Minutes
September 28, 2021
Consultant Selection Committee

A. ROLL CALL

Meeting was called to order by Consultant Selection Committee Chair Ruppert at 1 p.m. in the Airport Office Building, 2nd Floor Conference Room. Commissioner Lenhard, Committee Member was present, and Commissioner Messer and Commissioner Dustin were present and opted in. Authority Counsel and Staff present in person were Mr. Owens, Mr. Lobb, Ms. LeDuc, Mr. Hushek, Ms. Vandersluis and Ms. Menard.

B. PLEDGE OF ALLEGIANCE

Chair Ruppert led the Pledge of Allegiance.

C. AGENDA

Mr. Lobb stated that there were no changes to the agenda.

D. DISCUSSION ITEMS

1. Interviews and Rankings of Responses to General Aviation Terminal Car Rental Services Request for Proposals (RFP)

Introductory Comments

Ms. LeDuc provided an overview of the RFP process which was issued on August 2, 2021. She said that when the General Aviation Terminal renovations are completed, there will be space for two car rental concessionaires which is a reduction from the four that were previously available. Ms. LeDuc stated that four firms responded to the RFP, and they will be interviewing in alphabetical order by brand. She reviewed the criteria in which to evaluate the proposals and noted that following the presentations and discussion, the Committee will be asked to provide a ranking of the firms from most desirable to least desirable. She said that the rankings will be presented to the full Board at a future Board meeting.

There was discussion regarding the concession fees and whether they would be absorbed by the respondents or passed through to the customer. In response to Commissioner Dustin's question regarding the RFP submittal specifications, Ms. LeDuc stated that all four respondents met the minimum requirements but a couple of them went above and beyond in providing additional information. Ms. LeDuc also commented that financial statements were not required in the RFP.

Interviews

a. Avis (Avis Rent A Car System, LLC)

Ms. Anne Morrison, Vice President of Airports for North America, introduced herself and provided a summary of the Avis brand and their firm. Mr. Peter Piracci, Area Development Manager, introduced himself and Ms. Kathy Reilly, the Independent Operator overseeing the Naples Airport and Naples Aviation customers. Mr. Piracci presented an overview of their customer experience ratings, safety

measures in place and their independent operator (IO) model. In response to questions from Commissioner Dustin and Commissioner Lenhard, Ms. Morrison clarified that the IO's are subcontracted by Avis and that Avis is the legally and financially responsible party to support the IO.

Mr. Piracci provided a summary of partnerships that Avis serves at the Naples Airport. Chair Ruppert asked if Avis had an exclusive or preferred partnership with NetJets. Although at the time uncertain, Ms. Morrison later stated that they have a primary supplier relationship with NetJets, not an exclusive one. Mr. Piracci provided an overview of their fleet capabilities, projected revenues, and proposed concession fee.

A question-and-answer period followed regarding how the concession fee would be handled and the training programs Avis provides to their IO's. Ms. Reilly provided a background of her firm and noted that she has seven employees who have been employed by her for multiple years. In anticipation of being awarded one of the concessions, she stated that she has already begun to advertise for open positions.

b. Go Rentals (Gitibin & Associates, Inc.)

Mr. Kaye Gitibin, Chief Operating Office and Founder of Go Rentals introduced his team of Trissy Pickett, Vice President of Aviation Development; Matthew Koehn, Area Manager from Naples; and Ricardo Laguerre, Regional Manager of the Florida West Coast. Mr. Gitibin provided a summary of his firm's history and experience. He noted that customer service is their passion and their focus is dedicated to private aviation. He reviewed their car fleet standards and stated that none of their cars have more than 15,000 miles. He added that they are the only company that provides luggage handling for their guests and if the guest requests a smaller car but their luggage won't fit into the car, Go Rentals will follow the customer and bring their luggage directly to their local destination. Go Rentals has a partnership with AvFuel, that offers points into the customer's AvTrip rewards program account for every car rental.

Ms. Pickett provided a summary of her experience and background in commercial aviation. She commented that she moved into the private aviation sector because of the high service level that is provided by Go Rentals and her passion to provide exceptional customer service.

Mr. Gitibin said that all Go Rentals employees are trained on TSA procedures. He presented a list of several locations where they are the sole rental car provider of the FBO. He noted that Naples Aviation is the only FBO in the country, where Go Rentals is a concessionaire, that has more than one rental car provider.

A question-and-answer period followed regarding their marketing plan, staffing and fleet strategy to handle anticipated growth if selected, AvTrip loyalty Program, five-star hotel program for commercial airport clients and proposed concession fee.

c. **Hertz (The Hertz Corporation)**

Mr. Mark McBee, Director of Properties and Concessioners, of The Hertz Corporation introduced himself and Mr. Lee Gojara, General Manager. He provided a summary of his firm's history and

experience. He noted that Hertz successfully emerged from bankruptcy, is a tenant at the airport and their Corporate headquarters is in Estero.

Mr. Gojara provided an overview of Hertz's strategic plan, their private aviation website dedicated to the FBO traveler, their marketing program, and their proposed financial commitment.

A question-and-answer period followed regarding the pass-through fee arrangement, employee customer service training programs, car fleet standards and staffing and employee turnover/retention levels.

Commissioner Dustin commented that after two concessionaires are selected, staff will have to work with our two partners on an exceptional communications strategy about this change to our customers. Mr. Lobb stated that disseminating this message will be an important consideration.

d. National Car Rental (Enterprise Leasing Company of Florida, LLC)

Ms. Andrea Kershaw, Vice President/General Manager, of Enterprise Holdings operating as National Car Rental, introduced herself and Ms. Deanna Marcoaldi, the local Rental Manager.

Ms. Kershaw provided a summary of her background, her firm's history, leadership experience, their focus on unsurpassed customer service, safety measures implemented in their vehicles and their proposed financial commitment. She noted that Enterprise Holdings owns National Car Rental, Alamo, and Enterprise brands.

A question-and-answer period followed regarding the pass-through fee, staffing level and employee training programs focused on providing exceptional customer service, partnerships with other fractional or charter partners, and their plan to attract the other concessionaires' customers who are not selected for this RFP.

Initial Rankings

Following the presentations, Chair Ruppert opened the discussion to evaluate the four firms and asked Commissioner Messer for her input. Commissioner Messer provided the following initial rankings: 1) Go Rentals, 2) Avis, 3) National Car Rental, and 4) Hertz. She gave her reasoning for the rankings.

Commissioner Lenhard provided his initial rankings: 1) Go Rentals, 2) Hertz, 3) Avis and 4) National Car Rental. He provided the rationale for his selections.

Commissioner Dustin provided his initial rankings: 1) Go Rentals, 2) Hertz, 3) Avis and 4) National Car Rental. He provided the rationale behind his selections.

Commissioner Dustin suggested that staff rank the firms in terms of customer service. Mr. Lobb said that staff had an opinion that they could share. Chair Ruppert requested Mr. Lobb to hold his comments until after each Commissioner had an opportunity to provide feedback.

Chair Ruppert provided the following initial rankings: 1) Go Rentals, 2) Hertz, 3) Avis and 4) National Car Rental. He provided the rationale for his rankings.

There was further Committee discussion regarding Hertz's focus on the FBO model, concern of Avis's independent operator model and the brevity of Hertz's presentation.

Staff Feedback

Mr. Lobb concurred with the Committee's comments. In response to the Committee's request for staff feedback, Mr. Lobb stated that Go Rentals is in a class of their own being an aviation niche operator while the other three firms are the more traditional legacy carriers. He said that for the more premium service and expertise, Go Rentals charges a little more than the others. Mr. Hushek added that Go Rentals provides the most seamless transition to the customer and are the least labor intensive for our staff.

Regarding the other firms, Mr. Lobb said that Avis gave a corporate presentation but the day-to-day operations are run by the Independent Operator, and staff has stated that there have been some issues with customer service.

Mr. Lobb stated that Hertz had a better focus on the FBO operation, and their service and attentiveness to our customers has been better than the other legacy carriers.

Mr. Lobb said that National Car Rental's presentation was quite generic and there was no particular focus on the FBO side vs. how they would treat the customers in their other branches. From staff's perception, he said that it is consistently felt that National is reactionary in terms of providing service and are often just in time or scrambling to get vehicles. Mr. Lobb added that it would be a concern regarding their ability to meet increased volume if given a larger percentage of market share at the Naples Airport. He said that it is a reflection on Naples Aviation when a vehicle isn't delivered on time or the vehicle requested isn't the one reserved.

Mr. Hushek stated that Go Rentals and Avis leave us cars after-hours and that National and Hertz do not. He said that National is unreliable. He provided additional comments concerning Go Rentals, Avis, National and Hertz.

Ms. LeDuc deferred comments to Mr. Lobb and Mr. Hushek. She added that there are hiccups in receiving our reporting and fees on time but all of them are meeting the obligations of their contracts.

Final Rankings

Commissioner Messer thanked staff for their remarks and commented that she was unhappy to learn about the slip in service from Avis. She welcomed more discussion about Hertz. Commissioner Lenhard stated that he had personal experience with Hertz when he used to fly into smaller airports. He said that they were focused on FBOs in private aviation and are more recently expanding on that with the development of the FBO website.

There was Board and staff discussion regarding the need to implement a standard concession fee for both companies serving the GAT. Chair Ruppert stated that providing customer service is the priority and if Hertz is chosen, their after-hour car availability needs to be addressed. Commissioner Messer also commented that if Hertz is selected, it needs to be addressed how they handle signing people up for their

Gold rewards program, and that it should not be done at the counter. Commissioner Lenhard stated that staff could define minimum standards to address these concerns as part of the contract negotiations.

Commissioner Lenhard made a motion to rank the firms in order of preference to present to the full Board of Commissioners for approval on October 21, 2021 as follows: 1) Go Rentals (Gitibin & Associates, Inc.); 2) Hertz (The Hertz Corporation), 3) Avis (Avis Rent A Car System, LLC) and 4) National Car Rental (Enterprise Leasing Company of Florida, LLC). Chair Ruppert seconded. Motion passed 4-0 unanimously.

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

There was discussion on the timing to negotiate and approve a contract with the two selected concessionaires, and the ramp-up period that will follow. Mr. Owens advised the Committee and staff on options available to the Board of Commissioners for approving a contract and suggested that broad or narrow discretion could be given to the Executive Director at the Regular Board Meeting on October 21, 2021. He added that there is a form in place that could be refined to address concerns expressed today.

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 4:38 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, September 28, 2021
1 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 General Aviation Terminal Car Rental Services - Request for Proposals (RFP)**

   a. **AVIS** (Avis Rent A Car System, LLC) 1:10 p.m.

   b. **Go Rentals** (Gitibin & Associates, Inc.) 1:45 p.m.

   c. **Hertz** (The Hertz Corporation) 2:20 p.m.

   d. **National Car Rental** (Enterprise Leasing Company of Florida, LLC) 2:55 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.