



MINUTES
Asset Marketing Committee
December 16, 2016
Cook County Administration Building
Conference Room 4S-A
118 N. Clark, 4th Floor, Chicago, IL 60602

Materials: The following attached materials for the meeting were distributed to the members of the Committee via email on December 16, 2016, and were available to the members during the meeting:

- Agenda: Posted on the Bureau of Finance website on December 16, 2016. (Attachment A).
- Minutes from April 29, 2017 meeting
- Comprehensive Program Management Plan
- Snack Concession Agreement
- Pouring Rights Initiative Update
- Digital Marketing Initiative

The Meeting of the Asset Marketing Committee was called to Order at 10:00am 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 Department of Transportation & Highways: John Yonan
- Representing the Office of the Chief Judge: James Anderson
- Representing the Forest Preserves of Cook County: Stephen Hughes
- Representing the Clerk of Cook County: Sarah Resnick
- Representing the Office of the Chief Financial Officer: Ammar Rizki
- Chair: Chief Financial Officer, Ivan Samstein

Also in attendance were:

- Kimberly McEwen, Committee Secretary
- Joseph Clary, Counsel to the Bureau of Finance
- Robert Conlisk, Financial Analyst, Office of the Chief Financial Officer
- Jacqueline Gomez, Director, Department of Contract Compliance
- Andrew Shessler, Director of Valuation and Analytics, The Superlative Group
- Kyle Canter, Chief Operating Officer, The Superlative Group (via conference call)
- Ross Kennerly, Director of Strategy and Valuation, The Superlative Group (via conference call)
- Matt Schaefer,

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

Approval or Correction of Minutes: James Anderson moved that the minutes be approved, John Yonan seconded the motion. By way of a roll call vote the minutes for the April 29, 2016 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 Department of Transportation & Highways: John Yonan
- Representing the Office of the Chief Judge: James Anderson
- Representing the Forest Preserves of Cook County: Stephen Hughes
- Representing the Clerk of Cook County: Sarah Resnick
- Representing the Office of the Chief Financial Officer: Ammar Rizki
- Chair: Chief Financial Officer, Ivan Samstein

Proposed Comprehensive Program Management Plan: The Proposed Comprehensive Management Plan was presented by Matt Schaefer and Kyle Canter of the Superlative Group. As explained, the Proposed Comprehensive Plan, and each individual work plan to be developed for each initiative identified in the Proposed Comprehensive Plan, details or will detail, prior to each initiative's implementation, the actions, timeframes, and parties associated with each initiative.

Following the presentation, Stephen Hughes moved that the Committee accept the Proposed Comprehensive Program Management Plan for immediate implementation, and Elaine Lockwood-Bean seconded the motion. By way of a roll call vote the Committee approved and adopted the Proposed Comprehensive Program Management Plan, 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 Department of Transportation & Highways: John Yonan
- Representing the Office of the Chief Judge: James Anderson
- Representing the Forest Preserves of Cook County: Stephen Hughes
- Representing the Clerk of Cook County: Sarah Resnick
- Representing the Office of the Chief Financial Officer: Ammar Rizki
- Chair: Chief Financial Officer, Ivan Samstein

Snacks Concession, Proposed Agreement: The authorization for Superlative to begin negotiations for a snack concession agreement with ACE Coffee Bar was agreed to during the April 29, 2016 meeting. Due to the relatively small size of the contract (in terms of revenue), this contract will be between ACE and Superlative, Kyle Canter of Superlative presented an overview of the proposed contract.

Following presentation, John Yonan moved that the Committee accept the proposed concession contract between Superlative and ACE, and James Anderson seconded the motion. By way of a roll call vote the Committee approved the proposed Snack Concession Contract with ACE, 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 Department of Transportation & Highways: John Yonan
- Representing the Office of the Chief Judge: James Anderson
- Representing the Forest Preserves of Cook County: Stephen Hughes
- Representing the Clerk of Cook County: Sarah Resnick

- Representing the Office of the Chief Financial Officer: Ammar Rizki
- Chair: Chief Financial Officer, Ivan Samstein

Pouring Rights Initiative: The contract with the Bottling Group LLC (AKA Pepsi) has been fully executed. Kyle Canter of Superlative provided highlights regarding its implementation.

Digital Marketing Billboard Proposal: Kyle Canter of Superlative presented an overview of the RFP process followed by Superlative in soliciting proposals from companies interested a possible Digital Marketing Billboard initiative. Kyle Canter of Superlative also presented details of a proposal from an unidentified vendor, and the proposed Term Sheet.

James Anderson moved to authorize and direct the Program Manager to engage in discussions and negotiations with proposed Vendor to establish a best and final offer; to establish terms and conditions for an Agreement that corresponds to this Term Sheet and that is satisfactory to this Committee and to the relevant government Officials; and that would be presented to this Committee for approval in advance of submission to the relevant government Boards. Elaine Lockwood-Bean seconded the Motion, with the following members voting in the affirmative:

- Representing the Forest Preserves of Cook County: Stephen Hughes
- Representing the Bureau of Administration: Martha Martinez
- Representing the Office of the Chief Financial Officer: Ammar Rizki
- Chair: Chief Financial Officer, Ivan Samstein
- Representing the Department of Transportation & Highways: John Yonan
- Representing the Office of the Chief Judge: James Anderson
- Representing the Bureau of Asset Management: Elaine Lockwood-Bean

Adjournment: Chairman Samstein advised the Committee that the next meeting would take place WHEN? Upon a motion by John Yonan, a second by Elaine Lockwood-Bean, and a voice vote, the Committee adjourned at 11:13 a.m.



Cook County Asset Marketing Committee Meeting

Friday, December 16, 2016

10:00AM

69 W. Washington Street
Pedway Lower B Conference Room
Chicago, IL – 60602

NOTICE AND AGENDA

1. Call to Order
2. Roll Call
3. Public Comment
4. Approval or Correction of Minutes
 - a. 4.29.16 Committee meeting
5. Comprehensive Program Management Plan: Presentation, Review, Possible Approval
6. Snack Concession Agreement: Presentation, Review, Possible Approval
7. Pouring Rights Initiative: Update
8. Digital Marketing Initiative: Update
9. 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. From time to time, business of the Committee relating to procurement processes and potential or actual contract terms shall be closed to the public.