




Agenda Item Details

Meeting	May 23, 2024 - School Board Meeting Agenda 6:00 PM
Category	G. Consent - Executive Services
Subject	1. Approval of Expenditure for ITN No. N237438JA – Marketing Services
Type	Action (Consent)
Fiscal Impact	Yes
Dollar Amount	435,000.00
Budgeted	Yes
Budget Source	Up to \$435,000.00 will be funded from budgeted School/Department funds. This agenda item is specifically for the approval of the expenditures. Funds will only be expended within the existing resources of the applicable locations.
Recommended Action	Approval of expenditures for ITN No. N237438JA for Marketing Services, awarded to Priority Marketing of Southwest Florida, Inc., for up to \$435,000.00, for the second year of the base contract period of June 6, 2024 through June 5, 2025, pursuant to the same terms and conditions as previously approved by the Board. Approval authorizes the Superintendent to execute all related documents.
Goals	 Strategic Priority: Recruiting, Developing, and Retaining Highly Effective Staff

Invitation to Negotiate No. N237438JA is for Marketing Services. Services include the communication of the District's Brand, preparing District staff to deliver the District's message, leveraging technology to reach all stakeholders and recruitment advertising strategies. In addition to District branding, Priority Marketing of Fort Myers, Florida assists multiple departments and schools. The Communications Department uses these services for public relations materials, crisis communication branding and public reports; Human Resources uses these services for teacher recruitment materials; and the Grants Department uses these services for advertising/marketing to attract a diverse student population at the five District schools who currently receive I-DARE Magnet Grant funding. On May 9, 2023, this ITN was awarded to Priority Marketing of Southwest Florida, Inc., for a three-year period, beginning June 6, 2023 through June 5, 2026, with renewal options for three additional one-year periods, upon the written agreement of the vendor and the District. It is recommended the Board approve up to \$435,000.00, for the second year of the base contract period of June 6, 2024 through June 5, 2025, pursuant to the same terms and conditions as previously approved by the Board.

[Contact Person: Angel Gomez, Chief Communications & Government Relations Officer]

Motion & Voting

Approved as part of the Consent Agenda.

Motion by Debbie Jordan, second by Armor Persons.

Final Resolution: Motion Carried

Yea: Samuel Fisher, Chris Patricca, Debbie Jordan, Armor Persons, Cathleen Morgan

Not Present at Vote: Jada Fleming