

PRE-PROPOSAL CONFERENCE SUMMARY
ADVERTISING, MARKETING, MEDIA AND RELATED SERVICES
RFP #2018-01

March 26, 2018

At approximately 1:00 p.m., Mr. Robert Howells, Director of Procurement for the Maryland State Lottery and Gaming Control Agency (“MLGCA”), welcomed everyone to the Pre-Proposal Conference for the Advertising, Marketing, Media and Related Services RFP #2018-01. He introduced MLGCA representatives that were in attendance: John Gorman, Managing Director and Chief Marketing Officer; Jill Baer, Director Creative Services, Advertising and Communications; and Kathleen Renzi, Executive Assistant and the recorder. Gordon Medenica, Director and E. Randolph Marriner, Commission Chair were also in attendance.

Mr. Howells asked that if anyone did not sign-in to please do so before leaving and reminded the attendees to sign-in or clip their business card to the Sign-In Sheet. If there were any Minority Business Enterprises (“MBE”), Veteran Owned Small Business Enterprises (“VSBE”), or Small Business Reserve (“SBR”) qualified firms present they were requested to indicate that on the Sign-In Sheet and he explained that prime vendors and potential MBE or VSBE subcontractors and SBR firms should take advantage of this opportunity to network.

Mr. Howells said that the Sign-In Sheet (useful for primes and subs to network), a Summary of the Pre-Proposal Conference, final answers to any questions asked at the Pre-Proposal Conference, and any Amendments to the RFP, if necessary, would be sent by e-mail to the attendees and to any other entities who were sent the RFP or who are known to have obtained a copy of the RFP. This information will also be published on e-Maryland Marketplace (the State’s electronic procurement system) and the MLGCA’s website (mdlottery.com).

He said that he will go through and review the sections of the RFP and if there are any questions today, please feel free to ask. We ask for and want your feedback on this RFP. However, keep in mind that anything said here today is for general discussion purposes only and you will receive the responses in writing. Although we will attempt to answer these questions today, the responses given verbally today by State representatives are not binding upon the State, are for informational purposes only, and are subject to later written clarification. Should substantive issues be raised which cause changes to be made to the RFP, a written Amendment to the RFP will be issued. No changes to the RFP are effective unless contained in a written Amendment issued to all parties.

Mr. Howells noted that the State has developed a statewide standard RFP template that all State Agencies are now required to use regardless of what service they are purchasing, so this document probably looks different from any you may have seen in the past. Due to the one-size-fits-all design of this RFP template, there are references to things like federal funding, HIPPA, etc. which have no applicability to this project and any items that do not apply to this RFP are so noted in each section. He also noted that the State now has the VSBE program in addition to the MBE program and that this RFP contains both MBE and VSBE goals for both Functional Areas.

Mr. Howells then proceeded to review each Section of the RFP to address any other questions that potential offerors may have.

SECTION 1 - MINIMUM QUALIFICATIONS

Mr. Howells reviewed Section 1 and there were no questions.

SECTION 3 - CONTRACTOR REQUIREMENTS/GENERAL

Mr. Howells reviewed Section 3 and there were no questions.

SECTION 4 - PROCUREMENT INSTRUCTIONS

Mr. Howells reviewed Section 4.

Regarding Section 4.26 MBE Goals, there was a question asked about how the sub-goals were determined and why the sub-goal for Hispanic-American MBEs is zero. Mr. Howells explained that the sub-goals were calculated by the MLGCA using the MBE Program Subgoal Worksheet which is provided by the Governor's Office of Small, Minority & Women Business Affairs. Rather than trying to explain the calculation process at the meeting, Mr. Howells indicated that he would have the MLGCA's MBE/VSBE/SBR Coordinator, Ms. Roslyn Fuller, contact the questioner and review the process.

SECTION 5. - PROPOSAL FORMAT

Mr. Howells reviewed Section 5.

Regarding Section 5.4.2.6.2 Business Recovery Plan, there was a question asked that some of the requirements of this section did not seem to apply to the work required by this RFP. Mr. Howells stated that yes, there was an error in this section, and that an Amendment to the RFP would be forthcoming to revise this section.

SECTION 6 - EVALUATION AND SELECTION PROCESS

Mr. Howells reviewed Section 6 and there were no questions.

SECTION 2 - CONTRACTOR REQUIREMENTS/SCOPE OF WORK

Mr. Howells reviewed Section 2 and the Price Sheet (Attachment B-2) and provided an opportunity for the MLGCA project representatives to comment on the Scope of Work requirements.

The Financial Proposal is contained in a separate EXCEL file that was sent with the RFP, so be sure that you have received both files – the RFP and EXCEL Price Sheet.

It was explained that this will be a fixed price contract, but with price adjustment possible based on changes in the MLGCA budget levels, either up or down, that may occur over the term of the contract.

There were no questions.

Mr. Howells then asked if there were any further questions about any sections of the RFP or this procurement process in general.

There was a question by a VSBE regarding the availability of a “bidders list” that could be used for networking. Mr. Howells explained that the Sign-In Sheet from the Conference would be distributed to assist with networking by MBE/VSBEs and potential prime contractors, but that the MLGCA would have no knowledge of what prime contractors may actually submit a proposal until after proposals are received.

In conclusion, Mr. Howells stated that a Summary of the Pre-Proposal Conference, the Sign-in Sheet, and Amendment will be sent to all parties as soon as possible. He also reminded the attendees that the MLGCA will accept additional questions after the Conference, up until such time as it becomes impractical to research and distribute the answers to all parties.

Mr. Howells thanked everyone for attending today. The Pre-Proposal Conference concluded at 2:10 p.m.

Summary prepared by:

Kathleen Renzi
Executive Assistant
Maryland Lottery and Gaming Agency