



Official City Council Meeting Minutes

March 11, 2019

Office of the City Clerk

ALPHARETTA CITY

HALL COUNCIL

CHAMBERS

2 PARK PLAZA

Official Minutes

The public is advised that the following minutes are not a verbatim transcription of business presented at the Council Meeting of the date shown; but are a synopsis of pertinent information. The public is further advised that the tapes recorded at said meeting are a matter of public record and are available to be heard at the City of Alpharetta's Clerk's office during normal business hours.

I. CALL TO ORDER

- *Mayor Pro Tem Mitchell called the meeting to order at 6:31 p.m.*

II. ROLL CALL

- Council Members
 - o Mayor Pro Tem Donald F. Mitchell
 - o Jason Binder
 - o Ben Burnett
 - o John Hipes
 - o Dan Merkel
 - o Karen Richard
- Staff
 - o Bob Regus, City Administrator
 - o Sam Thomas, City Attorney
 - o Erin Cobb, City Clerk
 - o James Drinkard, Asst. City Administrator
 - o Peter Sewczwicz, Director of Public Works
 - o John Robison, Director of Public Safety
 - o Morgan Rodgers, Director of Recreation, Parks & Cultural Services
 - o Tom Harris, Director of Finance

III. PLEDGE TO THE FLAG

IV. CONSENT AGENDA

A. Council Meeting Minutes (Meeting of 3/4/2019)

- ❖ Council Member Merkel offered a motion to approve the Consent Agenda
 - The motion received a second from Council Member Burnett
 - The motion was approved unanimously (6-0)

V. PROCLAMATIONS AND PRESENTATIONS

A. Arbor Day Proclamation

- Senior Engineer, Eric Graves, and Deb Zemlock came forward to accept the 2019 Arbor Day Proclamation on behalf of the Alpharetta Natural Resources Commission.
- Deb Zemlock announced that The Alpharetta Natural Resources Commission will host its annual Arbor Day Event on March 16th from 10:00 AM until 1:00 PM at Cogburn Road Park, located at 12825 Cogburn Road. This year's event will feature the planting of 30 trees, including large over story trees and native understory trees.

Public Comment:

- Executive Director of the North Metro Miracle League, John McLaughlin, came forward to discuss an educational fund raising effort for special needs kids, which includes painting bird houses. Bird houses were passed out to members of the City Council. Mr. McLaughlin expanded on the NMML conservation initiative, focusing on pollinators. Additionally, orientation for the special needs spring softball season is on Saturday, March 16th, games take place at Alpharetta's North Park, 13450 Cogburn Road.

VI. OLD BUSINESS

A. Approval Of Fiscal Year 2019 Mid-Year Budget Amendment (2nd Reading)

- Director of Finance, Tom Harris, came forward to present this item.
- The purpose of the Fiscal Year (FY) 2019 Mid-Year Budget Amendment is to amend the base budget as adopted by City Council for targeted initiatives that have already occurred (e.g. during the first seven months of the fiscal year) or are planned to occur before fiscal year-end.
- Initiatives are discussed in detail within the Fiscal Year 2019 Mid-Year Budget Requests Document.
- City Attorney, Sam Thomas, read a summary of the Budget Amendment Ordinance constituting a 2nd read.

Public Comment:

- No Public Comment

- ❖ Council Member Merkel offered a motion to approve the 2019 Mid-Year Budget Amendment

- The motion received a second from Council Member Burnett
- The motion was approved unanimously (6-0)

VII. NEW BUSINESS

A. Event Management Services (RFP 19-106)

- Director of Recreation, Parks & Cultural Services, Morgan Rodgers, came forward to present this item.
- Staff recommends Mayor and Council award RFP 19-106 to Premier Events for a 5-year service contract to provide comprehensive event management services for targeted events (detailed within the Report-in-Brief section) in the annual amount of \$122,000 and authorize the Mayor to execute all necessary documents.
- The award of this Request-for-Proposals (RFP) is for comprehensive event management services to conduct and manage all facets of the targeted event(s) and potentially any new events. Responsibilities under the contract include full service event planning and implementation services including financial planning, logistics, management, marketing, sponsorship, sales and fulfillment, talent and vendor contracting, and event evaluations. The awarded vendor shall manage day-to-day operations, supervision of volunteers, contractors, and sub-contractors, and act as the key contact for the City. It is further expected that the awarded vendor demonstrate a continuous effort to improve operations, decrease turnaround times, streamline work processes, and work cooperatively and jointly with the City and our other contractors to provide quality seamless customer service.
- The targeted events include: Taste of Alpharetta; Alpharetta Arts Streetfest (3-day event); Brooke Street Park Concert Series (9 event dates); Food Truck Alley (23 event dates); Scarecrow Harvest; Wire & Wood (2-day event); and the Season of Celebration (1-day event). Staff recognizes that event details change (e.g. # of days, new events, etc.) and requests flexibility to adjust the awarded contract offerings based on mutual agreement between the selected firm and the City.
- The current event management contract expires March 20, 2019.
- Anticipating (1) expiration of the existing event management contract and (2) the desire to expand the service offerings (e.g. more events), an RFP was prepared by a Committee including representatives from Recreation, Parks and Cultural Services, Public Works, and Finance. RFP 19-106 was advertised in November 2018 with proposals received on December 6, 2018.
- The City received a total of five (5) responses which were submitted to the Evaluation Committee for review and ranking.
- The Evaluation Committee met on December 18, 2018 to tabulate the overall scores. Each proposal was evaluated based on the following criteria: full-service event planning experience (30%); staffing capability (20%); creative approach to work (15%); technical approach to work (15%); cost (17%); and Alpharetta vendor preference (3%). The resulting scores were as follows (ranking of "1" to "5" with "5" being the highest):
 - o Premier Events: 4.38
 - o Media Frenzy Global LLC: 3.84
 - o Titan Global Enterprises Inc: 3.39
 - o Palate Catering and Design: 2.94

- o CRE8AD8 LLC: 2.00

- The high scoring firm, Premier Events, is our current event management service provider. Staff has found them to be knowledgeable, responsive, and focused on delivering an excellent event product. From a cost perspective, Premier Events provided the 2nd lowest cost proposal at \$122,000.
- It should be noted that the requested service scope represents an increase over the existing contract scope. The scope increase is due primarily to: (1) the addition of events that were not included in the last contract (including Food Truck Alley, Brooke Street Concert Series and Scarecrow Harvest); (2) a consolidation of activities that were previously handled by various vendors (such as printing, design, and talent booking); and (3) the addition of sponsorship recruitment. The expanded scope resulted in the higher proposal cost (\$122,000 versus existing contract value approximating \$65,000). However, no additional budget funds are being requested. The Department is prioritizing existing funding levels to improve our efficiency and quality of our events. That said, now that sponsorship recruitment is an explicit part of the contract scope, staff fully anticipates that Premier Events will more than offset the additional expenses through sponsorship revenue generation.
- With these factors in mind, staff recommends award of RFP 19-106 to Premier Events.

Public Comment:

- No Public Comment
- ❖ Council Member Binder offered a motion to approve the RFP 19-106 to Premier Events for a 5-year service contract to provide comprehensive event management services for targeted events (detailed within the Report-in-Brief section) in the annual amount, not to exceed, \$122,000 and authorize the Mayor to execute all necessary documents.
 - The motion received a second from Council Member Merkel
 - The motion was approved unanimously (6-0)

VIII. PUBLIC COMMENT

- No Public Comment

IX. REPORTS

- Council Member Burnett commended Mayor Pro Tem Mitchell for running the Council Meeting in Mayor Gilvin's absence.
- Council Member Richard thanked the Director of Public Works, Pete Sewczwicz, and Assistant City Administrator, James Drinkard, for working with GDOT in order to update the GA 400 Express Lanes Project videos.
- Mayor Pro Tem Mitchell thanked Assistant City Administrator, James Drinkard, for adding the GA 400 Express Lanes Project information to the City website.

X. ADJOURNMENT TO EXECUTIVE SESSION

- ❖ Council Member Burnett offered a motion to adjourn to Executive Session
 - The motion received a second from Council Member Richard

- The motion was passed unanimously (6-0)
- ❖ With no further business to discuss or items to be heard, Mayor Pro Tem Mitchell adjourned the meeting to Executive Session at 6:52 PM

Respectfully submitted,

A handwritten signature in cursive script that reads "Erin Cobb".

Erin Cobb, City Clerk