them as No. 3. She said they were terrific and local, but their experience has been in real estate and luxury goods, and she didn't think it is the experience and bench that we really need right now.

Chair Ruppert said that his first choice is Garth Solutions because they are the right firm for what we need today. Their presentation to engage the community as a whole and not just to a vocal few was incredibly poignant. He said whether Garth is working with ESA or not, they understand the issues, they understand what pressure the airport is under right now with the community and FAA, and they will be able to get a quicker and more comprehensive grasp of what needs to be done and get started. He said that they understand social engagement, positivity and communication; and he added that their Creative Director, Mr. De Reuver, was excellent at not just his command technically of what to do with social media but how to do it and how to get the message across. He added that he has observed Ms. Barnett at the Part 150 Study workshops, and she was very effective at engaging the public, keeping things positive and moving forward. He said that Aqua was the most comprehensive firm having the most strategic breadth and depth but would rank them as No. 2. With regard to Wilson, he felt it was a mistake to present someone as the project manager that doesn't work for the firm anymore and that their background is in branding, real estate. and luxury items without any public experience. Chair Ruppert said that Ms. Wilson was smart and savvy but as far as the firm itself, he placed them as No. 3.

Mr. Burch recapped the initial rankings.

Staff Feedback

Mr. Rozansky commented that from the onset, it was clear to him that Aqua's heart and passion was as a marketing firm. He agreed that their best comment made was about getting the elected officials the facts but had a hard time with their other comment regarding noise that "the airport was here first." Mr. Rozansky agreed with Chair Ruppert's comments about Wilson and agreed with Commissioner Messer's

comments about Garth's background as a community engagement/communications type firm. He added that he liked what Garth produced with the social media example. Mr. Rozansky commented that he would have liked to have met Garth's local community outreach specialist and that it was unfortunate she wasn't able to be here. He said he would rank Garth as the No. 1 ranked firm.

Ms. Cooper said that each of the Commissioners made good points about each of the firms. As a public agency, she said our focus is on engaging with the community and she felt Garth Solutions was best qualified to help us with that. She added that having worked with Garth before, she had a level of confidence in their ability to execute.

Mr. Burch stated that Wilson is the most local and would have the most local connections. He added that it was unfortunate that Ms. Dock from Wilson was unable to present today because her references were superb. He stated that by far, Garth's presentation was the best. He said the steps they took to make those social media posts specific to us were good, and our experience with them on the Part 150 Study Update has been pleasant and effective. Regarding Aqua, he commented that they are probably the biggest and most comprehensive of the three firms in terms of their background, but he was confused as to what Ms. Verano's role would be. He would rank the firms as follows: 1) Garth Solutions; 2) Wilson for their local connections and 3) Aqua.

Final Rankings

Commissioner Lenhard made a motion to rank the firms in order of preference to present to the full Board of Commissioners for approval on March 17, 2022 as follows: 1) Garth Solutions, Inc., 2) Wilson Creative Group and 3) Aqua Marketing and Communications, Inc. Commissioner Cuddihy seconded.

Before the vote, Chair Ruppert expressed that Wilson is not in the same pool as the other two firms. He added that Wilson does not have any aviation experience, no interaction with City Council or with any of the homeowners' associations. He said that other than their physical proximity to us, he would rank Garth as No. 1, Aqua for their breadth as No. 2, and Wilson as No. 3.

After a procedural discussion, Commissioner Lenhard withdrew his motion.

Chair Ruppert made a motion to rank the firms in order of preference to present to the full Board of Commissioners for approval on March 17, 2022 as follows: 1) Garth Solutions, Inc.; 2) Aqua Marketing and Communications, Inc. and 3) Wilson Creative Group. Commissioner Messer seconded.

Commissioner Messer commented that if this motion gets passed and is approved by the full Board, it would be important to have a strategic planning session with Garth Solutions and their local community outreach liaison, to ensure we build the local relationship the way we need to. Mr. Burch said that if Garth Solutions is selected as the No. 1 ranked firm, he would anticipate that a member from their firm would be present at the March Board Meeting and Commissioners would be able to ask any questions or give direction at that time.

Following the vote, the motion passed 4-0 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 5:08 p.m.

Christopher A. Rozansky
Secretary

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

FINAL AGENDA

Airport Office Building, 200 Aviation Drive North, 2nd Floor, Naples

Tuesday, February 22, 2022
1:30 p.m.

Commissioner Kerry C. Dustin – Chair
Commissioner Rick Ruppert – Vice Chair, Consultant Selection Committee Chair, Audit Committee Member
Commissioner Michael Lenhard – Audit Committee and Consultant Selection Committee Member
Commissioner Donna M. Messer – NCC and TAC Liaison
Commissioner Rita Cuddihy – Audit 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 for Public Relations and Marketing Services – Request for Proposals (RFP)**

   a. Aqua Marketing and Communications, Inc.

   b. Garth Solutions, Inc.

   c. Wilson Creative Group

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 Commissioner Lenhard. All NAA Commissioners are welcome to attend and can "opt in" to participate and vote.