



Organizational, Services & Performance Monitoring Committee

June 3, 2025

MEETING MINUTES

Committee Members: Ms. Pacetti (Chair), Mayor Gallo, Mr. Sleasman
Not Present: Ms. McPherson, Ms. Welch
Staff/Other: Shawn Becker, Nick Biggar, India Birdsong Terry, Janet Burney, Floun'say Caver, Sharon Cottrell, Drew Dimmick, Maribeth Feke, Michael Fesler, George Fields, Bob Fleig, Joel Freilich, Anthony Garofoli, Rajan Gautam, Sharon Jenkins, Carl Kirkland, Jonathan Laule, Derek Meinke, Sheila Miller, Bryan Moore, Charles Morgan, Jim Reed, Mike Schipper, Wendy Talley, Natoya Walker-Minor
Public: Brian Gibbons, Loh

Ms. Pacetti called the meeting to order at 9:01 am with a roll call. Three (3) committee members were present, representing a quorum.

A motion by Mayor Gallo, seconded by Mr. Sleasman to approve the minutes from May 20, 2025.

Ms. Pacetti called the first presentation RFP Procurement, a presentation of a competitive negotiated procurement for Integrated Marketing Services for three years with two, one-year options. The presenters were Sharon Jenkins, Director of Marketing and Drew Dimmick, Contract Administrator II.

Ms. Jenkins presented an overview of the Integrated Marketing Services procurement process and recommended award. The purpose of the project is to engage a qualified marketing agency to serve as a strategic partner to GCRTA's internal Marketing Department by filling resource gaps, providing creative and technical expertise, and supporting key campaigns and deliverables. The scope of work includes elevating GCRTA's brand to align with its mission of "Connecting the Community," positioning the Authority as a vital contributor to the region's economic and workforce ecosystem and developing targeted campaigns to grow ridership among diverse audiences. The selected agency will provide comprehensive support across areas such as annual brand campaigns, media planning and analytics, social media engagement, annual report production, website content integration, and promotional partnerships.

A Request for Proposal was issued on February 2, 2025, and was accessed by 101 interested parties, with 15 firms submitting proposals by the March 18, 2025 deadline. An evaluation panel composed of representatives from Administration and External Affairs, Marketing, MIS, Service Management, Business Development, and Procurement reviewed the proposals. Evaluation criteria included creative approach, demonstrated understanding of the scope, relevant client experience, social media expertise, familiarity with public transit systems, ability to deliver joint promotions, and proposed cost.

Staff recommended awarding the contract to The Adcom Group, Inc., a Cleveland-based firm with extensive experience in high-profile civic and public-sector campaigns and a strong understanding of the local market and community landscape. Adcom has proposed the use of Media Impressions, Inc., a female-owned business, to meet the 13% DBE participation goal. Notable clients of Adcom include the Cleveland Clinic Foundation, Destination Cleveland, and Medical Mutual of Ohio.

Staff requested that the Committee recommend to the Board of Trustees an award to The Adcom Group, Inc., for Integrated Marketing Services for a period of three years in a negotiated amount not to exceed \$2,100,000.00, with two one-year renewal options in an amount not to exceed \$700,000.00 each, for a total contract amount not to exceed \$3,500,000.00.

It was moved by Mayor Gallo, and seconded by Mr. Sleasman, and unanimously approved to advance this item to the full Board for consideration.

There being no further business to bring before this Committee, a motion to adjourn the meeting by Mr. Sleasman, and seconded by Mayor Gallo. The meeting was adjourned at 9:16 am.



Rajan D. Gautam
Secretary/Treasurer



Avis R. Lyons
Interim Executive Assistant