

REGULAR MEETING OF THE BOARD OF COMMISSIONERS, MEMPHIS-SHELBY
COUNTY AIRPORT AUTHORITY (MSCAA) September 19, 2024

CALL TO ORDER

***The Board Meeting is conducted in person to the Board of Commissioners and
Airport Authority Executive Staff and via ZOOM Webcast to the Public.***

APPROVAL OF BOARD MEETING MINUTES: ***August 26, 2024***

Resolution for Approval This Month

Approval to Negotiate and Execute a Contract - Public Relations and Marketing
Services

Division Reports

TREASURER and PROPERTIES REPORTS

Sylvester Lavender, Vice President of Finance and Administration/CFO

OPERATIONS REPORT

Marshall Stevens, Vice President of Operations/COO

INFORMATION ITEMS

NEXT BOARD MEETING – ***October 17, 2024***

Memphis-Shelby County Airport Authority
Treasurer's Report

For the Two Months Ended August 31, 2024

SUMMARY		Current Period Actual	Current Period Budget	Variance	% Variance	YTD Actual	YTD Budget	YTD Variance	YTD % Variance	Annual Budget
Revenues		13,469,860	13,345,441	124,419	0.9%	27,578,322	27,159,588	418,734	1.5%	153,341,500
Expenses		10,191,860	10,592,947	(401,087)	(3.8%)	20,423,540	21,701,980	(1,278,440)	(5.9%)	153,341,500
Net Revenues		3,278,000	2,752,494	525,506		7,154,782	5,457,608	1,697,174		0
SUMMARY BY COST CENTER										
Revenues										
Terminal		2,557,847	2,528,791	29,056	1.1%	5,170,493	5,129,337	41,156	0.8%	29,885,200
Ground Transportation		3,566,662	3,432,439	134,223	3.9%	7,830,605	7,448,988	381,617	5.1%	45,613,800
Airfield		6,427,045	6,593,027	(165,982)	(2.5%)	12,756,365	12,980,405	(224,040)	(1.7%)	68,253,500
Other Aviation		326,438	360,582	(34,144)	(9.5%)	654,149	721,164	(67,015)	(9.3%)	4,330,300
Non-Aviation		103,675	107,377	(3,702)	(3.4%)	219,004	233,244	(14,240)	(6.1%)	1,380,000
Other Sources		488,192	323,225	164,967	51.0%	947,705	646,450	301,255	46.6%	3,878,700
Total Revenues		13,469,860	13,345,441	124,419	0.9%	27,578,322	27,159,588	418,734	1.5%	153,341,500
Expenses										
Terminal		1,307,628	1,403,547	(95,919)	(6.8%)	2,600,492	2,844,114	(243,622)	(8.6%)	17,244,113
Ground Transportation		554,733	592,858	(38,125)	(6.4%)	1,076,995	1,195,483	(118,488)	(9.9%)	7,108,200
Airfield		1,498,883	1,583,781	(84,898)	(5.4%)	3,351,316	3,572,295	(220,979)	(6.2%)	23,695,437
Field Shop		260,709	190,382	70,327	36.9%	456,567	400,918	55,649	13.9%	2,444,016
General Admin		1,834,974	1,945,743	(110,769)	(5.7%)	3,473,253	3,870,572	(397,319)	(10.3%)	26,769,747
Operation & Public Safety		1,114,964	1,207,999	(93,035)	(7.7%)	2,183,801	2,459,715	(275,915)	(11.2%)	15,832,687
Other & Non Aviation		132,441	181,110	(48,669)	(26.9%)	287,464	365,230	(77,766)	(21.3%)	2,226,100
Bond Principal Int. & Coverage		3,434,617	3,434,617	0	0.0%	6,869,234	6,869,234	0	0.0%	41,215,400
Capital Disbursements		52,910	52,910	0	0.0%	124,419	124,419	0	0.0%	16,805,800
Total Expenses		10,191,860	10,592,947	(401,087)	(3.8%)	20,423,540	21,701,980	(1,278,440)	(5.9%)	153,341,500
Revenues Over/(Under) Expenses		3,278,000	2,752,494	525,506		7,154,782	5,457,608	1,697,174		0

***Report is comprised of estimates and is for internal management purposes only.

RESOLUTION

WHEREAS, pursuant to public advertisement, Statements of Qualifications for Public Relations and Marketing Services for the Memphis-Shelby County Airport Authority (“Airport Authority”) were received as follows:

REQUEST FOR QUALIFICATIONS
PUBLIC RELATIONS AND MARKETING SERVICES
FOR MEMPHIS-SHELBY COUNTY AIRPORT AUTHORITY
Received August 1, 2024

STATEMENTS OF QUALIFICATIONS RECEIVED FROM:

Apples and Oranges Public Relations, LLC
Baby Grand
Campfire Collective
Corporate Chics Enterprises, LLC
Good Advertising, Inc.
Hemline LLC
Kingdom Quality Communications
Octagon Media
The Barber Shop Marketing and Promotions
The Carter Malone Group, LLC
Trust Marketing & Communications Inc.
Wilson Public Relations

and,

WHEREAS, the scope of services consists of strategic communications consulting; branding consultation and strategy; coordination of media buying; graphic design creation and distribution; website navigation design; media relations; social media monitoring; creation and coordination of special events; and assistance with distribution and analysis of surveys; and,

WHEREAS, the initial term of the contract will be for a period of one (1) year with four (4) one (1) year renewal options to be exercised at the Authority's sole discretion, for a potential total contract term of five (5) years; and,

WHEREAS, the Qualifications were evaluated according to established criteria; and after review, Apples and Oranges Public Relations, LLC, Campfire Collective, Corporate Chics Enterprises, LLC, Octagon Media, The Barber Shop Marketing and Promotions, and Wilson Public Relations were deemed non-responsive; and,

WHEREAS, the selection committee evaluated the remaining six (6) firms, and after review, all six (6) firms, Baby Grand, Good Advertising, Inc, Hemline LLC, Kingdom Quality Communications, The Carter Malone Group, LLC, and Trust Marketing & Communications Inc, were interviewed by the selection committee; and, following interviews, ranked the top three firms in the following order:

1. Kingdom Quality Communications
2. Hemline LLC
3. Good Advertising

and,

WHEREAS, Airport Authority Management will negotiate a contract for services to be performed with the number-one ranked firm; however, if negotiations are unsuccessful with the number-one ranked firm, negotiations will terminate with that firm and begin with the next-ranked firm until a satisfactory agreement has been reached; and,

WHEREAS, the actual contract value will be dependent on the actual workload over each contract year and the corresponding available budget; and,

WHEREAS, in the last eight (8) years that the Airport Authority has contracted for these services, the annual spend has ranged from \$79,666 to \$730,230 with an average of approximately \$500,000; and,

WHEREAS, in furtherance of its Disadvantage Business Enterprise (DBE) Program, the Airport Authority established a DBE goal of 23% for the full term of this contract; and,

WHEREAS, all respondents pledged to meet or exceed the DBE goal; and,

WHEREAS, because this is a qualifications-based selection process, DBE partners, dollars, and percentages will be determined in negotiations; and,

WHEREAS, Airport Authority Management recommends that Kingdom Quality Communications be designated the top ranked firm;

NOW, THEREFORE, BE IT RESOLVED, by the Board of Commissioners of the Memphis-Shelby County Airport Authority, that Kingdom Quality Communications be hereby designated the top ranked firm and the President and CEO or his designee be hereby authorized to negotiate and execute a contract for public relations and marketing services in accordance with this Resolution, with cost to be paid from the Airport Authority's annual operating funds or any other funds as identified by the CFO.

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09/19/24