

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

2nd Selection Committee Meeting Minutes

September 14, 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 Members:

Tabatha Shirah, Procurement
Noah Milov, County Attorney's Office
Neil Duncan, Tourism & Sports Marketing

Attendees: Pete Barr, &Barr
Jeanette Johnson, &Barr
Douglas White, &Barr
Sergio Moizes, &Barr
Rudy Webb, Paradise Advertising & Marketing, Inc

The committee convened at 1:32 p.m. All committee members were present. Selection Committee members scored the proposal using the evaluation criteria and selection process, Elevation Level 2.

The scores are as follows:

Proposer	Score
&Barr	87
Spark	86
Karsh Hagan Madden	84
Brisdel, Voss & Associates, Inc	80
Paradise Advertising & Marketing, Inc	74
Aqua Marketing & Communications, Inc	72
Starmark International, Inc.	70
Evok Advertising & Design Inc.	67
Sparkloft Media	62
The Zimmerman Agency, LLC	62
Chatter Buzz	57
Compass Media LLC	56

Lowry Creative, LLC	56
NM Plus U Marketing Communications, Inc.	51
Imagine Design & Marketing	48
Savvy Partner, LLC	44
Black Oak Industries, Inc.	35
SixTwentySix Productions, LLC	22
Atypical Global, Inc.	20

In accordance with the RFP Selection Process Elevation Level 2, the Selection Committee collectively decided to elevate the 4 highest scored Proposers to Elevation Level 3, Proposer Interviews.

In accordance with Elevation Level 3 (Proposer Interviews), Proposers that have been elevated for interviews should prepare a presentation focused on the proposer's approach to managing and executing projects, creative abilities and strategy, reporting capabilities, and media buying expertise. The Selection Committee Members will have an opportunity to inquire about any aspect of the RFP and the Proposers Proposal. Each interview has been scheduled for 30 minutes. Each Proposer will have 20 minutes for their presentation which will allow for 10 minutes for questions from the Selection Committee. Proposers should ensure that the Project Manager (day-to-day contact), Company Executive, Media Buyer, and a Creative Team member are present for the interview. No more than four (4) representatives may participate in the interview.

The interviews have been scheduled for Monday, September 21, 2026, County Administration Building Procurement Division, 330 West Church Street, Room 413, Bartow, Florida, as follows:

Proposer	Interview Time
&Barr	8:30 a.m.
Brisdel, Voss & Associates, Inc	9:05 a.m.
Karsh Hagan Madden	9:40 a.m.
Spark	10:15 a.m.

In accordance with Florida Statute 286.0113, all interviews conducted will be exempt from attendance by anyone other than the selection committee. At the conclusion of the final interview, the meeting will be opened to the public at approximately 10:55 a.m., or shortly thereafter. The ranking of firms and Recommendation of Award will then be conducted in the sunshine.

Meeting was adjourned at approximately 3:15 p.m.

Respectfully submitted,

Tabatha Shirah
Chairperson / Senior Procurement Analyst