



**NIAGARA COUNTY**  
**WORKFORCE DEVELOPMENT BOARD**

Joel Feuerman, Chairperson  
Bonnie Rice, Executive Director

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**Executive Committee**  
**Meeting Minutes – March 15, 2021**  
**ZOOM Audio/Visual Conference**

**Members Present:** Joel Feuerman, Dennis Martinez, Kory Schuler, Suzanne Shears

**Members Excused:** Jerry Wolfgang

**WDB Staff:** Helen Dennis, Bonnie Rice

**I. Call to Order and Meeting Information**

The meeting was organized and led by B. Rice at 1:01 p.m. through Zoom Audio/Visual conference platform. Attendance is noted at the top of the page.

**A. Review Team Committee Recommendation for Youth Advertising RFP**

The purpose of this Executive Committee meeting is for the review of the Proposal Review Committee recommendation for the RFP for Youth Advertising (RFP 2021-04) from date of contract execution to June 30, 2021. Prior to the meeting, Executive Committee members received a copy of the Youth Advertising RFP as well as a summary from the Youth Advertising Proposal Review Committee. B. Rice shared with the Executive Committee that ten proposals had been reviewed by the Proposal Review Committee comprised of five members: one youth, three Board Members, and one non-Board Member. Of the five members, one did not submit review and comment sheet materials and three were unable to attend the Review Committee meeting. B. Rice conferred individually with two of the five members to ensure they agreed with the funding recommendation. B. Rice informed the Executive Committee that Purplegator was ranked number one in the individual reviews and was recommended for funding by the Review Committee. She noted that the reviewers commented on each review section and provided in-depth review information for each of the ten proposals.

S. Shears noted that the cost seemed high. B. Rice explained that Purplegator had bid at the maximum amount, but they had covered and presented costs for several campaigns across an array of platforms as requested in the RFP. D. Martinez, who was also part of the Review Committee, noted that some of the bidders had a hard time showing costs. He mentioned that the Review Committee felt that no other bidder provided the same or better services at a lower cost. He also stated that many of the Bidder's offers did not fit to what the RFP asked for.

B. Rice reviewed the Purplegator comments from the Review Committee with the Executive Committee. The Review Committee liked that Purplegator illustrated a clear focus and that they included targeting parents as youth influencers. The Review Committee also liked that Purplegator discussed targeting passive candidates – those youth who are not actively looking for a job or training but would be a great fit for the opportunity. B. Rice gave a review of the comments made regarding the other top three choices, Miller Advertising and Paperkite. She shared with the Executive Committee that the Review Committee felt Miller Advertising had no “wow” factor, there was not much creativity shown, and they used only traditional ad campaigning. They had demonstrated some good experience and illustrated the ability to collect data. The Review Committee felt Paperkite would be easy to work with and had a nice presentation, but that they did not have the history or experience of advertising to youth.



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D. Martinez noted that this RFP is very unique and based on what the RFP asked for, choosing the lowest bidder wouldn't necessarily give the same outcome as choosing the bidder who showcased the most work and experience within the advertising market. S. Shears asked if Purplegator was the prior year RFP awardee. B. Rice informed the Review Committee that they were. She also informed the Executive Committee that the costs per creative listed in Purplegator's bid is an all-inclusive cost to each platform and that they would be held accountable for all costs. B. Rice also reminded the Executive Committee that at this point, WIOA Youth programs are underspent and under enrolled. These factors make the outreach/advertising a worthwhile expense.

No further questions were brought forward. B. Rice asked for a motion to approve the award for the Youth Advertising proposal to Purplegator with a budget of up to \$150,000. Motion made by J. Feuerman. Second by K. Schuler. No members opposed. No abstentions. **Unanimous vote in favor of the approval for fully funding the award for the Youth Advertising proposal to Purplegator in the amount of up to \$150,000.**

B. Rice informed the Committee that there was no other business and opened the floor for Committee members to share. Nothing brought forward. The Workforce Development Board Executive Committee meeting was adjourned at 1:14 p.m.

Respectfully submitted,  
Helen Dennis