

Minor, Terry

From: Minor, Terry
Sent: Thursday, May 5, 2022 8:48 AM
To: McMahan, Mike
Subject: RE: RFP Bid

Tracking:	Recipient	Delivery	Read
	McMahan, Mike	Delivered: 5/5/2022 8:48 AM	Read: 5/5/2022 8:48 AM

Ok. 5 business days....So I will change to be due by noon on Thursday May 12.

Terry S. Minor, VCO | Contracts and Procurement Manager | 804-545-5523

VIRGINIA IS FOR LOVERS

From: McMahan, Mike <mmcmahon@virginia.org>
Sent: Thursday, May 5, 2022 8:46 AM
To: Minor, Terry <TMinor@virginia.org>
Subject: RE: RFP Bid

Send it out today with the due dates we discussed.

Mike McMahan / 804-545-5522 / c: 804-869-5781

From: Minor, Terry <TMinor@virginia.org>
Sent: Thursday, May 5, 2022 8:45 AM
To: McMahan, Mike <mmcmahon@virginia.org>
Subject: RE: RFP Bid

Not sure what she is referring to as a reasonable request. Is she now saying that we have to send it today and require responses by tomorrow? I will need to know that as far as the due date.

Terry S. Minor, VCO | Contracts and Procurement Manager | 804-545-5523

VIRGINIA IS FOR LOVERS

From: McMahan, Mike <mmcmahon@virginia.org>
Sent: Thursday, May 5, 2022 8:38 AM
To: Minor, Terry <TMinor@virginia.org>
Subject: FW: RFP Bid

FYI

Mike McMahan / 804-545-5522 / c: 804-869-5781

From: Merrick, Caren <caren.merrick@governor.virginia.gov>
Sent: Thursday, May 5, 2022 7:59 AM
To: Wren, Carolyn <cwren@virginia.org>
Cc: McMahon, Mike <mmcmahon@virginia.org>; Toehlke, Wyatt <wyatt.toehlke@governor.virginia.gov>
Subject: Re: RFP Bid

Thank you.

The Governor is making this request personally and I am happy to call each agency myself.

Having run a global marketing team, and having started and run a marketing consultancy in the past I truly appreciate the request we are making, and that it is a reasonable request.

Given the relationship and business that Virginia Tourism has with TMA, I would expect that they would view a campaign with the Governor of Virginia as a unique opportunity and would be willing, if asked, to provide a bid.

You are right that time is of the essence!

I can call Martin today.

Thank you.

On Wed, May 4, 2022 at 5:38 PM Wren, Carolyn <cwren@virginia.org> wrote:

Dear Secretary Merrick,

Please see the email below from Mike McMahon RE: RFP Bid. Mike is copied on this email should you have any questions or wish to discuss further during Rita's absence. I hope you have a lovely evening.

All the best,

Carolyn

Carolyn Wren | Chief of Staff | 804.545.5510 | 804.316.0416

VIRGINIA IS FOR LOVERS

Dear Secretary Merrick,

Diane Bechamps spoke with us upon returning from her one-on-one call with you today. She advised us that it is your expectation (from Rita) that you would receive two separate bids for the "Welcome to Virginia" project from Poolhouse and The Martin Agency (TMA). We understand the urgency, but I regret to advise you that we simply cannot physically meet that deadline. We are working on putting the bid request together today. We hope to get it issued tomorrow, or Friday at the latest. We intend to request that they respond within no more than five business days. Poolhouse should be able to respond quickly since they had already provided information previously. However, TMA especially will need some time to work with a subcontractor in putting a bid together, because they don't do the production work themselves. They develop the creative portion of the work and contract with a production company for the actual creation of the ads. We want to be sure we are fair in this process to avoid any appearance of favoritism. As you know, the timeline is critical because the work must be completed quickly to take advantage of the summer tourism season.

Please also understand that we cannot guarantee that either agency will submit a bid. Either may decide that it cannot meet the timeline due to other commitments. We have no control over how many bids we receive, only how many people we submit the request to. If one does not, and the expectation is for a minimum of two bids, we will have to go back out to the larger advertising community and that will add additional time to getting the project completed. If, however, you are comfortable that we at least requested bids from two people, then we will be able to move forward with whatever number of bid(s) we receive. We have chosen this route out of four possible options to meet all our needs. The other options are:

1. the non-compete arrangement we initially sought (quickest)
2. This option to send a targeted bid request to the two agencies
3. Send out a bid request to the greater advertising community, but this will take more time and since it will be issued to the lowest bidder, we have no control over their experience or expertise.
4. and finally, to develop a Request for Proposal (RFP) which be a 6-month process at least

Please be assured we are working to make this happen as quickly as possible, but if we approach it any other way, we run a greater risk of attracting undue attention and criticism. Let me know if you have any further questions, comments, or concerns.

Thank you.

Mike McMahon

Mike McMahon/ VP Operations and Finance / 804-545-5522