

On **FEBRUARY 10, 2020**, the **CONCESSIONS/PROCUREMENT COMMITTEE** of the **GREATER ORLANDO AVIATION AUTHORITY** met in the Carl T. Langford Board Room at Orlando International Airport, One Jeff Fuqua Boulevard, Orlando, Florida, 32827. Chairman Anderson called the meeting to order at 1:31 p.m. The meeting was posted in accordance with Florida Statutes and a quorum was present.

Committee members present: Raymond Anderson, Chairman
Thomas Draper, Senior Director of Airport Operations
Bradley Friel, Director of Planning
Brian Engle, Director of Customer Experience

Staff/Others present: Denise Schneider, Assistant Director of Purchasing
Luis Aviles, Purchasing
Jihyun Park, Assistant Project Manager, Strategic Projects
Jo Thacker, Nelson Mullins
Dan Gerber, Rumberger Kirk
Lan Kennedy-Davis, Rumberger Kirk
Larissa Bou, Recording Secretary

Chairman Anderson announced to all present that if a bidder or proposer is aggrieved by any of the proceedings of today's meeting and wishes to appeal the results of actions made by this Committee, they must file an appeal stating the item they wish to appeal and the basis for which they wish to appeal, and it must be received in writing by the Chief Executive Officer, Mr. Phillip N. Brown, in his office at One Jeff Fuqua Boulevard, Main Terminal Building, by Monday, February 17, 2020 at 4:00 p.m.

For individuals who conduct lobbying activities with Aviation Authority employees or Board members, registration with the Aviation Authority is required each year prior to conducting any lobbying activities. A statement of expenditures incurred in connection with those lobbying instances should also be filed prior to April 1 of each year for the preceding year. As of January 16, 2013, lobbying any Aviation Authority Staff who are members of any committee responsible for ranking Proposals, Letters of Interest, Statements of Qualifications or Bids and thereafter forwarding those recommendations to the Board and/or Board Members is prohibited from the time that a Request for Proposals, Request for Letters of Interests, Request for Qualifications or Request for Bids is released to the time that the Board makes an award. As adopted by the Board on September 19, 2012, lobbyists are required to sign-in at the Aviation Authority offices prior to any meetings with Staff or Board members. In the event a lobbyist meets with or otherwise communicates with Staff or a Board member at a location other than the Aviation Authority offices, including the Mayor of the City of Orlando or the Mayor of Orange County, at their offices, the lobbyist shall file a Notice of Lobbying (Form 4) detailing each instance of lobbying to the Aviation Authority within 7 calendar days of such lobbying. As of January 16, 2013, lobbyists will also provide a notice to the Aviation Authority when meeting with the Mayor of the City of Orlando or the Mayor of Orange County at their offices. The policy, forms, and instructions are available in the Aviation Authority's offices and the web site. Please contact the Director of Board Services with questions at (407) 825-2032.

MINUTES

1. Upon motion by Mr. Draper second by Mr. Friel, vote carried and motion passed to approve the January 13 and January 27, 2020 minutes, as written.

CONSENT AGENDA ITEM (S)

2. Consent Agenda Item A was deferred. There were no other Consent Agenda Items to be considered.

RECOMMENDATION TO AWARD AGREEMENT AG-648, ADVERTISING AGREEMENT FOR ORLANDO PRIDE MARKETING WITH ORLANDO PRIDE, LLC (ORLANDO PRIDE) AS A SINGLE SOURCE PROCUREMENT

3. Ms. Schneider presented the item.

The term of the agreement will be for the 2020 Regular Season, effective upon signature, expiring December 31, 2020.

The Aviation Authority wishes to enter into an eleven (11) month marketing agreement with Orlando Pride, LLC to support marketing activities between the Aviation Authority and

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Orlando Pride. During the contract year, the Aviation Authority will receive advertising and sponsorship benefits including, but not limited to: three (3) minutes of in-game exposure via field side LED Ribbon for all local MLS regular season home games; four (4) minutes of exposure on the upper level fascia LED Ribbon for all regular season home games; ten (10) minutes of rotating exposure on the stadium Internet Protocol Television (IPTV) system for all regular season home games; one (1) video scoreboard digital Tri-Vision positions during all season home games; five (5) Social Media posts throughout the season showing Orlando Pride players traveling to their games through the Orlando International Airport; Orlando City will create a player profile post for ten (10) Pride players with the Aviation Authority being tagged on each social post; the Aviation Authority will be the presenting partner of the fan game day social feature and the Aviation Authority's profile logo and click-through link will be included on the Corporate Partner's page.

Orlando Pride previously worked with the Aviation Authority by providing various opportunities to promote the Aviation Authority's marketing activities under Orlando Sports Holdings, LLC (Orlando Sports); however, Orlando Pride will now require its own agreement. Orlando Pride is a women's soccer league team that competes as a separate entity under the Major League Soccer (MLS). Since its commencement, Orlando Pride has provided marketing opportunities and exposure to diverse audiences who watch the advertisements. Orlando Pride supports a relationship with customers both locally and nationally. Many Orlando Pride fans use the Aviation Authority's facilities, whereby engaging with these fans will allow the Aviation Authority to understand their needs and preferences. This will also aid the Aviation Authority to better support our customers.

The Aviation Authority has similar sport marketing agreements with Fox Sports, Orlando City, Orlando Magic and University of Central Florida.

A marketing agreement with Orlando Pride, LLC allows the Aviation Authority to expand its marketing opportunities by getting exposure at the games with various in-game inventories and with fans who not only watch the advertisements but also engage with them.

This award shall be made with Orlando Pride, LLC based on a Single Source Procurement Justification in accordance with Aviation Authority's Policy, Section 450.03, Purchasing/Non-Competitive Procurement. This policy permits the procurement of Goods and Services pursuant to a Single Source Procurement. A Single Source Procurement is a procurement made from one firm among others in a competitive market place which, for justifiable reasons, is found to be most advantageous for the purpose of fulfilling the given purchasing need.

The Small Business Development Department has reviewed the specifications for the above referenced Single Source Procurement and determined that, due to limited and specialized scope of services, it does not lend itself to MWBE/LDB/VBE participation.

The estimated not-to-exceed amount of \$10,000 for the eleven (11) month term is within budget. Funding is from the Operations and Maintenance Fund 301.006.170.5480001.000.000000. Funds expected to be spent under the agreement in the current fiscal year are within budget. Funding required in current and subsequent fiscal years will be allocated from previously-approved Operations and Maintenance Fund as approved through the budget process and when funds become available.

It was respectfully requested that the Concessions/Procurement Committee approve that the following be recommended to the Aviation Authority Board: (1) authorize the eleven (11) month term agreement with Orlando Pride, LLC based on a Single Source Procurement Justification; (2) authorize funding from previously-approved Operations and Maintenance Fund in the not-to-exceed amount of \$10,000.00; and (3) authorize an Aviation Authority Officer or the Chief Executive Officer to execute an Agreement following satisfactory review by legal counsel.

Chairman Anderson asked if anyone in the audience would like to speak regarding this item. Hearing none, he then asked if any Committee member had questions or comments. There was no response to either inquiry.

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Chairman Anderson asked if this item has a similar scope as the one presented at the last CPC meeting for the Orlando City Soccer marketing agreement [1/27/2020 CPC New Business Item D]. Ms. Schneider responded in the affirmative.

Ms. Thacker noted that the payment schedule detailed in Attachment C (copy on file) may change, because the agreement will probably state that the payment is due before April 1, 2020. Ms. Thacker also requested that Attachment C be revised to replace "Orlando City" with "Orlando Pride".

Motion to approve staff's recommendation was moved by Mr. Engle and seconded by Mr. Friel.

Chairman Anderson questioned the difference in amount between the Orlando City Soccer agreement and Orlando Pride agreement. Ms. Schneider explained that this is due to Orlando City Soccer having a better opportunity for more international exposure.

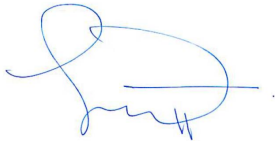
Chairman Anderson called for a vote. Motion passed.

ADJOURNMENT

4. Chairman Anderson asked if there was further business to discuss before the Committee. Having no further business to discuss, he adjourned the meeting at 1:39 p.m.

The next scheduled CPC meeting will be held on Monday, February 24, 2020 at 1:30 p.m. in the Carl T. Langford Board Room.

(Digitally signed on, 2020)



Larissa Bou
Recording Secretary



Raymond Anderson
Chairman