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OFFICE OF THE CITY MANAGER

LTC # 097-2014

LETTER TO COMMISSIONER'S OFFICE

TO: Mayor Philip Levine and Members of the City Commission
FROM: Jimmy L. Morales, City Manager
DATE: March 28, 2014
SUBJECT: Evaluation Committee Relative to Request for Qualifications (RFQ) No. 2014-182-LR, for Event Planning and Marketing Services

The purpose of this LTC is to update the Mayor and City Commission on the Request for Qualifications (RFQ) No. 2014-182-LR, which seeks to establish an agreement with a qualified firm to provide event planning and marketing services for the Miami Beach Centennial Celebration pursuant to the action taken by the City Commission on March 5, 2014, which directed the administration to draft and issue an RFQ for said services.

Responsive proposals will be reviewed by the Evaluation Committee in accordance with the criteria established in the RFQ.

I am considering appointing the following individuals to serve on the Evaluation Committee:

- Pauline Winick, Miami Beach Resident and former Executive Vice President of the Miami Heat
- Frankie Ruiz, Chief Running Officer, Life Time Athletic Events (Miami Marathon)
- Robert Goodman, President, Garber & Goodman Advertising, Inc.
- Michel Vega, William Morris Entertainment
- Ana Cecilia Velasco, Executive Vice President and Chief Operating Officer, Miami Beach Chamber of Commerce

I am also considering the following individuals as alternates:

- Gary Farmer, Cultural Affairs Program Manager, City of Miami Beach
- Victoria Rodgers, New World Symphony
- Jaie Laplante, Executive Director, Miami International Film Festival

I would appreciate any comments and/or suggestions you may have by Wednesday, April 2, 2014.

Thank you.

C: Mark Taxis, Assistant City Manager
Kathie G. Brooks, Assistant City Manager
Alex Denis, Department of Procurement Management Director
Max A. Sklar, Director, Tourism, Culture and Economic Development Department

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