



## **Minutes Evaluation Committee Meeting**

Request for Qualifications 108-2024  
Public Relations & Marketing Services for the Lake Park Community  
Redevelopment Agency and the Town of Lake Park  
Friday May 17, 2024 1:00 P.M.  
Town Hall Commission Chamber, Town Hall, 535 Park Avenue  
Lake Park, Florida 33403

The Evaluation Committee for Request for Qualifications 108-2024 was conducted on Friday May 17, 2024 at 1:00 P.M. Present were Community Redevelopment Administrator Allison Justice, Grant Writer/Chief Public Information Officer Merrell Angstreich, Special Events Director Riunite Franks and Deputy Town Clerk Laura Weidgans.

Community Redevelopment Administrator Justice called the meeting to order and announced that the Town had received four submittals. She explained that the purpose of the meeting was to evaluate the submittals for the above referenced project.

The Evaluation Committee announced and explained their evaluations of the submittals. The evaluation matrix is attached. The score totals are as follows:

Civic Consulting Group LLC: 236  
A5 Brandon & Digital: 237  
Redevelopment Management Associates: 276  
Ryan Williams Agency: 233

Community Redevelopment Administrator Justice concluded the meeting.

### **ADJOURNMENT:**

The meeting adjourned at 1:22 P.M.

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Laura Weidgans  
Deputy Town Clerk

**RFP 108-2024 LAKE PARK CRA PR and MARKETING SERVICES**

**PROPOSAL SCORING MATRIX**

Evaluation Criteria Breakdown		Points	A5 Branding & Digital	Civic Consulting Group	RMA	Ryan Williams Agency
<b>Completeness of Response to RFP (Pass/Fail)</b>						
ALL required schedules, forms and informational items have been submitted.		Pass/Fail	X	X	X	X
<b>1</b>	<b>Qualifications and Personnel</b>	<b>25 Points</b>				
	Evaluator 1.		17	15	24	23
	Evaluator 2.		20	25	25	10
	Evaluator 3		20	25	25	20
	<b>TOTAL ALL SCORES</b>		57	65	74	53
<b>2</b>	<b>Record of Performance</b>	<b>25 Points</b>				
	Evaluator 1.		20	12	24	18
	Evaluator 2.		12	20	25	22
	Evaluator 3		20	20	25	15
	<b>TOTAL ALL SCORES</b>		52	52	74	55
<b>3</b>	<b>Creative Approach to Scope of Work</b>	<b>30 Points</b>				
	Evaluator 1.		26	20	20	25
	Evaluator 2.		22	25	25	20
	Evaluator 3		25	25	25	20
	<b>TOTAL ALL SCORES</b>		73	70	70	65
<b>4</b>	<b>Verifiable Documentation that business is legally established to Operate in the Town</b>	<b>10 Points</b>				
	Evaluator 1.		10	10	10	10
	Evaluator 2.		10	5	10	10
	Evaluator 3		10	10	10	10
	<b>TOTAL ALL SCORES</b>		30	25	30	30
<b>5</b>	<b>Proposal Conforms to RFQ Requirements</b>	<b>10 Points</b>				
	Evaluator 1.		10	9	10	10
	Evaluator 2.		5	5	8	10
	Evaluator 3		10	10	10	10
	<b>TOTAL ALL SCORES</b>		25	24	28	30
<b>TOTAL</b>		<b>110 Points (X 2)</b>	<b>237</b>	<b>236</b>	<b>276</b>	<b>233</b>

Evaluation Committee Member 1. Allison Justice, CRA Administrator

Friday, May 17, 2024

Signature

Evaluation Committee Member 2. Merryl Angstreich, PIO

Friday, May 17, 2024

Signature

Evaluation Committee Member 3. Riunite Franks, Special Events Director

Friday, May 17, 2024

Signature