

**Southwest Montana
RFP Scoring Meeting
May 09, 2024
Zoom Meeting**

Attendees: SWMT Staff: Sarah Bannon (Executive Director) and Maria Pochervina (Public Relations Manager); Board Members: Jocelyn Dodge, Mary Johnston, Andrea Optiz, Brandon Pendergast, Vic Sample, Julie Schroder

The meeting was called to order by Executive Director Sarah Bannon at 9:00am.

The purpose of the meeting is to do initial scoring of the various agency responses to the Southwest Montana RFP for an Agency of Record.

Scoring Committee:

- Jocelyn Dodge
- Mary Johnston
- Andrea Opitz
- Brandon Pendergast
- Maria Pochervina
- Vic Sample
- Julie Schroder

Agency responses regarded as non-responsive:

Executive Director Bannon explained that most were considered non-responsive because they did not give their cost structure as a definitive cost but as a range.

Of the 11 agencies that responded 6 were considered as non-responsive:

- WeUsThem
- RayJay
- The Visual Brand
- Destination By Design
- Hitch Media
- Zimmerman

Agencies being considered for scoring:

- Abbi Agency
- Amplified Digital
- Madden Media
- Relic
- Sovern

Agency Discussion:

Executive Director Sarah Bannon called for discussion of the 5 agencies being considered for Scoring. Each Agency was presented and comments requested from the scoring committee.

Public Comment:

Executive Director Sarah Bannon called for public comment. There was no public comment.

RFP Response Scoring

Executive Director Sarah Bannon then recessed the meeting for time for the scoring committee to review their scoring and total the scoring for each agency under consideration.

Sarah then called for the scoring for each agency and tallied the results for each agency.

Brandon Pendergast was not included in the scoring totals. Executive Director Bannon explained that since both Andrea Opitz and Brandon were representing Visit Helena, only Andrea's votes would be considered. However, Sarah asked the scoring committee for their opinion. The scoring committee as a whole felt that should best be decided by Visit Helena. Andrea stated that we should just go ahead and consider her scoring.

After all the scoring was recorded the total scores were:

- Abbie Agency: 5155
- Madden Media: 5103
- Amplified Digital: 5003
- Sovrn: 4875
- Relic: 4716

Agencies Selected for In-Person Oral Interviews:

After discussion, the Scoring committee felt there was a definite distinction between the agencies scoring over 5000 and those under 5000. The three agencies scoring over 5000 points will be invited to the Oral Interviews.

- Abbi Agency
- Madden Media
- Amplified Digital

Discussion of Hitch Media status as non-responsive:

Hitch Media CEO Sean Cleland asked for clarification as to why Hitch Media was considered to be non-responsive. CEO Cleland pointed out that the Hitch Media response did list definitive costs for each item.

After further review, SWMT Executive Director stated that while Hitch Media did list definitive costs, they were not categorized as specified in the RFP and that made it difficult to evaluate against the other agencies.

Executive Director Bannon went on to state that the next time SWMT does an RFP, they will work with an Agency that is not responding to the RFP to better design the RFP to meet the Agencies needs.

Next Step: In-person Oral Interviews:

Executive Director Bannon set the date for the in-person oral interviews as May 15, 2024 at the Butte Chamber of Commerce Building. She will contact the 3 agencies being invited to the oral interviews to schedule a specific time. Each agency will be allocated 45 minutes for the oral interview.

Executive Director Bannon requested that the invited agencies not be in the room during the other agency interviews.

The RFP Scoring Meeting was adjourned at 10:06am. The next RFP Committee meeting will be on May 15 at 9:00am at the Butte Chamber of Commerce building: 1000 George Street, Butte