

**Special Outreach Committee
Meeting City of Bonita Springs
Official Agenda
Council Chambers
Wednesday, March 13, 2019
6:00 pm**

I. Call to order - Chairman Jesse Purdon

Present

Jesse Purdon
Altony Lee
Melchor Briceño
Michael Robinson
Juan Romero

Staff

Lora Taylor
Peter Simmons, Mayor

II. Pledge of Allegiance

Mr. Purdon led the Pledge of Allegiance.

III. Public Comment

No public comment.

IV. Review of Fiesta Bonita RFP submissions

The Committee reviewed and discussed the RFP Submissions.

Highlights:

One of the RFPs allows for beer, the other does not

Univision has done a good job for the last two years.

TLC Marketing has a great name in the community.

Mr. Purdon stated the Committee needs to make sure that they do not allow conflict of interest on the committee and that committee members are not voting to benefit their own financial interests. Mr. Purdon stated that committee members who work for Univision signed legal documents that prohibited them in voting on anything involving Fiesta Bonita. Mr. Purdon feels that the Committee has handled everything above Board.

Comments:

Mr. Lee said the purpose of this Committee is to create opportunity for those without voices and not only engage the traditional audience but get those who have not participated engaged. After looking at the TLC skills and scope of the schedule, Mr. Lee cannot recommend TLC Marketing. Mr. Robinson concurs.

Mr. Romero said we want to reach the Hispanic community with their music, shows and dancers. In addition, to represent the Hispanic community who have not been represented.

TLC does not mention the Outreach Committee.

Mr. Robinson does not think the schedule TLC presented represents Fiesta Bonita. Mr. Robinson stated people who attend Fiesta Bonita want to hear music, eat some good food and dance a bit.

Mr. Briceño stated the whole point of Cinco De Mayo is fiesta. People are expecting it to be better than last year culture-wise. Last time people came from Cape Coral, Lehigh and Naples. TLC brings a good program, but it is not Fiesta Bonita. With Univision, you cannot beat what they bring to the table.

Mr. Purdon stated the value in Univision is the \$40K marketing value that comes in-house. For Univision, it works out because it does not come out of pocket because that is what they do. They speak directly to the community the Committee is trying to reach. Mr. Purdon honestly feels Univision will deliver again and it will be well received in the Community.

Mr. Purdon stated the TLC brings a wealth of relationships.

Mr. Lee recommends Univision as the first choice because the proposal states that it would accomplish the cultural aspect that the Committee would like to achieve. If Council were to pick TLC Marketing, Mr. Lee would prefer to go out to bid again or cancel the event.

Mr. Romero thinks they need to recommend the company they think will do the best. Univision is the only one they can recommend.

Mr. Purdon asked for a motion to recommend Univision as their first choice with a note to notice the beer component. By default, TLC is number two.

Mr. Romero made the motion that Univision is their first choice, with the note that Univision included the beer component and TLC did not, Mr. Robinson seconded; motion passed unanimously.

Media Vista - 1
TLC Marketing - 2

The Committee used the following criteria in reaching their decision:

- Cost
- Vision of the Event
- Experience
- Benefit to the Community
- References

V. LCSO - Bonita Event March 28, 2019

Mr. Purdon encouraged the Committee to attend the LSCO event. Mr. Robinson will put a note on the bulletin board in their park. Mr. Purdon asked the Committee to invite family and friends.

VI. Shirts

The Committee decided to table the discussion of shirts until next meeting.

VII. Approval of Minutes from the February 13, 2019 Meeting

Corrections to the minutes:

Mr. Altony Lee led the Pledge of Allegiance

Mr. Lee confirmed Mr. Paz made the motion to submit authorize Mr. Purdon to work with staff to insure the content of the RFP packet and then submit to Council.

Mr. Lee made a motion to approve the February 13, 2019 minutes as amended above, need name seconded; motion passed unanimously.

VIII. Misc. discussion – other items

Ms. Taylor announced that celebrate Bonita will be on April 6 from 4 to 9 p.m.

Ms. Taylor announced that this month's feature movie is The Bee Movie at River Park on March 16, 2019.

IX. Adjourn

Meeting adjourned at 6:49 p.m.

Respectfully submitted,

Nadine Chiamonte
Nadine Chiamonte,
Office Assistant

APPROVED OUTREACH COMMITTEE:

Date: January 21, 2020

AUTHENTICATED:

Jesse M. Purdon
Jesse Purdon, Chairman

**NOTE: Two or more members of the Bonita Springs City Council
may be present and speaking at the meeting.**

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NOTE: THIS MEETING IS TELEVISED ON COMCAST, CHANNEL 98. AGENDAS ARE AVAILABLE FOR VIEW, AND THE MEETING CAN BE VIEWED AT WWW.CITYOFBONITASPRINGS.ORG