



MINUTES
Asset Marketing Committee
March 30, 2015
Cook County Administration Building
Conference Room 4S-A
118 N. Clark, 4th Floor, Chicago, IL 60602

Agenda: The agenda for the meeting was distributed to the members of the Committee via email on March 30, 2016. The agenda was posted on the Bureau of Finance website on March 30, 2016. A copy of this Agenda is attached to these Minutes. (Attachment A)

The Meeting of the Asset Marketing Committee was called to Order at 1:07pm. by the Chair, Ivan Samstein.

Attendance: The following 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 Clerk of Cook County: Abdelnassar Rashid on behalf of Manuel Perez
- 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 Office of the Chief Judge: James Anderson
- 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

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

Approval or Correction of Minutes: Meeting minutes for the August 17, 2015 meeting were distributed with the Agenda via email March 30, 2015. James Anderson moved that the distributed minutes be approved, John Yonan seconded the motion. By way of a roll call vote the minutes for the August 17, 2015 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 Clerk of Cook County: Abdelnassar Rashid on behalf of Manuel Perez
- 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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- Chair: Chief Financial Officer, Ivan Samstein

Beverage Concession Proposal: Ivan Samstein, Chair, briefly provided the status of negotiations for beverage concessions that included the County, CCHHS and the Forest Preserve district. The goal is to finalize the contract with the proposed vendor and present to the committee for approval by the end of April, and subsequently present for County Board approval at the May Board Meeting.

Snacks Concession Proposal: The Superlative group is continuing its search for additional revenue generating opportunities for snack concessions. The proposal is in the final stage and will be presented to the committee at the end of April for review and vote.

Digital Marketing Proposal: Kyle Canter from the Superlative Group spoke to the process of solicitation of Digital Marketing Proposal RFI to which 2 vendor responses were received. However, after further inquiry one of the vendors declined. Ivan Samstein, Chair, reminded the committee of rule of confidentiality. The remaining vendor provided an overview of proposed services to the committee. Jacqueline Gomez inquired to the MWBE status of the vendor. Vendor stated that they would comply with the standards of the County. Committee members expressed concern regarding the lack of response to the RFI. The Chair, Ivan Samstein asked that Superlative provide a summary of the process of requesting information from vendors, a list of vendors contacted and a summary of proposals received. The Chair stated the details of the proposed contract would be presented at the next Committee meeting.

The Chair opened the floor to entertain a motion that the Committee authorize and direct the Superlative Group to engage in discussions and negotiations with the proposed Vendor to establish a terms and conditions for an Agreement that would be satisfactory to this Committee and the relevant government bodies. It was established that Superlative would provide the detailed information on the projected financial impact of the proposal as requested from the Vendor, a summary of the process for solicitation, and an analysis of the City of Chicago contract and other benchmarks to be considered regarding the financial terms of such an arrangement.

James Anderson moved for the motion as presented by the Chair, John Yonan 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 proposed Vendor with the following persons voting in the affirmative:

- Representing the Bureau of Administration: Martha Martinez
- Representing the Bureau of Technology: Kathy Lynch
- Representing the Clerk of Cook County: Abdelnassar Rashid on behalf of Manuel Perez
- 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 Office of the Chief Judge: James Anderson
- Representing the Recorder of Deeds & Registrar of Titles: John Mirkovic
- Representing the Cook County Health & Hospital System: Caryn Stancik
- Chair: Chief Financial Officer, Ivan Samstein

The motion was adopted and the Program manager was so authorized and directed.

Adjournment: Upon a motion by James Anderson, seconded and voice vote, the Committee meeting was adjourned at 3:10pm.

ATTACHMENT A



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.