

RFP Meeting for Community Enhancement Board  
Civic Center  
4:00 P.M. January 10, 2018

Carol Evans, Bill Stramm, Donna Moyer, David Gay, Elizabeth Russell, Andy Buchholz, Brent Mannual, Shelly Gorman  
Not present: Mollie Pickron

Call to order: Bill Stramm called the meeting to order at 4:04 pm.

RFP Draft:

- Mollie Pickron drafted a RFP for branding. The background and history was included from the previous grant. It has been reviewed and tweaked by Bill and Donna.
- We will decide how many brochures, flags, logos, banners, tag lines and etc. at a later date.
- Fredericksburg spent \$18,600 for their branding.
- The RFP will go out regardless if we get the grant or not.

Questions (with some answers):

1. What does the base bid consist of?

Then on top of that (addendums) – Brand campaign

2. Who evaluates the bids? Fredericksburg had a 4 person committee and none were from their CEB committee - Locality, marketing background, new business owner, and a business owner.

-The whole CEB board will collaborate and decide.

3. RFP Questions and Answers

- Have a week or two of open questions and answers

-Then publish the answers as an addendum after the second week of questions. So that everyone has an even playing field.

-A bid conference for pre submittal. It creates a signup sheet so you can follow up afterwards.

-It doesn't have to be required to come to the meeting – optional with a posting on the website of questions or a recording.

4. Where to post the RFP?

- Tammy will ask Kyle about where we post RFPs. Staunton has a list a people they submitted to which are regional.

- We also need email addresses for all of these contacts.

- Release February 2<sup>nd</sup> and March 16<sup>th</sup> will be the due date of the RFP. Optional pre-bidders conference in the 3<sup>rd</sup> week in February 21<sup>st</sup>.

- Evaluations – Bill has a list of points per item. Cost only 10 points we like. Bill will get a draft out in the near future!

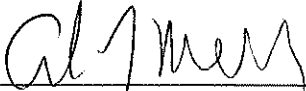
- Put Community Enhancement Board – Affiliate Mainstreet Designation

To Do:

- Send companies that we have in mind to go after for the RFP to Donna.
- The work plan is in the drop box – grants, affiliate grants, branding resources. Entering for deliverables.
- Joint Work session with the town was postponed. January 23<sup>rd</sup> is the tentative date at 6pm. (501 c3 joint)
- CEB normal January meeting will be the 22<sup>nd</sup>.

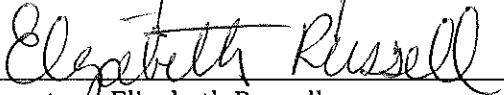
Adjournment – Andy Buchholz made a motion to adjourn the meeting at 5:19 P.M.

The meeting adjourned at 7:03 p.m.



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Chairman Andy Buchholz



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Secretary, Elizabeth Russell