



MIAMI BEACH

OFFICE OF THE CITY MANAGER
NO. LTC # 176-2014

LETTER TO COMMISSION

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TO: Mayor Philip Levine and Members of the City Commission

FROM: Jimmy L. Morales, City Manager

DATE: May 28, 2014

SUBJECT: **STATUS UPDATE ON REQUEST FOR QUALIFICATIONS (RFQ) 2014-182-LR FOR EVENT PLANNING AND MARKETING SERVICES FOR THE CITY'S CENTENNIAL**

The purpose of this Letter to Commission (LTC) is to notify the Mayor and the City Commission on the status of the above-referenced RFQ which seeks proposals from qualified firms with whom the City may negotiate an agreement to provide the City with event planning and marketing services for the upcoming centennial celebrations.

As authorized by the City Commission, the RFQ was released on March 20, 2014 and proposals were received on April 21, 2014. On May 1st, 2014, the evaluation of proposals was scheduled to be held by the Evaluation Committee (the "Committee"), noticed to the City Commission via LTC #097-2014. However, of the five (5) Committee members and two (2) alternates, only three (3) Committee members were available on the day of the evaluation meeting was scheduled. Because of the desire to expedite an award pursuant to the RFQ so that the centennial planning could begin and, given that a quorum was established with three (3) out of the five (5) committee members present, the evaluation of proposals proceeded.

However, on May 6, 2014, following the evaluation of proposals, one (1) of the three (3) Committee members reported a possible conflict of interest. In an abundance of caution, the participation by the Committee member reporting the possible conflict has been disqualified. As a result, the evaluation process must also be disqualified because a quorum no longer exists which has resulted in an invalidation of the evaluation process held on May 1, 2014.

At this time, it is necessary to reconvene another meeting of the Committee so that proposals received pursuant to the RFQ may be evaluated. Also, in an abundance of caution, a new Committee is proposed to include the following individuals, none of which participated in the first, now invalidated, Committee evaluation process:

- Seth Bramson, Historian and Professor
- Robert Goodman, President, Garber & Goodman Advertising, Inc.
- Cheryl Jacobs, Executive Vice President, Miami Center for Architecture and Design
- Jaie Laplante, Executive Director, Miami International Film Festival
- Frank Trullenque, Chairperson, Hispanic Affairs Committee

I am also considering the following individuals as alternates:

Gary Farmer, Cultural Affairs Program Manager, City of Miami Beach
Victoria Rodgers, New World Symphony

I would appreciate any comments and/or suggestions you may have by June 2, 2014.

Thank you.

C: Mark Taxis, Assistant City Manager
Kathie G. Brooks, Assistant City Manager
Alex Denis, Director, Department of Procurement Management
Max A. Sklar, Director, Tourism, Culture and Economic Development Department

JLM/JMT/KGB/MS/AD

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