



# AGENDA REQUEST FORM

THE SCHOOL BOARD OF BROWARD COUNTY, FLORIDA

MEETING DATE 2018-06-12 10:05 - School Board Operational Meeting

Special Order Request  
 Yes  No

ITEM No.:  
EE-25.

AGENDA ITEM ITEMS

Time

CATEGORY EE. OFFICE OF STRATEGY & OPERATIONS

DEPARTMENT Procurement & Warehousing Services

Open Agenda  
 Yes  No

TITLE:  
Recommendation to Approve the Second Amendment to Agreement and Additional Spending Authority - 14-036N - Adult Workforce Education Advertising Agency Services

REQUESTED ACTION:  
Approve the Second Amendment to Agreement and additional spending authority for the above Request for Proposal (RFP). Contract Term: July 1, 2018 through December 31, 2018, 6 Months; User Department: Career, Technical & Adult Education (CTACE); Additional Requested Amount: \$750,000; New Award Amount: \$7,834,301; Awarded Vendor(s): KJH III, Inc. (formerly known as Omni Automotive South, Inc.); Small/Minority/Women Business Enterprise: None.

SUMMARY EXPLANATION AND BACKGROUND:  
This RFP provides for an Advertising Agency/Media Planner to increase the enrollment and awareness of CTACE, Workforce Board, and Continuing Education Programs. This Agency develops all Workforce print, broadcast, radio, web, social and mobile apps and acts as the Workforce agency of record for negotiating media buys. This request is to extend the contract for one-hundred-eighty (180) days (six (6) months) with an additional spending authority until a new RFP can be awarded.  
  
The Second Amendment to Agreement has been reviewed and approved as to form and legal content by the Office of the General Counsel.

SCHOOL BOARD GOALS:  
 Goal 1: High Quality Instruction  Goal 2: Continuous Improvement  Goal 3: Effective Communication

FINANCIAL IMPACT:  
The financial impact to the District will be 750,000. The contract award amount was for \$7,084,301. The request is to increase the spending authority by \$750,000, bringing the new contract value to \$7,834,301. The source of funding will come from the Workforce Development fund. The financial impact represents an estimated contract value; however, the amount authorized will not exceed the estimated contract award amount.

EXHIBITS: (List)  
(1) Executive Summary (2) Second Amendment Agreement (3) Approved ARF 4-18-2017 RSBM EE-10 (4) Approved ARF 6-28-2016 SM 4 (5) Approved ARF 1-20-2016 RSBM EE-2 (6) Approved ARF 8-06-2013 RSBM EE-1 (7) Financial Analysis Worksheet (8) Extension Letter

BOARD ACTION:  
**APPROVED**  
(For Official School Board Records Office Only)

SOURCE OF ADDITIONAL INFORMATION:  
Name: Jeanette Johnson Phone: 754-321-5757  
Name: Mary C. Coker Phone: 754-321-0501

THE SCHOOL BOARD OF BROWARD COUNTY, FLORIDA  
Senior Leader & Title

Maurice L. Woods - Chief Strategy & Operations Officer

Signature  
Maurice Woods  
5/25/2018, 10:13:22 AM

Approved In Open Board Meeting On:

JUN 12 2018

By: *Nora Lupien*

School Board Chair

## EXECUTIVE SUMMARY

### Recommendation to Approve Extension of Bid and Additional Spending Authority RFP 14-036N – Adult Workforce Education Advertising Agency Services

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This Request for Proposal (RFP) provides comprehensive marketing services (creative development, media buys across multiple platforms, social media and search engine marketing and optimization, and data tracking) for Broward's Workforce Education (WFE) schools; three (3) Broward technical colleges, two (2) community schools, and three (3) adult centers. The services are vital to allow Broward's WFE programs to increase public awareness in a market filled with many competing, often for-profit, adult, and career education providers. Each year of this contract, the WFE marketing committee establishes a budget for the year, reviews the expenditures on a monthly basis, and approves all expenses for WFE marketing efforts purchased under this RFP. The committee also receives monthly reports tracking Return on Investment (ROI) and adjusts planned expenses, or media buys for the next month, based on that data.

Agenda Item E-5 was presented to the School Board on April 10, 2018, in order to reject all bids received and rebid the services with revised specifications. RFP 14-043V - Adult Workforce Education Advertising Agency Services has already been released on Demandstar with revised specifications.

In accordance with Special Condition 2.3 of RFP 14-036N, the term of the contract may, by mutual agreement between SBBC and the Awardee be extended 180 days beyond the expiration date of the renewal period. Procurement & Warehousing Services Department is recommending that this contract be extended for 180 days (6 months) in order for a new RFP to be awarded and there would be no lapse of contact services.

#### Financial Impact

The total spending authority requested is \$750,000 based on the monthly expenditure from the previous bid.

|                                                  |    |         |
|--------------------------------------------------|----|---------|
| <u>(historical average monthly expenditures)</u> | \$ | 116,391 |
| <u>(number of months)</u>                        |    | 6       |
| <u>(total)</u>                                   | \$ | 698,347 |
| <u>(Total spending authority (rounded))</u>      | \$ | 750,000 |

With School Board approval, the total spending authority will be for \$7,834,301. Funding for this Bid is provided by Workforce Development fund.

## SECOND AMENDMENT TO AGREEMENT

THIS SECOND AMENDMENT TO AGREEMENT is made and entered into as of this 12<sup>th</sup> day of June, 2018, by and between

**THE SCHOOL BOARD OF BROWARD COUNTY, FLORIDA**  
(hereinafter referred to as "SBBC"),  
a body corporate and political subdivision of the State of Florida,  
whose principal place of business is  
600 Southeast Third Avenue, Fort Lauderdale, Florida 33301

and

**KJH III, INC.**  
(hereinafter referred to as "VENDOR"),  
having its principal place of business at  
622 Banyan Trail, Suite 300  
Boca Raton, Florida 33431

**WHEREAS**, SBBC issued a Request for Proposal identified as RFP 14-036N – Adult Workforce Education Advertising Agency Services and Addendum No. 1 and Addendum No. 2 (hereinafter referred to as "RFP") and dated August 6, 2013 for the purpose of receiving proposals for Adult Workforce Education Advertising Agency Services; and

**WHEREAS**, VENDOR offered a proposal dated July 10, 2013 (hereinafter referred to as "Proposal" which is incorporated by reference herein, in response to the RFP; and

**WHEREAS**, VENDOR admits and agrees that on August 6, 2013, it was awarded an Agreement under the RFP through June 30, 2016, which permits two (2) one-year renewals and an additional extension for up to 180 days beyond the expiration date of the final renewal period (hereinafter referred to as "Agreement"); and

**WHEREAS**, on June 28, 2016, SBBC and VENDOR exercised its first of two (2) options to renew the Agreement for a period of one (1) additional year; and

**WHEREAS**, on April 18, 2017, SBBC and VENDOR exercised its second of two (2) options to renew the Agreement for a period of one (1) additional year, and

**WHEREAS**, SBBC wishes to exercise its last and final option to extend the Agreement for 180 days; and

**NOW, THEREFORE**, in consideration of the premises and of the mutual covenants contained herein and other good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, the Parties hereby agree as follows:

1.01 **Recitals.** The Parties agree that the foregoing recitals are true and correct and that such recitals are incorporated herein by reference.

1.02 **Term of Agreement.** Pursuant to Article 2.01 of the Agreement, the term of the Agreement is hereby extended from **July 1, 2018** through **December 31, 2018**, unless terminated earlier pursuant to Article 3.05 of the Agreement.

1.03 **Order of Precedence among Agreement Documents.** In the event of conflict between the provisions of the Agreement and the provisions contained herein, the provisions of the following documents shall take precedence in this order:

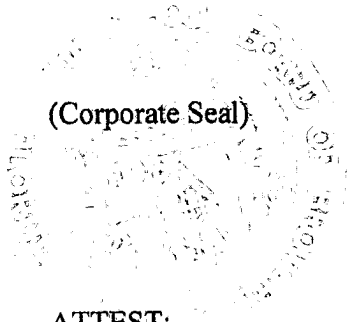
- First: Second Amendment to Agreement, then
- Second: First Amendment to Agreement, then
- Third: Agreement, then
- Fourth: Addendum No. 1, then
- Fifth: RFP 14-036N – Adult Workforce Education Advertising Agency Services
- Sixth: Proposal submitted in repose to the RFP by VENDOR

1.04 **Other Provisions Remain in Force.** Except as expressly provided herein, all other portions of the Agreement remain in full force and effect.

1.05 **Authority.** Each person signing this Second Amendment to Agreement on behalf of either party individually warrants that he or she has full legal power to execute this Second Amendment to Agreement on behalf of the party for whom he or she is signing, and to bind and obligate such party with respect to all provisions contained in this Second Amendment to Agreement.

**IN WITNESS WHEREOF**, the Parties hereto have made and executed this Second Amendment to Agreement on the date first above written.

**[THIS SPACE INTENTIONALLY LEFT BLANK; SIGNATURE PAGES TO FOLLOW]**



(Corporate Seal)

**FOR SBBC:**

THE SCHOOL BOARD OF BROWARD  
COUNTY, FLORIDA

By Nora Rupert  
Nora Rupert, Chair

ATTEST:

Robert W. Runcie  
Robert W. Runcie, Superintendent of Schools

Approved as to Form and Legal Content:

**Janette M.  
Smith**

Digitally signed by Janette M.  
Smith

Date: 2018.05.01 12:18:37  
-04'00'

Office of the General Counsel

**[THIS SPACE INTENTIONALLY LEFT BLANK; SIGNATURE PAGE TO FOLLOW]**

**FOR VENDOR:**

(Corporate Seal)

KJH III, INC.

ATTEST:

By Gail Yacur  
Signature

\_\_\_\_\_, Secretary

Printed Name: Gail Yacur

Title: General Manager

-or-

[Signature]  
Witness

[Signature]  
Witness

STATE OF Florida

COUNTY OF Palm Beach

The foregoing instrument was acknowledged before me this 25 day of April, 2018 by GAIL YACUR of \_\_\_\_\_  
Name of Person


KJH III on behalf of the corporation/agency. He/She is personally known to me or produced \_\_\_\_\_ as identification and did/did not first take an oath. \_\_\_\_\_  
Type of Identification

My Commission Expires:

Minda B Katz  
Signature - Notary Public

(SEAL)

Minda B KATZ  
Printed Name of Notary

Notary's 



# AGENDA REQUEST FORM

## THE SCHOOL BOARD OF BROWARD COUNTY, FLORIDA

|                     |                                                    |
|---------------------|----------------------------------------------------|
| <b>MEETING DATE</b> | Apr 18 2017 10:35AM - Regular School Board Meeting |
| <b>AGENDA ITEM</b>  | ITEMS                                              |
| <b>CATEGORY</b>     | EE. OFFICE OF STRATEGY & OPERATIONS                |
| <b>DEPARTMENT</b>   | Procurement & Warehousing Services                 |

|                                                                                               |
|-----------------------------------------------------------------------------------------------|
| <b>Special Order Request</b><br><input type="radio"/> Yes <input checked="" type="radio"/> No |
| <b>Time</b>                                                                                   |
| <b>Open Agenda</b><br><input checked="" type="radio"/> Yes <input type="radio"/> No           |

**ITEM No.:**  
EE-10.

**TITLE:**  
Recommendation for Renewal and Additional Spending Authority - 14-036N - Adult Workforce Education Advertising Agency

**REQUESTED ACTION:**  
Approve the contract renewal for above Request for Proposal. Contract Term: July 1, 2017, through June 30, 2018, 1 Year, User Department: Career, Technical, Adult, and Community Education; New Award Amount: \$7,084,301; Awarded Vendor(s): Omni Automotive South, Inc.; Minority/Women Business Enterprise Vendor(s): None

**SUMMARY EXPLANATION AND BACKGROUND:**  
The School Board of Broward County, Florida, received four (4) bids for Request for Proposal (RFP) 14-036N - Adult Workforce Education Advertising Agency Services and it was awarded on August 6, 2013. The term of this contract is from August 6, 2013, through June 30, 2016, with two (2) one-year renewals. This request is to approve the second renewal of this RFP.  
A copy of the RFP documents are available online at:  
[http://www.broward.k12.fl.us/supply/agenda/14-036N-Adult\\_Workforce\\_Edu\\_Advertising\\_Agency\\_Svcs.pdf](http://www.broward.k12.fl.us/supply/agenda/14-036N-Adult_Workforce_Edu_Advertising_Agency_Svcs.pdf)  
This Agreement has been reviewed and approved as to form and legal content by the Office of the General Counsel.

**SCHOOL BOARD GOALS:**  
 Goal 1: High Quality Instruction  Goal 2: Continuous Improvement  Goal 3: Effective Communication

**FINANCIAL IMPACT:**  
The estimated financial impact to the District will be \$1,400,000. The contract award amount was for \$5,684,301. The request is to increase the spending authority by \$1,400,000, bringing the new contract value to \$7,084,301. The funding source will come from the Workforce Development funds. The financial impact represents an estimated contract value; however, the amount authorized will not exceed the estimated contract award amount.

**EXHIBITS: (List)**  
(1) Executive Summary (2) Agreement (3) Approved ARF 8-6-2013 RSBM EE-1 (4) Approved ARF 1-20-2016 RSBM EE-2 (5) Approved ARF 6-28-2016 SSBM 4 (6) Financial Analysis Worksheet (7) Vendor Letter (8) Survey

**BOARD ACTION:**  
**APPROVED**  
(For Official School Board Records Office Only)

**SOURCE OF ADDITIONAL INFORMATION:**

|                        |                     |
|------------------------|---------------------|
| Name: Jeanette Johnson | Phone: 754-321-5757 |
| Name: Mary C. Coker    | Phone: 754-321-0501 |

**THE SCHOOL BOARD OF BROWARD COUNTY, FLORIDA**

**Senior Leader & Title**  
Maurice L. Woods - Chief Strategy & Operations Officer

Approved In Open Board Meeting On: APR 18 2017

Signature  
Maurice Woods  
4/7/2017, 3:16:59 PM

By: Abby M. Freedman  
School Board Chair



REVISED

# AGENDA REQUEST FORM

THE SCHOOL BOARD OF BROWARD COUNTY, FLORIDA

ITEM No.:  
4.

|              |                                      |
|--------------|--------------------------------------|
| MEETING DATE | Jun 28 2016 9:00AM - Special Meeting |
| AGENDA ITEM  | SUPERINTENDENT'S RECOMMENDATION      |
| CATEGORY     | Superintendent's Recommendation      |
| DEPARTMENT   | Procurement & Warehousing Services   |

|                                                                                        |
|----------------------------------------------------------------------------------------|
| Special Order Request<br><input type="radio"/> Yes <input checked="" type="radio"/> No |
| Time                                                                                   |
| Open Agenda<br><input checked="" type="radio"/> Yes <input type="radio"/> No           |

TITLE:  
RFP Renewal and Additional Spending Authority - 14-036N Adult Workforce Education Advertising Agency

**REQUESTED ACTION:**  
Approve the contract renewal for above contract. Contract Term: July 1, 2016, through June 30, 2017, 1 Year; User Department: Career, Technical, Adult, and Community Ed; New Award Amount: \$5,684,301; Awarded Vendor(s): ~~Omni Advertising, Inc.~~ **Omni Automotive South, Inc.**; Minority/Women Business Enterprise Vendor(s): None

**SUMMARY EXPLANATION AND BACKGROUND:**  
The School Board of Broward County, Florida, received four (4) bids for Request for Proposals (RFP) 14-036N - Adult Workforce Education Advertising Agency Services and was awarded on August 6, 2013. The term of this contract is from August 6, 2013, through June 30, 2016, with two (2) one-year renewals. This request is to approve the first renewal of this RFP.  
A copy of the RFP documents are available online at:  
[http://www.broward.k12.fl.us/supply/agenda/14-036N-Adult\\_Workforce\\_Edu\\_Advertising\\_Agency\\_Svcs.pdf](http://www.broward.k12.fl.us/supply/agenda/14-036N-Adult_Workforce_Edu_Advertising_Agency_Svcs.pdf)  
This Agreement has been reviewed and approved as to form and legal content by the Office of the General Counsel.

**SCHOOL BOARD GOALS:**  
 Goal 1: High Quality Instruction  Goal 2: Continuous Improvement  Goal 3: Effective Communication

**FINANCIAL IMPACT:**  
The estimated financial impact to the District will be \$1,400,000 for the renewal period. The funding source will come from the Workforce Development Fund. The financial impact represents an estimated contract value; however, the amount authorized will not exceed the amount awarded.

**EXHIBITS: (List)**  
(1) Executive Summary (2) Agreement (3) Approved ARF 8-6-2013 RSBM EE-1 (4) Approved ARF 1-20-2016 RSBM EE-2 (5) Financial Analysis Worksheet (6) Surveys

**BOARD ACTION:**  
**APPROVED**  
(For Official School Board Records Office Only)

|                                          |                     |
|------------------------------------------|---------------------|
| <b>SOURCE OF ADDITIONAL INFORMATION:</b> |                     |
| Name: Jeanette Johnson                   | Phone: 754-321-5757 |
| Name: Mary C. Coker                      | Phone: 754-321-0501 |

**THE SCHOOL BOARD OF BROWARD COUNTY, FLORIDA**  
Senior Leader & Title

Maurice L. Woods - Chief Strategy & Operations Officer

Signature  
Maurice Woods  
6/27/2016, 5:40:13 PM

Approved In Open Board Meeting On:

JUN 28 2016

By: *Rosalind Orqued*  
School Board Chair





# AGENDA REQUEST FORM

## THE SCHOOL BOARD OF BROWARD COUNTY, FLORIDA

|                                      |                                     |
|--------------------------------------|-------------------------------------|
| <b>Special Order Request</b>         |                                     |
| <input type="radio"/> Yes            | <input checked="" type="radio"/> No |
| <b>Time</b>                          |                                     |
| <b>Open Agenda</b>                   |                                     |
| <input checked="" type="radio"/> Yes | <input type="radio"/> No            |

|                     |                                                    |
|---------------------|----------------------------------------------------|
| <b>MEETING DATE</b> | Jan 20 2016 10:15AM - Regular School Board Meeting |
| <b>AGENDA ITEM</b>  | OPEN ITEMS                                         |
| <b>CATEGORY</b>     | EE. OFFICE OF STRATEGY & OPERATIONS                |
| <b>DEPARTMENT</b>   | Procurement & Warehousing Services                 |

**ITEM No.:**  
EE-2.

**TITLE:** Recommendation for Additional Spending Authority - 14-036N - Adult Workforce Education Advertising Agency Services

**REQUESTED ACTION:**  
Approve an increase in spending authority for the above contract. Contract Term: August 6, 2013, through June 30, 2016, 2 Years, 10 Months; User Department: Career, Technical, Adult & Community Education; New Award Amount: \$4,284,301; Awarded Vendor(s): Omni Advertising, Inc.; M/WBE Vendor(s): None

**SUMMARY EXPLANATION AND BACKGROUND:**  
The School Board of Broward County, Florida, approved a contract award for Omni Advertising, Inc., on August 6, 2013. The contract award was for \$4,200,000. The current spending has not been exceeded, but additional spending is needed to cover 2015-16 expenditures. This request is to increase the spending authority by \$84,301, bringing contract award value to \$4,284,301.  
A copy of the bid documents are available online at:  
<http://www.broward.k12.fl.us/supply/agenda/14-036N-Rec-Tab-Adult-Workforce-Education.pdf>

**SCHOOL BOARD GOALS:**

Goal 1: High Quality Instruction     Goal 2: Continuous Improvement     Goal 3: Effective Communication

**FINANCIAL IMPACT:**  
The current recommendation is to increase the spending authority by \$84,301; total award amount \$4,284,301.

**EXHIBITS: (List)**  
(1) Executive Summary (2) Approved ARF 8-6-2013 RSBM EE-1 (3) Recommendation Tabulation 8-6-2013 (4) Financial Analysis Worksheet (5) Survey

**BOARD ACTION:**  
  
**APPROVED**  
  
(For Official School Board Records Office Only)

**SOURCE OF ADDITIONAL INFORMATION:**

|                           |                     |
|---------------------------|---------------------|
| Name: Jeanette L. Johnson | Phone: 754-321-5757 |
| Name:                     | Phone:              |

**THE SCHOOL BOARD OF BROWARD COUNTY, FLORIDA**  
**Senior Leader & Title**  
Maurice L. Woods - Chief Strategy & Operations Officer

Signature  
  
*Maurice Woods*  
Tuesday, January 05, 2016 12:01:00 PM

Approved In Open Board Meeting On: JAN 20 2016  
By: *Rosalind Orjuel*  
School Board Chair

**AGENDA REQUEST FORM**  
**THE SCHOOL BOARD OF BROWARD COUNTY, FLORIDA**

|                                                                                    |                                                                                                                                                                                                                                                                                                                                                                                                |                                                                                    |                                                                                              |                                   |
|------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------|-----------------------------------|
| Meeting Date<br><b>08/06/13</b>                                                    | <table style="width:100%; border-collapse: collapse;"> <tr> <td style="width:50%; padding: 5px; text-align: center;">Open Agenda<br/><input checked="" type="checkbox"/> Yes    <input type="checkbox"/> No</td> <td style="width:50%; padding: 5px; text-align: center;">Special Order Request<br/><input type="checkbox"/> Yes    <input checked="" type="checkbox"/> No</td> </tr> </table> | Open Agenda<br><input checked="" type="checkbox"/> Yes <input type="checkbox"/> No | Special Order Request<br><input type="checkbox"/> Yes <input checked="" type="checkbox"/> No | Agenda Item Number<br><b>EE-1</b> |
| Open Agenda<br><input checked="" type="checkbox"/> Yes <input type="checkbox"/> No | Special Order Request<br><input type="checkbox"/> Yes <input checked="" type="checkbox"/> No                                                                                                                                                                                                                                                                                                   |                                                                                    |                                                                                              |                                   |

|                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              |                                                                                                                                      |                                                                      |                                                                                                                                                                                                                                                                                                                                                                                                                   |                               |             |              |                  |              |              |              |      |       |
|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------|-------------|--------------|------------------|--------------|--------------|--------------|------|-------|
| <b>TITLE:</b><br><b>Request for Proposals (RFP) Recommendation – 14-036N – Adult Workforce Education Advertising Agency Services</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         |                                                                                                                                      |                                                                      |                                                                                                                                                                                                                                                                                                                                                                                                                   |                               |             |              |                  |              |              |              |      |       |
| <b>REQUESTED ACTION:</b><br>Approve RFP recommendation as stated on the attached award recommendation.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       |                                                                                                                                      |                                                                      |                                                                                                                                                                                                                                                                                                                                                                                                                   |                               |             |              |                  |              |              |              |      |       |
| <b>RFP</b><br>14-036N                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        | <b>TITLE</b><br>Adult Workforce Education Advertising Agency Services<br>Contract period:<br>August 6, 2013 through<br>June 30, 2016 | <b>LOCATION</b><br>Career, Technical, Adult, and Community Education | <b>AMOUNT</b><br>\$4,200,000                                                                                                                                                                                                                                                                                                                                                                                      | <b>M/WBE VENDORS</b><br>----- |             |              |                  |              |              |              |      |       |
| <b>SUMMARY EXPLANATION AND BACKGROUND:</b><br>The School Board of Broward County, Florida (SBBC), through the Adult Workforce Education Marketing Committee, representing Broward technical centers, Broward community schools, and adult centers, received proposals from advertising agencies/media planners to increase the enrollment and awareness of Career, Technical, Adult, and Community Education (CTACE), Workforce Broward, and Continuing Education Programs. The awardee will provide professional advertising services, utilizing a media mix of outdoor, television (cable or broadcast), video, radio, print, direct mail, grassroots initiatives, internet, etc., and oversee the marketing efforts on behalf of the above entities, in conjunction with the Marketing Plan Mission.<br><br>Board approval of this RFP recommendation does not mean the amount shown will be spent. This amount represents the estimated contract value through the term of this contract from available funds included in Workforce Development Funding. |                                                                                                                                      |                                                                      |                                                                                                                                                                                                                                                                                                                                                                                                                   |                               |             |              |                  |              |              |              |      |       |
| <b>SCHOOL BOARD GOALS:</b><br><input type="checkbox"/> Goal 1: High Quality Instruction<br><input checked="" type="checkbox"/> Goal 2: Continuous Improvement<br><input type="checkbox"/> Goal 3: Effective Communication                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    |                                                                                                                                      |                                                                      |                                                                                                                                                                                                                                                                                                                                                                                                                   |                               |             |              |                  |              |              |              |      |       |
| <b>FINANCIAL IMPACT:</b><br>All expenditures for this contract will come from Workforce Development Funding. Staff will provide a report to the Board semi-annually detailing expenditures.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  |                                                                                                                                      |                                                                      |                                                                                                                                                                                                                                                                                                                                                                                                                   |                               |             |              |                  |              |              |              |      |       |
| <b>EXHIBITS: (List)</b><br>1. Executive Summary<br>2. RFP 14-036N                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            |                                                                                                                                      |                                                                      |                                                                                                                                                                                                                                                                                                                                                                                                                   |                               |             |              |                  |              |              |              |      |       |
| <b>BOARD ACTION:</b><br><br><div style="font-size: 24pt; font-weight: bold; margin-top: 10px;">APPROVED</div>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                |                                                                                                                                      |                                                                      | <b>SOURCE OF ADDITIONAL INFORMATION:</b><br><table style="width:100%; border-collapse: collapse;"> <tr> <td style="width:80%;">John Felser</td> <td style="width:20%;">754-321-8401</td> </tr> <tr> <td>Jeanette Johnson</td> <td>754-321-5700</td> </tr> <tr> <td>Carol Barker</td> <td>754-321-0506</td> </tr> <tr> <td style="font-size: 8pt;">Name</td> <td style="font-size: 8pt;">Phone</td> </tr> </table> |                               | John Felser | 754-321-8401 | Jeanette Johnson | 754-321-5700 | Carol Barker | 754-321-0506 | Name | Phone |
| John Felser                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  | 754-321-8401                                                                                                                         |                                                                      |                                                                                                                                                                                                                                                                                                                                                                                                                   |                               |             |              |                  |              |              |              |      |       |
| Jeanette Johnson                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             | 754-321-5700                                                                                                                         |                                                                      |                                                                                                                                                                                                                                                                                                                                                                                                                   |                               |             |              |                  |              |              |              |      |       |
| Carol Barker                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 | 754-321-0506                                                                                                                         |                                                                      |                                                                                                                                                                                                                                                                                                                                                                                                                   |                               |             |              |                  |              |              |              |      |       |
| Name                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         | Phone                                                                                                                                |                                                                      |                                                                                                                                                                                                                                                                                                                                                                                                                   |                               |             |              |                  |              |              |              |      |       |
| (For Official School Board Records' Office Only)                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             |                                                                                                                                      |                                                                      |                                                                                                                                                                                                                                                                                                                                                                                                                   |                               |             |              |                  |              |              |              |      |       |

**THE SCHOOL BOARD OF BROWARD COUNTY, FLORIDA**

**Maurice L. Woods** *MW*  
**Chief Strategy & Operations Officer**  
**Office of Strategy & Operations**

Approved in Open Board Meeting on:

**AUG 6 2013**

By:

School Board Chair



**THE SCHOOL BOARD OF BROWARD COUNTY, FLORIDA**

7720 WEST OAKLAND PARK BOULEVARD, SUITE 323, SUNRISE, FLORIDA 33351 • TEL 754-321-0501 • FAX 754-321-0936



**PROCUREMENT & WAREHOUSING SERVICES**  
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**ROBERT W. RUNCIE**  
*Superintendent of Schools*

VIA EMAIL & FACSIMILE

April 10, 2018

Ms. Gail Yaciuk  
KJH III, Inc.  
622 Banyan Trail, Suite 300  
Boca Raton, Florida 33431

Phone: 561-620-4774  
Fax: 561-620-8774  
Email: gyaciuk@omni-advertising.com

Reference: RFP 14-036N – Adult Workforce Education Advertising Agency Services

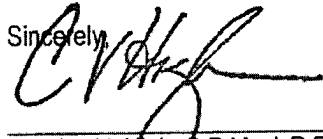
Dear Ms. Yaciuk:

The above-referenced contract expires **June 30, 2018**. In accordance with Special Condition 2.3 of the RFP, this contract may, by mutual agreement and upon School Board approval, be extended for an additional 180 days from **July 1, 2018** through **December 31, 2018**. This letter does not constitute the actual extension or contract offer. Please indicate below your willingness to extend this RFP award, which shall be considered by the School District for renewal of your award premised upon your combined agreement to all terms and conditions of the awarded RFP and your agreement to maintain (or reduce) the current awarded price(s). Please execute this document on the space provided and return it to my attention no later than **April 16, 2018**.


If you do not respond by **April 16, 2018**, the School District will not consider extension of your award. The School District will notify you if, and when, your contract is extended by the School Board. Thank you for your prompt attention to this matter.

- Yes, I offer to renew the current contract award at the current awarded price(s).
- Yes, I offer to renew the current contract award at the lower price(s) contained on the attached page(s).
- No, I do not wish to renew the current contract award.

Sincerely,

  
\_\_\_\_\_  
Charles V. High, C.P.M., A.P.P., MBA  
Purchasing Agent IV

CVH/jp  
cc: Bid File

  
\_\_\_\_\_  
Signature of Authorized Representative  
  
Gail Yaciuk, GM  
\_\_\_\_\_  
Name and Title of Authorized Representative (PLEASE PRINT)