

**Pre-Submittal Conference  
Advertising & Marketing Agency Services RFQ**

**Minutes**

**Wednesday, May 25, 2011, 10:00 a.m.**

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**I. Welcome and Introductions**

*Presented by Terri Canal,  
Purchasing & General Services Department*

Introduction of staff and attendees conducted.

Staff reviewed conference agenda and procedures. Attendees were reminded that oral responses provided during conference are not to be considered official until provided in a written Addendum posted to the City's SAePS portal. Changes, if any, to the RFP will be made in writing only and shall be posted to the City of San Antonio's website listed on the agenda.

Staff discussed Vendor Registration by informing vendors that had not completed the registration process or are experiencing technical difficulties with the registration process were encouraged to contact Terri Canal at [terri.canal@sanantonio.gov](mailto:terri.canal@sanantonio.gov). Email should provide a brief description of registration issue as well as a request to email a copy of the RFQ and associated documents. Vendors were also instructed that any forwarded RFQ documents will be current at the date/time sent. Revised versions and subsequent postings are the vendor's responsibility to obtain through the City's SAePS Supplier Services Portal.

**II. Project Overview:**

*Presented by Sandy Smith,  
Convention & Visitors Bureau*

Staff reviewed the Background and Scope of Services sections of the RFQ, contract term, Small Business Goal requirement as well as RFQ Exhibit 1.

Attendee questions and responses will be posted in an upcoming Addendum.

**III. Overview of RFP Process:**

*Presented by Terri Canal,  
Purchasing & General Services Department*

Staff reviewed the following key sections of the RFQ:

- a. Prohibition on Contributions (Cover Page)

- b. Proposal Requirements (Section 8, Pages 11 - 12)
- c. Submission Instructions (Section 10, Pages 12 -14)
- d. Communication Restrictions (Section 11, page 14)
- e. Evaluation Criteria (Section 12, Pages 14 - 15) - 100 maximum points

Attendee questions and responses will be posted in an upcoming Addendum.

#### **IV. SBEDA Program Overview and Requirements Presentation**

*Presented by Marissa Newman,  
International and Economic Development Department, Small Business Office*

Staff reviewed the City's Small Business Economic Development Advocacy (SBEDA) program and subcontracting requirement. RFQ Attachment D – Utilization Plan was also reviewed. Copy of SBEDA presentation handout is attached immediately at the end of this document.

**API REQUIREMENTS:** Respondents must demonstrate commitment to satisfy a twenty percent (20%) SBE subcontracting goal. In the absence of a waiver granted by the Small Business Office, failure of a Respondent to commit to satisfying the SBE subcontracting goal shall render its response **NON-RESPONSIVE**.

Attendee questions and responses will be posted in an upcoming Addendum.

#### **V. Key Points:**

*Presented by Terri Canal,  
Purchasing & General Services Department*

Staff reviewed schedule of events and proposal submission reminders as previously discussed earlier in the conference.

#### **VI. Question & Final Comments**

Staff received final questions and reminded to send an email directly to Terri Canal if vendor is experiencing challenges with vendor registration process.

Attendee questions and responses will be posted in an upcoming Addendum.

#### **VII. Adjourn**

Conference adjourned at 11:15 a.m.

# **City of San Antonio Small Business Economic Development Advocacy**



Small Business Office

International & Economic Development Department



# SBE Subcontracting Program

- 20% percent of contract must be subcontracted to SBE
  - SBE prime respondents **will not** receive credit toward this requirement through self-performance
  - The media buys portion of this contract will be excluded from the 20% requirement
- Respondent must demonstrate intent to accomplish this requirement by submitting a Utilization Plan form
  - Failure of a respondent to include this documentation will deem its response nonresponsive
- Respondents must use the utilization plan included in the solicitation

# Eligibility Criteria

- SBE through the South Central Texas Regional Certification Agency (SCTRCA)
  - SBO can assist with expedited certification requests
  - Subcontractor *must* be certified at time proposal is submitted
- Headquartered or demonstrate “significant business presence” in the SAMSA (Atascosa, Bandera, Bexar, Comal, Guadalupe, Kendall, Medina, and Wilson)
  - Significant business presence is assessed by the “vendor information” included in your SAePS profile

# Waiver

- Respondent may request a full or partial waiver of the **subcontracting goal** if they believe the goal to be unattainable
- Respondent may request such waiver by submitting the **“Respondent/Vendor Subcontracting Waiver Request”** form with solicitation response. This form must include all requested documentation, detailing subcontractor unavailability despite good faith efforts to comply with the goal
  - [http://www.sanantonio.gov/edd/SmallBusiness/SBEDA\\_Forms.aspx](http://www.sanantonio.gov/edd/SmallBusiness/SBEDA_Forms.aspx)
- If waiver is not granted, and respondent fails to meet the goal, response will be considered non-responsive



# Exception

- A Respondent may request an **Exception** to the application of the SBEDA Program if vendor believes SBEDA should not be applied to the solicitation
- **Reasons for Exception:**
  - The value of the contract is estimated below \$50,000
  - No commercially useful subcontracting opportunity exists
  - The type of contract is beyond the scope of the SBEDA Ordinance
- Respondent must submit “**Exception to SBEDA Program Request**” form with solicitation response
  - [http://www.sanantonio.gov/edd/SmallBusiness/SBEDA\\_Forms.aspx](http://www.sanantonio.gov/edd/SmallBusiness/SBEDA_Forms.aspx)
- If exception is not granted, and respondent fails to meet goal, respondent will be deemed non-responsive

# Questions

- For additional information, contact:
  - *Marissa Newman (210) 207-3962*  
*[marissa.newman@sanantonio.gov](mailto:marissa.newman@sanantonio.gov)*
- Complete information on the SBEDA Program  
<http://www.sanantonio.gov/edd/SmallBusiness/>