

PAVE COMMITTEE
Tourism and Downtown Services
Meeting Minutes – January 7, 2020 at 2:30 PM
Courtyard Conference Room

Member Attendance:

Tyler Flaming (Chair & City Councilor)
Valerie Lovelace (Vice Chair & City Councilor)
Dwight Faszler (City Councilor) – absent
Clint Scherf (City Councilor)
Gordon Langenbeck
Trevor Yarrish
Sara Bristol
Ward Warren

Staff/Liaison/Other:

Jay Meredith (Finance Director)
Susan Seereiter (Business Advocate)

Guests:

None

1. Roll Call:

- Chair Flaming opened the meeting at 2:35 and took roll.

2. Introductions:

- None.

3. Public Comment:

- None.

4. Approval of Minutes:

- Approval of Minutes from December 12th.

MOTION/VOTE

Councilor Lovelace moved, and Member Yarrish seconded the motion to approve the minutes from December 12, 2019 as amended after adding a note under agenda item 5b that captured the Committee’s request to discontinue the review of the proposal from TAPInternational due to price and the higher than needed proposed amount of work hours for this project.

The vote resulted as follows: “Ayes”: Chair Flaming, Vice Chair Lovelace, Councilor Scherf, Members Langenbeck, Yarrish, Bristol and Warren. “NAYS”: None. Abstain: None. Absent: Councilor Faszler.

Motion passed.

5. Action Items:

a) Continue review of proposals received in response to the RFP for the Operations Plan for Tourism Promotion and Downtown Development Programs. Discuss the process of completing proposal reviews and making a project contract recommendation to the City Council (4 proposals received).

- Members discussed and clarified the proposal scoring process and methodology.
- Each of the committee members present provided preliminary views of the three remaining proposals and discussed their progress on completing the preliminary scoring of the proposals.
- Members also discussed their preferences and first impressions of which proposal would best serve the City’s needs for this project. Generally speaking, prior to doing phone interviews with the three firms in the following meeting the members’ preferences for top proposal were split between Velocity Tourism Marketing and DMOproz.

- Jay suggested that preliminary score sheets for each proposal should be completed by committee members in the next meeting if possible after evaluating each firm's comments in the phone interviews scheduled for the next meeting.
- Committee members discussed the work history and references provided by the firms that proposed for this project.

b) Discuss process of completing RFP scoring sheets, doing reference checking on proposals received, and plan for conference calls with top ranked proposals.

- Jay presented a document that had suggested questions for the conference calls in the next meeting. Jay will do an introduction on each call and then Committee members will take turns asking various questions and follow-up questions as needed. There will be up to 35 minutes allowed for questions for each firm and about 5 minutes allowed for the firms to ask questions of the City.
- The interview for DMOproz will be right when the next meeting starts at 2:30, the interview for Lulish will be 3:15, and the interview for Velocity will be at 4:00pm.
- The committee members and Jay discussed the potential for a conflict of interest with the firm doing this project if they might have an intent to propose on providing tourism marketing services proposals to the City some time in the future after the completion of this project. Jay will add a question to the prepared phone interview questions to address potential conflicts of interest.

6. Matters from Committee Members and Staff:

- None.

7. Future Agenda Building and Set Date for Next Meeting:

- The next meeting will be January 9th at 2:30 to do conference calls with three of the four firms that proposed for this project.

8. Adjourn:

- Meeting adjourned at 3:45 PM.

These minutes were prepared by Jay Meredith, staff liaison for the committee.