

RFP 26-345 Advertising & Marketing Services for Visit Central Florida

1st Selection Committee Meeting Minutes

August 31, 2026

Selection Committee Members:

Kris Keprios, Tourism & Sports Marketing
Justin Laferriere, Tourism & Sports Marketing
Peyten Palo, Tourism & Sports Marketing
Paul Smiley, Tourism & Sports Marketing
Darrell Johnson, Supplier Diversity

Staff: Tabatha Shirah, Procurement
Noah Milov, County Attorney's Office

Attendee: Pete Barr, Fry / Hammond /Barr

The committee convened at 10:00 a.m. All committee members were present and received a copy of all Proposals submitted.

I gave an overview of the RFP Selection Process Procedures and answered questions from the committee members. Kris Keprios gave an overview of the scope of services.

Meeting was adjourned at approximately 10:15 a.m.

The next meeting will be held Monday, September 14, 2026 @ 1:30 – 3:30 p.m. at the Polk County Administration Building in Conference Room 413, Bartow, FL. The Selection Committee will score the proposals at this meeting. This is a public meeting so anyone who is interested in attending may attend.

Respectfully submitted,

Tabatha Shirah
Chairperson / Senior Procurement Analyst