

**RFP 26-345 Advertising & Marketing Services for Visit Central Florida
Interview & Ranking Meeting Minutes
Monday, September 21, 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
Neil Duncan, Tourism & Sports Marketing

Other Attendees:

Jeanette Johnson, &Barr
Douglas White, &Barr
Sergio Moizes, &Barr
Kim Blaylock, &Barr
Chelsea Utley, &Barr
Christian Wojo, &Barr
Adam Liszewski, &Barr
Carmen Boyce, Brisdell, Voss & Associates, Inc
Jen Carlisle, Karsh Hagan Madden
Brett Gordon, Karsh Hagan Madden
Cathy Livingston, Karsh Hagan Madden
Melissa Rert, Karsh Hagan Madden
Cameron Blank, Spark
Elliot Beginghaus, Spark
Carley Bratdorf, Spark

Interviews convened at approximately 8:45 a.m. on Monday, September 21, 2026. All Selection Committee members were present. Presentations were made in alphabetical order followed by questions of the Committee. The interviews ended at approximately 11:24 p.m.

After the Presentation/Interviews, the Selection Committee meeting became open to the public at 12:55 p.m. The Selection Committee ranked the firms from one to four with a ranking of one for the Proposer deemed to be the most highly qualified to perform the required services. The following are the firms interviewed and their final ranking by the Selection Committee.

Proposer	Rank
&Barr	1
Karsh Hagan Madden	2
Spark	3
Brisdel, Voss & Associates, Inc	4

In accordance with the RFP's Selection Process, Elevation Level 3, Proposer Interviews, the Selection Committee collectively decided to recommend that the Board authorize staff to enter into contract negotiations with the two highest-ranked Proposers, beginning with the highest-ranked Proposer, &Barr. Should negotiations with &Barr be unsuccessful, negotiations will be terminated, and staff will proceed with contract negotiations with the second highest ranked Proposer, Karsh Hagan Madden.

Meeting was adjourned at approximately 12:00 p.m.

Respectfully submitted,
Tabatha Shirah, Senior Procurement Analyst/Chairperson