

**PAVE COMMITTEE**  
**Tourism and Downtown Services**  
**Meeting Minutes – January 28, 2020 at 11:00 AM**  
**Courtyard Conference Room**

**Member Attendance:**

Tyler Flaming (Chair & City Councilor)  
Valerie Lovelace (Vice Chair & City Councilor)  
Dwight Faszer (City Councilor)  
Clint Scherf (City Councilor)  
Gordon Langenbeck  
Trevor Yarrish  
Sara Bristol  
Ward Warren

**Staff/Liaison/Other:**

Jay Meredith (Finance Director)  
Susan Seereiter (Business Advocate)

**Guests:**

None

**1. Roll Call:**

- Chair Flaming opened the meeting at 11:01am and took roll. All members were in attendance.

**2. Introductions:**

- None.

**3. Public Comment:**

- None.

**4. Approval of Minutes:**

- Approval of Minutes from January 7<sup>th</sup> and January 9<sup>th</sup>, 2020.

**MOTION/VOTE**

**Member Bristol moved, and Member Warren seconded the motion to approve the minutes from January 7, 2020 and January 9, 2020 as presented. The vote resulted as follows: “Ayes”: Chair Flaming, Vice Chair Lovelace, Councilors Faszer and Scherf, Members Langenbeck, Bristol, Yarrish and Warren. “NAYS”: None. Abstain: None. Absent: None. Motion passed.**

**5. Action Items:**

**a) Complete RFP scoring sheets, discuss final reference checks on proposals received, and make a contract recommendation to the City Council for the Operations Plan for Tourism Promotion and Downtown Development Programs.**

- Members turned in scoring sheets for the firms that proposed on this project. The City received four proposals however one was ruled out earlier in the process as they proposed a scope of work and price out of the range of expectations. Members did score the other three proposals.
- Jay mentioned the three other proposals are qualified and mentioned there are different pros, cons, and qualifications and experiences of the other three proposals.
- It was mentioned that DMOproz, one of the proposers, appears to be the firm that has the most experience doing this specific type of analysis project. However, all three firms have relative experience in this field of work.

- While Jay was compiling numeric scores, members took turns sharing information about how and why they ranked certain proposals higher and which firm was their preference to do this work.
- Raw scores totaled 590 for DMOproz as the highest score and 544 for Velocity as the second highest score. Six of eight committee members had also ranked DMOproz as their number one proposal. Two of eight members preferred Velocity as their top proposal.
- Jay stated there is a financial analysis involved in each of the main components of this project but this isn't technically a financial audit as a financial audit is geared towards making sure accounting is done correctly. Jay and members discussed that the financial part of this project is to review budget performance, return on investment, and appropriateness of budget expenditures.

**MOTION/VOTE**

**Member Yarrish moved, and Councilor Lovelace seconded the motion to recommend DMOproz be awarded the contract for this project.**

**The vote resulted as follows: "Ayes": Chair Flaming, Vice Chair Lovelace, Councilors Faszler and Scherf, Members Langenbeck, Bristol, Yarrish and Warren. "NAYS": None. Abstain: None. Absent: None. Motion passed.**

**6. Matters from Committee Members and Staff:**

- None.

**7. Future Agenda Building and Set Date for Next Meeting:**

- The next meeting will likely be when the Tourism/Downtown contractor schedules the first onsite fieldwork trip.

**8. Adjourn:**

- Meeting adjourned at 11:34 AM.

These minutes were prepared by Jay Meredith, staff liaison for the committee.