



JACKSONVILLE AVIATION AUTHORITY
AWARDS COMMITTEE MEETING AGENDA
DECEMBER 17, 2018

In accordance with JAA Standard Practice No. 216, the above-referenced meeting was properly noticed to the public pursuant to Florida's Public Meeting and Sunshine Laws and is being held at approximately 11:00 a.m. in the Procurement Conference Room of JAA's Administration Building, which is located at 14201 Pecan Park Road, Jacksonville, Florida 32218. The following represents an agenda of the items requiring action, recommendations and/or votes of JAA's Awards Committee and, pursuant to § 286.011(2), Florida Statutes, minutes of this meeting will be made available upon request. *The vendors referenced in the award submissions below have been verified against the Excluded Parties List System maintained by the General Services Administration at <https://www.sam.gov/portal/public/SAM/>.*

Noticed Agenda Item

(Exhibits available upon request)

Item 1: AC2018-12-01

On-Call Environmental Consultant Services
Vendor: CDM Smith, Inc. and Aerostar Environmental
(Cost: \$114,000.00; Funding: O&M)



AC2018-12-01

SUBMISSION FOR AWARDS COMMITTEE APPROVAL

Subject/Awardee: On-Call Environmental Consultant Services / CDM Smith, Inc. and Aerostar Environmental	Cost: \$114,000.00
Solicitation No: RFQ 16-07-4200	Budgeted, Transferred, or Contingency: Budgeted
On-Going Maintenance Cost: N/A	Funding Source: O&M Budget
Attached / Supporting Documents	
Exhibit "A" - AC2016-05-04	

BACKGROUND:

The Jacksonville Aviation Authority (JAA) is currently under contract with CDM Smith and Aerostar Environmental for On-Call Environmental Services for all four airports in the JAA system. These services were awarded under RFQ No. 16-07-42001, where CDM Smith and Aerostar were evaluated and ranked for selection by committee.

In selecting an award amount, historical data was used to arrive at the funding numbers. Due to unexpected environmental incidents and extra environmental services being required during the initial 3-year term, the original funding amount has almost been fully expended, making for a necessary increase.

RECOMMENDATION:

Planning & Engineering recommends that JAA Award No. AC2016-05-04, which was awarded to CDM Smith, Inc. and Aerostar Environmental for on-call environmental consultant services, be amended to: (i) address unexpected environmental incidents, unforeseen conditions and service level increases beyond the historical and estimated spend; and (ii) increase the cost of services during the initial 3-year term by \$114,000.00, for the total potential amount of \$2,037,106.00.

Initial 3-Year Term	First Renewal	Second Renewal
\$1,156,650	\$419,265.00	\$461,191.00



AC2018-12-01

SUBMISSION FOR AWARDS COMMITTEE APPROVAL

Verification of Funding	
Name/Title:	Kimberly Howard
Signature:	

I have verified that, as of 12/11/2018, there are budgeted funds in the above-referenced funding source that are sufficient to cover the amount of this award submission (directors or their designees may verify funding; however, verification of an award submission that is unbudgeted or that requires transferred or contingency funding must also attach approved documentation evidencing the same).

ORIGINATED BY:

David Dunkley
Environmental Coordinator

Signature and Date

AND SUBMITTED FOR APPROVAL

Kimberly Howard
Senior Manager of Planning

Signature and Date 12/11/2018

PROCUREMENT REVIEW:

Buyer: Samantha Smid

Signature and Date 12/11/18

Devin J. Reed
Procurement Director

Signature and Date 12-13-18

SUBMITTED FOR APPROVAL:

Anthony Cugno
Chief Operating Officer

Signature and Date 12/13/18

AWARDS COMMITTEE APPROVAL / DENIAL: (Vote: _____ Ayes; _____ Nays)

Meeting Date: _____

Recording Secretary

CHIEF EXECUTIVE OFFICER APPROVAL:

Mark D. VanLoh, CEO

Signature and Date

CONDITIONS OF APPROVAL, IF ANY:



JACKSONVILLE AVIATION AUTHORITY
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Noticed Agenda Item

(Exhibits available upon request)

Item 2: AC2018-12-02

Cecil Airport Passenger Van

Vendor: Duval Ford

(Cost: \$28,633.00; Funding: Capital)



SUBMISSION FOR AWARDS COMMITTEE APPROVAL

Subject/Awardee: Cecil Airport Passenger Van / Duval Ford	Cost: \$28,633.00
Solicitation No: Piggy-Back	Budgeted, Transferred, or Contingency: Budgeted
On-Going Maintenance Cost: \$1,500 per year	Funding Source: Small Capital FY19 44202

Attached / Supporting Documents

- Exhibit "A"** – Vehicle Specifications, Piggy-Backing Information and Supporting Documentation;
- Exhibit "B"** – Duval Ford Quote and Vehicle Request Form

BACKGROUND:

Cecil Airport is in need of and, therefore, requests permission to purchase one 2019 Ford Passenger Van. In accordance with JAA's Vehicle Standard Practice and Fleet Management Plan, this new vehicle will replace a 2001 Ford E350 XL Truck (Asset No. 9274).

This vehicle request has been reviewed and confirmed by JAA's Garage Foreman, who estimates \$7,500.00 (\$1,500.00 per year) in on-going maintenance costs for regular service, tires, brake pads and battery replacement during an initial five-year period.


Procurement has reviewed this vehicle purchase request against various vendors and cooperative purchasing sources and is of the opinion that, pursuant to § 3.08 of the Procurement Code, it is in JAA's best interest to purchase the requested vehicles by piggy-backing or utilizing Florida Sheriff's Association/ Florida Association of Counties & Florida Fire Chiefs' Association Automotive Contract No. FSA18-VEL26.0 chassis / FSA18-VEH16.0, which was competitively awarded to Duval Ford Fleet Sales of Jacksonville, Florida (see Exhibit "A" for vehicle specification summary).

RECOMMENDATION:

Cecil Airport recommends that JAA utilizing the Florida Sheriff's Association/ Florida Association of Counties & Florida Fire Chiefs' Association Automotive Contract No. FSA18-VEL26.0 chassis/ FSA18-VEH16.0 to make a properly noticed award to Duval Ford Fleet Sales in a not-to-exceed amount of \$28,633.00, for the purchase of one 2019 Ford Passenger Van for Cecil Airport. JAA reserves the right to make similar purchases from other vendors when it is in JAA's best interest to do so.



SUBMISSION FOR AWARDS COMMITTEE APPROVAL

Verification of Funding	
Name/Title:	Kelly Dollarhide, Cecil Airport Direct
Signature:	

I have verified that, as of 11/1/2018 there are budgeted funds in the above-referenced funding source that are sufficient to cover the amount of this award submission (*directors or their designees may verify funding; however, verification of an award submission that is unbudgeted or that requires transferred or contingency funding must also attach approved documentation evidencing the same*).

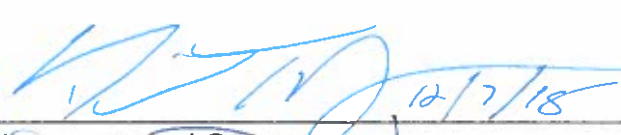
ORIGINATED AND SUBMITTED FOR APPROVAL BY:

Kelly Dollarhide
Director, Cecil Airport

 12/31/18
Signature and Date

PROCUREMENT REVIEW:

Buyer: David Bonner

 12/7/18
Signature and Date

Devin J. Reed
Procurement Director

 12.13.18
Signature and Date

SUBMITTED FOR APPROVAL:

Rusty Chandler
Chief Cecil Airport & General Aviation

 12/31/18
Signature and Date

AWARDS COMMITTEE APPROVAL / DENIAL: (Vote: _____ Ayes; _____ Nays)

Meeting Date: _____

Recording Secretary

CEO APPROVAL:
Mark VanLoh
Chief Executive Officer

Signature and Date

CONDITIONS OF APPROVAL, IF ANY:



JACKSONVILLE AVIATION AUTHORITY
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Noticed Agenda Item

(Exhibits available upon request)

Item 3: AC2018-12-03

Microsoft Office 365

Vendor: SHI

(Cost: \$32,413.87; Funding: O&M and Capital)

SUBMISSION FOR AWARDS COMMITTEE APPROVAL

Subject/Awardee: Microsoft Office 365 / SHI	Cost: \$32,413.87
Solicitation No: Amendment	Budgeted, Transferred, or Contingency: Budgeted
On-Going Maintenance Cost: see chart	Funding Source: O&M & Capital
Attached / Supporting Documents	
Exhibit "A" – AC2018-08-07	
Exhibit "B" – SHI/Microsoft Quote	

BACKGROUND:

JAA previously approved and issued Award No. AC2018-08-07, to select SHI to provide Microsoft Office 365. While this award considered future costs related to the current offerings and number of licenses, license upgrades are needed to add other features, such as Advanced Threat Protection and two factor authentications, which are required to protect the integrity of JAA’s production environment. As a result, this award seeks to amend Award No. AC2018-08-07 by \$8,039.55 in the first year, for an upgrade to Microsoft E3.

JAA utilizes Microsoft365 provided by Microsoft for the following:

- Upgrade licenses to Enterprise 3 level
- Security Advanced Threat Protection
- E-mail hosting and perpetual upgrades, including eDiscovery and unlimited storage / retention
- SharePoint hosting and perpetual upgrades, including eDiscovery
- SharePoint Document Management Services for on-line document retention and destruction
- OneDrive hosting and perpetual upgrades
- Microsoft Office products with perpetual upgrades (Word, Excel, Access, PowerPoint, OneNote)
- Skype for Business web conferencing hosting with perpetual upgrades
- Microsoft Project product with perpetual upgrades
- MS PowerApps with perpetual upgrades.

JAA’s Information Technology Department desires to upgrade and continue its utilization of Microsoft365, the cost for which was \$61,699.55 during FY 2018 and will vary going forward, depending on the number of users and types of licenses.

RECOMMENDATION:

Information Technology recommends that JAA Award No. AC2018-08-07, which was awarded to SHI for utilization of Microsoft 365 products and services, be amended to: (i) accommodate upgrades and additional licenses; (ii) appropriate any extensions or revisions made to the utilized contract; and (iii) increase the total potential award amount by \$32,413.87, for a new total potential not-to-exceed award amount of \$256,843.87.

Initial Year	First Renewal	Second Renewal	Third Renewal
\$61,699.55	\$62,933.54	\$65,450.88	\$66,759.90



SUBMISSION FOR AWARDS COMMITTEE APPROVAL

Verification of Funding	
Name/Title: <u>Steven Schultz</u>	I have verified that, as of ___/___/2018, there are budgeted funds in the above-referenced funding source that are sufficient to cover the amount of this award submission (directors or their designees may verify funding; however, verification of an award submission that is unbudgeted or that requires transferred or contingency funding must also attach approved documentation evidencing the same).
Signature: <u>Steve Schultz</u>	

ORIGINATED AND SUBMITTED FOR APPROVAL BY:

Steven Schultz
Director of Information Technology

Steve Schultz 12/12/2018
Signature and Date

PROCUREMENT REVIEW:

Buyer: Samantha Smid

Devin J. Reed
Procurement Director

Samantha Smid 12/13/18
Signature and Date
Devin J. Reed 12-13-18
Signature and Date

SUBMITTED FOR APPROVAL:

Rosa Beckett
Chief Administrative Officer

Signature and Date

AWARDS COMMITTEE APPROVAL / DENIAL: (Vote: _____ Ayes; _____ Nays)

Meeting Date: _____

Recording Secretary

CEO APPROVAL:

Mark D. VanLoh
Chief Executive Officer

Signature and Date

CONDITIONS OF APPROVAL, IF ANY:



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Noticed Agenda Item

(Exhibits available upon request)

Item 4: AC2018-12-04

**Chiller Planned Service Agreement
Vendor: Johnson Controls, Inc.
(Cost: \$750,000.00; Funding: 45123.77420)**



SUBMISSION FOR AWARDS COMMITTEE APPROVAL

Subject/Awardee: Contract Amendment to Chiller Planned Service Agreement / Johnson Controls, Inc.		Cost: \$750,000.00
Solicitation No: Amendment	Budgeted, Transferred, or Contingency:	Budgeted
On-Going Maintenance Cost: N/A	Funding Source:	45123.77420

Attached / Supporting Documents

Exhibit "A" – Approved Award No. AC2018-09-03

BACKGROUND:

On September 17, 2018, the Jacksonville Aviation Authority (JAA) Awards Committee approved Award No. AC2018-09-03 to Johnson Controls, Inc. (JCI) for the Metasys planned service agreement and a planned service agreement for five (5) York chillers at the Jacksonville International Airport (JIA). As part of the chiller maintenance award, Facilities requested \$52,000.00 annually to cover costs associated with repairs outside the scope of services.


Facilities has authorized the replacement of one (1) airside secondary pump, which has been experiencing ongoing issues. Failure of the pump would result in disruptions to daily operations. The cost of replacement totals \$49,891.00, which only leaves \$2,109.00 of currently authorized outside of scope chiller repair expenses. As such, Facilities requests authorization to increase the annual not-to-exceed amount for the same by \$150,000.00 for the current and remaining years of the chiller maintenance contract.

RECOMMENDATION:

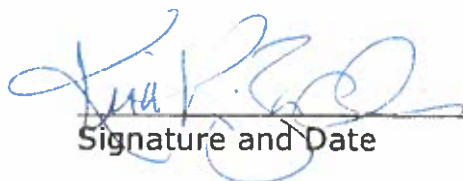
Facilities recommends Award No. AC2018-09-03, which was awarded to Johnson Controls, Inc. for JIA’s Planned Service Agreements associated with both Metasys and five (5) York chillers, be amended to increase the annual not-to-exceed contingency amount for outside of scope chiller repairs from \$52,000.00 to \$202,000.00, representing a total contingency increase of \$750,000.00. Funds are budgeted within cost center 45123.77420.

Initial Year	First Renewal	Second Renewal	Third Renewal	Fourth Renewal
\$53,311.00 plus \$202,000 conting.	\$44,313.00 plus \$202,000 conting.	\$45,643.00 plus \$202,000 conting.	\$47,013.00 plus \$202,000 conting.	\$48,424.00 plus \$202,000 conting.

SUBMISSION FOR AWARDS COMMITTEE APPROVAL

Verification of Funding	
Name/Title:	David Jones / Director, Facilities
Signature:	

I have verified that, as of **12/4/2018** there are budgeted funds in the above-referenced funding source that are sufficient to cover the amount of this award submission (*directors or their designees may verify funding; however, verification of an award submission that is unbudgeted or that requires transferred or contingency funding must also attach approved documentation evidencing the same*).

ORIGINATED BY:	
Kira Zander Facilities Administrator	 Signature and Date
	12/5/2018
SUBMITTED FOR APPROVAL BY:	
David Jones Director, Facilities	 Signature and Date
	5 DEC 2018
PROCUREMENT REVIEW:	
Buyer: Monica Frazier	 Signature and Date
	12/6/18
Devin J. Reed Procurement Director <i>FORM APPROVED</i>	 Signature and Date
	12-13-18
SUBMITTED FOR APPROVAL:	
Anthony Cugno Chief Operating Officer	 Signature and Date
	12/13/18

AWARDS COMMITTEE APPROVAL / DENIAL: (Vote: _____ Ayes; _____ Nays)

Meeting Date: _____

Recording Secretary

CEO APPROVAL:

Mark VanLoh
Chief Executive Officer

Signature and Date

CONDITIONS OF APPROVAL, IF ANY:



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Noticed Agenda Item

(Exhibits available upon request)

Item 5: AC2018-12-05

**Generator Maintenance and Repair Service Agreement
Vendor: Ring Power
(Cost: \$350,000.00; Funding: Various)**



SUBMISSION FOR AWARDS COMMITTEE APPROVAL

Subject/Awardee: Generator Maintenance and Repair Service Agreement / Ring Power		Cost: \$350,000.00
Solicitation No: Piggy-Back	Budgeted, Transferred, or Contingency: Budgeted	
On-Going Maintenance Cost: N/A	Funding Source: Various	
Attached / Supporting Documents		
Exhibit "A" - St. Johns County Piggy-back Contract Exhibit "B" - JAA Pricing for JAX, JAXEX and Cecil Airports Exhibit "C" - Public Notice Posting		

BACKGROUND:

The Jacksonville Aviation Authority (JAA) utilizes emergency generators to provide critical emergency power at the Jacksonville International Airport (JIA), Jacksonville Executive Airport at Craig (JAXEX), and Cecil Airport (Cecil). The service agreement with Ring Power covers all routine maintenance, analysis of engine fluids, engine and generator thermal scans, yearly load bank testing, technical services and parts as required for all of JAA's emergency generators at JIA, JAXEX and Cecil.


Facilities requests authorization to utilize St. Johns County's Countywide Generator Maintenance and Services Master Contract No. 18-MCC-RIN-09850, which was competitively awarded to Ring Power in response to St. Johns County's Bid No. 18-73. The aforementioned contract has an effective date of November 15, 2018 through November 14, 2021, with two one-year renewal options, the scope of services under which includes semi-annual and annual maintenance, repair and replacement services and applicable generator rental services. JAA is authorized to utilize this contract pursuant to § 3.08 of its Procurement Code.

RECOMMENDATION:


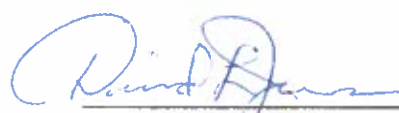

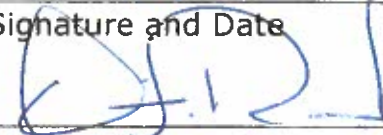
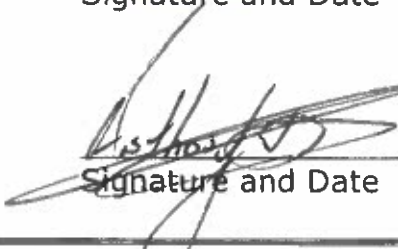
Facilities recommends that JAA utilize St. Johns County's Countywide Generator Maintenance and Services Master Contract No. 13-MCC-RIN-04918, pursuant to § 3.08 of JAA's Procurement Code, to make a properly noticed award to Ring Power Corporation for an initial contract term of three (3) years totaling \$210,000.00, with renewal options of up to two years in an annual not-to-exceed amount of \$70,000.00, for a total potential award amount of \$350,000. Funds are budgeted within cost centers 45133, 44302 and 44202.

Initial Year	First Renewal	Second Renewal
\$210,000.00	\$70,000.00	\$70,000.00

SUBMISSION FOR AWARDS COMMITTEE APPROVAL

Verification of Funding	
Name/Title:	David Jones / Director, Facilities
Signature:	

I have verified that, as of **12/4/2018** there are budgeted funds in the above-referenced funding source that are sufficient to cover the amount of this award submission (*directors or their designees may verify funding; however, verification of an award submission that is unbudgeted or that requires transferred or contingency funding must also attach approved documentation evidencing the same*).

ORIGINATED BY:	
Kira Zander Facilities Administrator	 12/5/2018 Signature and Date
SUBMITTED FOR APPROVAL BY:	
David Jones Director, Facilities	 SPEC 2018 Signature and Date
PROCUREMENT REVIEW:	
Buyer: Monica Frazier	 12/6/18 Signature and Date
Devin J. Reed Procurement Director	 12.13.18 Signature and Date
SUBMITTED FOR APPROVAL:	
Anthony Cugno Chief Operating Officer	 12/13/18 Signature and Date

AWARDS COMMITTEE APPROVAL / DENIAL: (Vote: _____ Ayes; _____ Nays)

Meeting Date: _____

Recording Secretary

CEO APPROVAL:

Mark VanLoh
Chief Executive Officer

Signature and Date

CONDITIONS OF APPROVAL, IF ANY:



JACKSONVILLE AVIATION AUTHORITY
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Noticed Agenda Item

(Exhibits available upon request)

Item 6: AC2018-12-06

**Marketing Consultant Services
Vendor: St. John & Partners
(Cost: \$400,000.00; Funding: 11105)**

SUBMISSION FOR AWARDS COMMITTEE APPROVAL

Subject/Awardee: Marketing Consultant Services / St. John & Partners	Cost: \$400,000.00
Solicitation No: RFP No. 18-24-11105	Budgeted, Transferred, or Contingency: Budgeted FY19
On-Going Maintenance Cost: N/A	Funding Source: 11105.77280

Attached / Supporting Documents

Exhibit "A" – Summary of scope of work and Evaluation Matrix
Exhibit "B" – St. John and Partners Proposal Form and experience summary

BACKGROUND:

In September 2018, JAA released RFP No. 18-24-11105 for Marketing Consultant Services with the purpose of obtaining a firm to create, refine and/or develop advertising and promotional materials for JAA-managed assets and services on an "as-needed" basis. Potential services to be provided will include, but are not limited to:

- Development of commercial caliber videos. This includes all aspects of the process, such as script development, filming and editing for distribution digitally and on broadcast television; and
- Assistance in executing a variety of airport marketing programs which could include the following areas: air service, parking, concessions and customer service.

JAA received proposals from four companies, which were evaluated and ranked as follows:

Rank Order	Respondents	Scores
1	St. John and Partners	98.76
2	Big Communications	90.14
3	Paradise Advertising	71.41
4	Quest Corporation of America	62.76


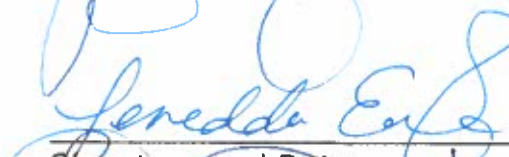

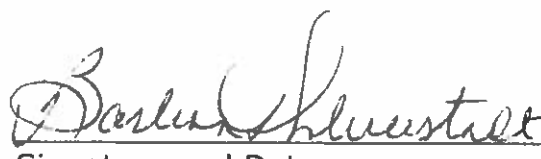
RECOMMENDATION:

Marketing recommends an award be made to St. John & Partners, the highest ranked of four proposers in response to RFP No. 18-24-11105, for marketing consultant services, in an annual not-to-exceed amount of \$80,000.00, for an initial year, with renewal options of up to four years, representing a total potential not-to-exceed award amount of \$400,000.00. Service requests and renewals under this award are on an "as-needed" basis, at JAA's sole discretion, based on contractor performance.

Initial Year	Renewal One	Renewal Two	Renewal Three	Renewal Four
\$80,000.00	\$80,000.00	\$80,000.00	\$80,000.00	\$80,000.00

SUBMISSION FOR AWARDS COMMITTEE APPROVAL

Verification of Funding		I have verified that, as of <u>12/13/2018</u> , there are budgeted funds in the above-referenced funding source that are sufficient to cover the amount of this award submission (<i>directors or their designees may verify funding; however, verification of an award submission that is unbudgeted or that requires transferred or contingency funding must also attach approved documentation evidencing the same</i>).
Name/Title:	Barbara Halverstadt Director, Marketing	
Signature:	<i>Barbara Halverstadt</i>	

ORIGINATED AND SUBMITTED FOR APPROVAL BY:	
Greg Willis Marketing Program Manager	 _____ Signature and Date <u>12/12/18</u>
PROCUREMENT REVIEW:	
Buyer: LeNedda Edwards	 _____ Signature and Date <u>12/12/18</u>
Devin J. Reed Procurement Director	 _____ Signature and Date <u>12-13-18</u>
SUBMITTED FOR APPROVAL:	
Barbara Halverstadt Director, Marketing	 _____ Signature and Date <u>12-13-18</u>

AWARDS COMMITTEE APPROVAL / DENIAL: (Vote: _____ Ayes; _____ Nays)

Meeting Date: _____

Recording Secretary

CEO APPROVAL:

Mark VanLoh
Chief Executive Officer

Signature and Date

CONDITIONS OF APPROVAL, IF ANY:



JACKSONVILLE AVIATION AUTHORITY
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Noticed Agenda Item

(Exhibits available upon request)

Item 7: AC2018-12-07

**Commercial Air and Cargo Service Development Consultant
Vendor: Campbell-Hill Aviation Group, LLC
(Cost: \$897,750.00; Funding: 11105)**



SUBMISSION FOR AWARDS COMMITTEE APPROVAL

Subject/Awardee: Commercial Air and Cargo Service Development Consultant / Campbell-Hill Aviation Group, LLC.	Cost: \$897,750.00
Solicitation No: RFP No. 19-03-11105	Budgeted, Transferred, or Contingency: Budgeted FY19
On-Going Maintenance Cost: N/A	Funding Source: 11105.77280
Attached / Supporting Documents	
Exhibit "A" – Summary of scope of work and Evaluation Matrix	
Exhibit "B" – Campbell-Hill Aviation Group, LLC proposal forms and experience summary	

BACKGROUND:

In October 2018, JAA released RFP No. 19-03-11105 for a Commercial Air and Cargo Service Development Consultant, seeking a company with in-depth knowledge and expertise conducting comprehensive air service analyses, studies and forecasts. The consultant would be responsible for providing air service development strategies, monitoring changes in the industry, providing forecasts / feasibility studies, assisting with preparation of airline presentations, supporting JAA staff at airline meetings, analyzing competition and conducting leakage studies.

JAA received proposals from two companies, which were evaluated and ranked as follows:

Rank Order	Respondents	Scores
1	Crawford, Murphy & Tilly	75.00
2	Campbell-Hill Aviation Group, LLC	88.25

RECOMMENDATION:

Marketing recommends an award be made to Campbell-Hill Aviation Group, LLC, the higher ranked of two proposers in response to RFP No. 19-03-11105, for Commercial Air and Cargo Service Development, in an initial year not-to-exceed amount of \$147,750.00, with renewals of up to four years totaling \$750,000.00, representing a total potential not-to-exceed award amount of \$897,750.00. Renewals under this award are at JAA’s sole discretion, based on contractor performance.

Initial Year	Renewal One	Renewal Two	Renewal Three	Renewal Four
\$147,750.00	\$180,000.00	\$185,000.00	\$190,000.00	\$195,000.00



SUBMISSION FOR AWARDS COMMITTEE APPROVAL

Verification of Funding	
Name/Title:	Barbara Halverstadt Director, Marketing
Signature:	

I have verified that, as of 12/13/2018, there are budgeted funds in the above-referenced funding source that are sufficient to cover the amount of this award submission (*directors or their designees may verify funding; however, verification of an award submission that is unbudgeted or that requires transferred or contingency funding must also attach approved documentation evidencing the same*).

ORIGINATED AND SUBMITTED FOR APPROVAL BY:

Greg Willis
Marketing Program Manager

12/12/18
Signature and Date

PROCUREMENT REVIEW:

Buyer: LeNedda Edwards

12/12/18
Signature and Date

Devin J. Reed
Procurement Director

12-13-18
Signature and Date

SUBMITTED FOR APPROVAL:

Barbara Halverstadt
Director, Marketing

12-13-18
Signature and Date

AWARDS COMMITTEE APPROVAL / DENIAL: (Vote: _____ Ayes; _____ Nays)

Meeting Date: _____

Recording Secretary

CEO APPROVAL:

Mark VanLoh
Chief Executive Officer

Signature and Date

CONDITIONS OF APPROVAL, IF ANY:



JACKSONVILLE AVIATION AUTHORITY
AWARDS COMMITTEE MEETING AGENDA
DECEMBER 17, 2018

In accordance with JAA Standard Practice No. 216, the above-referenced meeting was properly noticed to the public pursuant to Florida's Public Meeting and Sunshine Laws and is being held at approximately 11:00 a.m. in the Procurement Conference Room of JAA's Administration Building, which is located at 14201 Pecan Park Road, Jacksonville, Florida 32218. The following represents an agenda of the items requiring action, recommendations and/or votes of JAA's Awards Committee and, pursuant to § 286.011(2), Florida Statutes, minutes of this meeting will be made available upon request. ***The vendors referenced in the award submissions below have been verified against the Excluded Parties List System maintained by the General Services Administration at <https://www.sam.gov/portal/public/SAM/>.***

Noticed Agenda Item

(Exhibits available upon request)

Item 8: AC2018-12-08

Airline Supplemental Advertising

Vendor: Barkley Advertising

(Cost: \$40,000.00; Funding: 11105)

Exempt Formal Posting: December 13 – 20, 2018



SUBMISSION FOR AWARDS COMMITTEE APPROVAL

Subject/Awardee: Airline Supplemental Advertising / Barkley Advertising	Cost: \$40,000.00
Solicitation No: Exempt (§2.05(A)(14))	Budgeted, Transferred, or Contingency: Budgeted FY19
On-Going Maintenance Cost: N/A	Funding Source: 11105

Attached / Supporting Documents

- Exhibit "A"** – Letter of Partnership
- Exhibit "B"** – JAX Media Plan with Public Notice Posting

BACKGROUND:

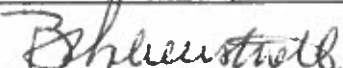
The Jacksonville Aviation Authority (JAA) seeks to promote the development of air service in general. Spirit Airlines will begin service in Jacksonville with new nonstop service to Detroit and Chicago. Spirit is a new carrier in the Jacksonville market and will compete for market share on these routes. Its success will mean additional capacity at JAX and lower fares for the community. Spirit currently has a marketing relationship with Barkley Advertising, its agent-of-record, from which relationship JAA desires to benefit, particularly as it relates to continued and consistent digital advertising promotions and similar services relating to the Jacksonville International Airport. These ads will run on a variety of platforms, such as digital displays, paid social and paid search.

This award request is exempt from competition pursuant to § 2.05(A)(14) of JAA's Procurement Code.

RECOMMENDATION:

Marketing recommends that JAA make a properly noticed award, pursuant to § 2.05(A)(14) of the Procurement Code, to Barkley Advertising, as agent-of-record for Spirit Airlines, for media advertising of various platforms, in a not-to-exceed amount of \$40,000.00. Funding for this purchase is budgeted within Cost Center 11105 for Fiscal Year 2019.

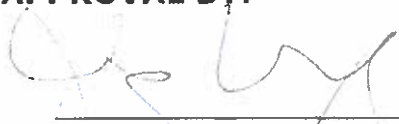
SUBMISSION FOR AWARDS COMMITTEE APPROVAL

Verification of Funding	
Name/Title:	Barbara Halverstadt Director, Marketing
Signature:	

I have verified that, as of 12-13/2018, there are budgeted funds in the above-referenced funding source that are sufficient to cover the amount of this award submission (*directors or their designees may verify funding; however, verification of an award submission that is unbudgeted or that requires transferred or contingency funding must also attach approved documentation evidencing the same*).

ORIGINATED AND SUBMITTED FOR APPROVAL BY:

Greg Willis
Marketing Program Manager




12/12/18

 Signature and Date

PROCUREMENT REVIEW:

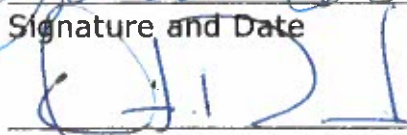
Buyer: LeNedda Edwards



12/12/18

 Signature and Date

Devin J. Reed
Procurement Director

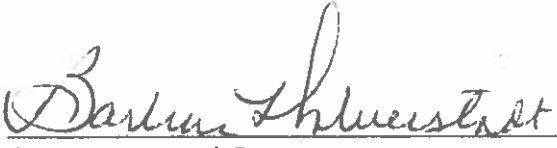


12-13-18

 Signature and Date

SUBMITTED FOR APPROVAL:

Barbara Halverstadt
Director, Marketing



12-13-18

 Signature and Date

AWARDS COMMITTEE APPROVAL / DENIAL: (Vote: _____ Ayes; _____ Nays)

Meeting Date: _____

Recording Secretary

CEO APPROVAL:
Mark VanLoh
Chief Executive Officer

Signature and Date

CONDITIONS OF APPROVAL, IF ANY: