

RESOLUTION NO. 2005-25791

A RESOLUTION OF THE MAYOR AND CITY COMMISSION OF THE CITY OF MIAMI BEACH, FLORIDA, ACCEPTING THE RECOMMENDATION OF THE CITY MANAGER PERTAINING TO THE RANKING OF FIRMS PURSUANT TO REQUEST FOR PROPOSALS (RFP) NO. 34-03/04 TO MANAGE AND OPERATE THE VALET PARKING SERVICES AT THE MIAMI BEACH CONVENTION CENTER, JACKIE GLEASON THEATER OF THE PERFORMING ARTS, AND OTHER CITY PROPERTIES, AS MAY BE REQUIRED; AUTHORIZING THE ADMINISTRATION TO ENTER INTO NEGOTIATIONS WITH THE TOP RANKED FIRM OF SELIG PARKING, INC., D/B/A AAA PARKING; AND SHOULD THE ADMINISTRATION NOT BE ABLE TO NEGOTIATE AN AGREEMENT WITH THE TOP-RANKED FIRM, AUTHORIZING THE ADMINISTRATION TO NEGOTIATE WITH THE SECOND-RANKED FIRM OF IMPERIAL PARKING (U.S.), INC.; AND SHOULD THE ADMINISTRATION NOT BE ABLE TO NEGOTIATE WITH THE SECOND-RANKED FIRM, AUTHORIZING THE ADMINISTRATION TO NEGOTIATE WITH THE THIRD-RANKED FIRM OF GOLD STAR PARKING, INC.; AND FURTHER AUTHORIZING THE MAYOR AND CITY CLERK TO EXECUTE AN AGREEMENT UPON THE COMPLETION OF SUCCESSFUL NEGOTIATIONS BY THE ADMINISTRATION.

WHEREAS, the concession agreement with Gold Star Parking Systems (Gold Star) for valet parking services to serve the Miami Beach Convention Center, Jackie Gleason Theater of the Performing Arts, and other City properties, as may required, expired on September 14, 2004; and

WHEREAS, the City continues to have a need for a service provider that can provide qualified, trained and courteous valet parking services to serve various City venues; and

WHEREAS, the Mayor and City Commission, at its January 14, 2004 Meeting, authorized the Administration to issue a Request for Proposals (RFP) for valet parking services to serve the Miami Beach Convention Center, Jackie Gleason Theater of the Performing Arts, and other City properties, as may required;

WHEREAS, on July 21, 2004, RFP No. 34-03/04 was issued and notices sent to over 30 individuals or firms; and

WHEREAS, on the specified due date of August 20, 2004, the Procurement Division received responses from Selig Parking, Inc. d/b/a AAA Parking; Boca Parking Systems, Inc.; Gold Star Parking, Inc.; and Imperial Parking (U.S.), Inc.; and

WHEREAS, due to the impending expiration of the existing contract with Gold Star, a month-to-month agreement had been agreed to by the City and Gold Star Parking, Inc. until the competitive proposal process was complete; and **Agenda Item** B7G

Date 1-12-05

WHEREAS, on October 26, 2004, the City Manager via Letter to Commission (LTC) No. 277-2004, appointed an Evaluation Committee (the Committee) consisting of the following individuals:

- 1) Miguel Beingolea, Parking Operations Manager/Off-Street Parking-CMB;
- 2) Roamy Valera, Deputy Executive Director - Miami Parking Authority;
- 3) Doug Tober, General Manager – SMG;
- 4) Mitch Wentworth – Lincoln Road Marketing;
- 5) Ed Ponder – South Florida Concierge Association;
- 6) Adrian Gonzalez – David's Café;
- 7) Joe Fontana – Convention Center Advisory Board; and

WHEREAS, the Evaluation Committee convened on December 6, 2004, and was provided with an overview of the project information from the Procurement Department and information relative to the City's Cone of Silence Ordinance and the Government in the Sunshine Law; and

WHEREAS, the Committee listened to presentations from the four proposers, and engaged in question and answer sessions with the proposers; and

WHEREAS, the Evaluation Committee scored the four firms based on the following criteria, as outlined in the RFP, for a maximum possible total of 100%:

- Proposer's Experience with Similar Contracts – 25%;
- Fixed Monthly Payments to the City – 25%;
- Completeness of Proposed Operational Plan – 20%;
- Qualification of Personnel/Staff Pattern – 15%;
- Evidence of Financial Stability – 15%; and

WHEREAS, the Committee scored the firms as follows:

	Boca Parking		Imperial Parking		Gold Star Parking		Selig d/b/a AAA Parking	
	Score	Ranking	Score	Ranking	Score	Ranking	Score	Ranking
Miguel Beingolea	40	4 th	70	2 nd	53	3 rd	98	1 st
Roamy Valera	75	4 th	80	2 nd	80	3 rd	100	1 st
Doug Tober	65	2 nd	50	4 th	55	3 rd	90	1 st
Mitch Wentworth	61	4 th	70	2 nd	69	3 rd	92	1 st
Joe Fontana	45	3 rd	30	4 th	85	1 st	65	2 nd

; and

WHEREAS, four out of five Committee Members ranked Selig Parking, Inc., d/b/a AAA Parking, as number one; and

WHEREAS, due to there being no close second choice in the scoring, four out of five Committee Members voted to recommend only negotiating with the top-ranked firm of Selig Parking, Inc. d/b/a AAA Parking; and

WHEREAS, the City Manager concurs with the Committee's recommendation relative to Selig Parking, Inc. d/b/a AAA Parking being the top-ranked firm, but believes that it is in the City's best interest to also recommend a second-ranked and third-ranked firm in the event negotiations are unsuccessful with the top-ranked firm of Selig Parking, Inc., d/b/a AAA Parking; and

WHEREAS, the City Manager's final recommendation is based on his review of the proposals submitted and the Committee's recommendation.

NOW, THEREFORE, BE IT DULY RESOLVED BY THE MAYOR AND THE CITY COMMISSION OF THE CITY OF MIAMI BEACH, FLORIDA, that the Mayor and City Commission hereby accept the recommendation of the City Manager pertaining to the ranking of proposals pursuant to Request for Proposals (RFP) No. 34-03/04, to Manage and Operate Valet Parking Services at the Miami Beach Convention Center, Jackie Gleason Theater of the Performing Arts, and other City Properties, as may be required; authorize the Administration to enter into negotiations with the top-ranked firm of Selig Parking, Inc. d/b/a AAA Parking; and should the Administration not be able to negotiate an agreement with the top-ranked firm, authorize the Administration to negotiate with the second-ranked firm of Imperial Parking (U.S.), Inc.; and should the Administration not be able to negotiate an agreement with the second-ranked firm, authorizing the Administration to negotiate with the third-ranked firm of Gold Star Parking, Inc.; and further authorize the Mayor and City Clerk to execute an agreement upon the completion of successful negotiations by the Administration.

PASSED and ADOPTED this _____ day of January, 2005.

MAYOR

ATTEST:

CITY CLERK

**APPROVED AS TO
FORM & LANGUAGE
& FOR EXECUTION**



City Attorney



Date

12:50:05 p.m.

R7F A Resolution Approving The Settlement Of City Liens On Real Property Located At 834-836 1st Street, Miami Beach, Florida, Resulting From City Utility Bills And From Special Master Case Numbers 92-301/JC000011111/JC990815 And Providing That The Lien In The Amount Of \$3,363,433.52 Be Settled For The Amount Of \$290,000.
(City Manager's Office)

ACTION: Resolution No. 2005-25790 adopted. Motion made by Vice-Mayor Cruz; seconded by Commissioner Garcia; Voice vote: 7-0. Robert Middaugh to handle.

11:23:59 a.m.

Supplemental Materials (Resolution):

R7G A Resolution Accepting The Recommendation Of The City Manager Pertaining To The Ranking Of Firms Pursuant To Request For Proposals (RFP) No. 34-03/04 To Manage And Operate The Valet Parking Services At The Miami Beach Convention Center, Jackie Gleason Theater Of The Performing Arts, And Other City Property As May Be Required; Authorizing The Administration To Enter Into Negotiations With The Top Ranked Firm Of Selig Parking, Inc. D/B/A AAA Parking; And Should The Administration Not Be Able To Negotiate An Agreement With The Top-Ranked Firm, Authorizing The Administration To Negotiate With The Second-Ranked Firm Of Imperial Parking (U.S.), Inc.; And Should The Administration Not Be Able To Negotiate With The Second-Ranked Firm, Authorizing The Administration To Negotiate With The Third-Ranked Firm Of Gold Star Parking, Inc.; And Further Authorizing The Mayor And City Clerk To Execute An Agreement Upon The Completion Of Successful Negotiations By The Administration.
(Parking Department)

ACTION: Resolution No. 2005-25791 adopted as amended. Motion made by Commissioner Bower; seconded by Vice-Mayor Cruz; Voice vote: 7-0. Saul Frances to handle.

Amendment: The City Commission authorized the Administration to enter into negotiations with Gold Star Parking and to execute an agreement upon the completion of successful negotiations.

Artie Schultz, owner of Gold Star Parking Inc., spoke.

Manny Grossy, area manager for the Greater Miami Area, AAA Parking, spoke.

Doug Tober, General Manager with SMG, spoke.

Saul Frances, Parking Department Director, spoke.

Joe Fontana spoke.

Kelly Brock spoke.

William (Billy) Shockett spoke.

Handout or Reference Materials

1. White notebook titled Gold Star Parking Systems Inc., The Ultimate Parking Solution, Quality Begins Here, submitted by Arthur Schultz.
2. Letter of reference for Arthur Schultz and Gold Star.