



MINUTES
Asset Marketing Committee
April 29, 2016
Cook County Administration Building
Conference Room 4S-A
118 N. Clark, 4th Floor, Chicago, IL 60602

Materials distributed to the Committee prior to the Meeting:

- Agenda (Attachment A). This agenda was distributed to the members of the Committee via email on April 28, 2016, and was posted on the Bureau of Finance website on April 28, 2016.
- These Minutes. (Attachment A)
- Meeting Minutes: March 30, 2016 Committee Meeting
- Beverage Concession Initiative: Proposed Final Agreement: Overview

Call to Order: The Meeting of the Asset Marketing Committee was called to Order at 12:15pm. by the Chair, Ivan Samstein.

Attendance: The following Committee members were in attendance:

- Representing the Bureau of Administration: Martha Martinez
- Representing the Bureau of Asset Management: Elaine Lockwood-Bean
- Representing the Bureau of Technology: Kathy Lynch
- Representing the Cook County Board of Commissioners: Carlos Aparicio on behalf of Commissioner Jeffrey Tobolski
- Representing the Department of Transportation & Highways: John Yonan
- Representing the Office of the Cook County Board President: Jessey Neves
- Representing the Recorder of Deeds & Registrar of Titles: John Mirkovic
- Representing the Forest Preserves of Cook County: Stephen Hughes
- Representing the Cook County Health & Hospital System: Caryn Stancik
- Chair: Chief Financial Officer, Ivan Samstein

Other in attendance included:

- Kimberly McKewen, Secretary
- Joseph Clary, Legal Counsel
- Jacqueline Gomez, Director of Contract Compliance

Public Comment: The Chair opened the floor for Public Comment with no response.

Approval or Correction of Minutes: Meeting minutes for the March 30, 2016 meeting had been distributed with the Agenda for today's meeting via email on March 30, 2016. John Yonan moved that the distributed minutes be approved, Martha Martinez seconded the motion. By way of a roll call vote the minutes for the March 30, 2016 were approved by the committee with the following persons voting in the affirmative:

- Representing the Bureau of Administration: Martha Martinez
- Representing the Bureau of Asset Management: Elaine Lockwood-Bean

- Representing the Bureau of Technology: Kathy Lynch
- Representing the Cook County Board of Commissioners: Carlos Aparicio on behalf of Commissioner Jeffrey Tobolski
- Representing the Department of Transportation & Highways: John Yonan
- Representing the Office of the Cook County Board President: Jessey Neves
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- Representing the Forest Preserves of Cook County: Stephen Hughes
- Representing the Cook County Health & Hospital System: Caryn Stancik
- Chair: Chief Financial Officer, Ivan Samstein

Beverage Concession Initiative: Proposed Final Agreement: Ivan Samstein, Chair, stated that the major financial and operational terms and conditions of the proposed contract between the County/Forest Preserve District and the proposed vendor, Bottling Group LLC, had been distributed to the Committee, and, assuming the Committee's approval, would be incorporated into a comprehensive contract to be submitted to the County/Forest Preserve District's Boards of Commissioners for approval. Kyle Canter, of the Superlative Group presented the overview and highlights of the proposed final agreement.

Jacqueline Gomez, Director of Contract Compliance, confirmed that the MBE/WBE Utilization Plan submitted by the proposed vendor had been approved by the Office of Contract Compliance.

Ivan Samstein, Chair, requested a motion to approve the presented financial and operational terms and conditions of the proposed Beverage Concession Contract with the proposed vendor, including the vendor's MBE/WBE Utilization Plan, for incorporation into a comprehensive contract to be submitted to the County/Forest Preserve District's Boards of Commissioners for approval.

Stephen Hughes so moved, and Kathy Lynch seconded the motion. By way of a roll call vote the Committee approved the presented financial and operational terms and conditions of the proposed Beverage Concession Contract with the proposed vendor, for incorporation into a comprehensive contract to be submitted to the County/Forest Preserve District's Boards of Commissioners for approval, with the following persons voting in the affirmative:

- Representing the Bureau of Administration: Martha Martinez
- Representing the Bureau of Asset Management: Elaine Lockwood-Bean
- Representing the Bureau of Technology: Kathy Lynch
- Representing the Cook County Board of Commissioners: Carlos Aparicio on behalf of Commissioner Jeffrey Tobolski
- Representing the Department of Transportation & Highways: John Yonan
- Representing the Office of the Cook County Board President: Jessey Neves
- Representing the Recorder of Deeds & Registrar of Titles: John Mirkovic
- Representing the Forest Preserves of Cook County: Stephen Hughes
- Representing the Cook County Health & Hospital System: Caryn Stancik
- Chair: Chief Financial Officer, Ivan Samstein

Ivan Samstein, Chair, advised the Committee that based on the Committee's action, the comprehensive contract would be presented to the Cook County Board and the Forest Preserve Board for approval, at the next scheduled Board meetings for each entity.

End of Public Portion of the Meeting: Ivan Samstein, Chair, confirmed that the remaining items on the Agenda related to procurement processes or negotiations relative to potential contracts, and were not subject to public participation. Joseph Clary reminded all in attendance that information relative to pending or prospective procurement processes, and pending or prospective contract negotiations, are confidential.

Snacks Concession Initiative: Proposal: Ivan Samstein, Chair, requested that Kyle Canter of the Superlative Group

present the details of the snack concession proposal from an unnamed vendor. Kyle Kanter advised the Committee that Superlative had received one proposal relating to the snack concession RFP issued by Superlative. Kyle Kanter further presented an overview of the proposed financial gains, pricing structures, and product details relative to the vendor's proposal..

Ivan Samstein, Chair, requested a motion to authorize and direct the Program Manager to engage in discussions and negotiations with the proposed vendor; to establish a best and final offer; to establish terms and conditions for an Agreement that would be satisfactory to this Committee and the relevant government bodies; and to develop a final agreement that would be presented to the Committee for further action.

Kathy Lynch so moved, and Ammar Rizki seconded the motion. By way of a roll call vote the Committee authorized and directed the Program Manager to engage in discussions and negotiations with the proposed vendor; to establish a best and final offer; to establish terms and conditions for an Agreement that would be satisfactory to this Committee and the relevant government bodies; and to develop a final agreement that would be presented to the Committee for further action, with the following persons voting in the affirmative:

- Representing the Bureau of Administration: Martha Martinez
- Representing the Bureau of Asset Management: Elaine Lockwood-Bean
- Representing the Bureau of Technology: Kathy Lynch
- Representing the Cook County Board of Commissioners: Carlos Aparicio on behalf of Commissioner Jeffrey Tobolski
- Representing the Department of Transportation & Highways: John Yonan
- Representing the Office of the Cook County Board President: Jessey Neves
- Representing the Recorder of Deeds & Registrar of Titles: John Mirkovic
- Representing the Forest Preserves of Cook County: Stephen Hughes
- Representing the Cook County Health & Hospital System: Caryn Stancik
- Chair: Chief Financial Officer, Ivan Samstein

Digital Marketing Initiative: As a follow up to Superlative's presentation regarding a potential Countywide Digital Marketing Initiative made at the last Committee meeting, Kyle Canter from the Superlative Group spoke to the process of soliciting various Digital Marketing Proposals from various interested parties, provided additional information regarding the RFI process, and identified various aspects of a proposal received from an unnamed potential Vendor. The Chair, Ivan Samstein asked that Superlative provide the following information at the next Committee meeting: RFI form used for solicitation; a spreadsheet with underlying assumptions and details proposed by the unnamed Vendor; a cash-flow for county model timing; and a summary spreadsheet comparing other governments/Illinois municipalities' digital marketing agreements.

Next Meeting: Ivan Samstein, Chair, advised that the next meeting of the Committee would take place when Committee action or discussion was needed or helpful, including such matters as the Snack Concession Initiative, the Digital Marketing Initiative, and the Naming Rights Initiative.

Adjournment: Ivan Samstein, Chair, requested a Motion to Adjourn. The motion was made by _____, John Yonan seconded, and by voice vote the Committee meeting was adjourned at 1:30pm.



Cook County Asset Marketing Committee Meeting

Wednesday, March 30, 2016

1:00PM

**Cook County Building
118 N Clark, 4th Floor Conference Room 4A,
Chicago, IL – 60602**

NOTICE AND AGENDA

1. Call to Order
2. Roll Call
3. Public Comment
4. Approval or Correction of Minutes
 - a. 8.17.15 Committee meeting
5. Update on Beverage Concession Proposals
6. Snack Concessions Proposal
7. Digital Marketing Proposal
8. Adjournment

PUBLIC COMMENT

Authorized and duly registered public speakers shall be called upon to deliver comments or testimony at a time specified in the meeting agenda, within such time constraints as are established under Committee Policies and Procedures. Proposed public speakers who are not present during the specified time for public testimony shall forfeit their allotted time to speak at the meeting. Public comments and testimony shall be germane to a specific item(s) on the meeting agenda, and the comments or testimony shall not exceed three minutes. The person designated Secretary by the Chair shall keep track of the time and advise when the time for public comment or testimony has expired. Persons authorized to provide public comment or testimony shall not use vulgar, abusive, or otherwise inappropriate language when addressing the Committee. Failure to act appropriately; failure to speak to an item that is germane to the meeting; or failure to adhere to the time requirements may result in expulsion from the meeting and disqualification from attendance or participation in future meetings.