

APPROVED Transient Lodging Tax (TLT) Committee Meeting Minutes

Date: September 2, 2025

Time: 5:10 PM – 6:06 PM

Location: City Hall, Room 206

1. Call to Order

Chair Robin Nudd called the meeting to order at 5:10 PM, Roll Call – Present: Robin Nudd, Mike Wilson, Ryan Duley. Absent: Tyler Brown and Alysia Bowers.

2. Review and Approve Minutes

Ryan Duley moved to approve the minutes, seconded by Mike Wilson. Chair Nudd called for a vote: Yes: 3, No: 0, motion passes.

3. RFP Proposal/ Recommendation to City Council

On July 25, 2025, Community Development released a Request for Proposals (RFP) for Tourism Marketing and Promotion Services for the City of Baker City. The purpose of the RFP was to identify a qualified firm to support Baker City's tourism goals through branding, marketing, and promotional strategies. In total, 13 complete proposals were received. One firm requested an exception and was not considered.

Evaluation Criteria

Proposals were evaluated using the following scoring rubric:

- Proposer qualifications, experience, and demonstrated ability, including references and contacts with previous contracting parties -30 points
- Quality and responsiveness of proposal to the Goals and Objectives and Scope of Service detailed in the RFP - 25 points
- Cost reasonableness, appropriateness, and necessity as compared to all other proposals within the City's annual budget and other leveraged monies – 20 points
- Innovative ideas that are well-suited for Baker City's tourism goals - 20 points
- Positive feedback and demonstrated success in similar projects - 5 points

Evaluation Process

Proposals were reviewed by Barry Murphy, Andrew Crabtree, and myself, and considered by the Transient Lodging Tax (TLT) Board. We discussed briefly our scoring and grading rubrics and why Barry, Andrew and Kara scored the way we did; then dove into narrowing down the proposals based on the TLT Board and City Staff Scores.

Using the scoring criteria above, the initial pool of 13 proposals was narrowed to 8 firms:

- Awestruck
- Trove
- JayRay
- Colvita
- Destination IQ
- Synq
- HUB Collective
- GMS

From there, proposals outside Baker City's budget range were removed, leaving HUB Collective, JayRay, Awestruck, and Trove for deeper review. Ultimately, the top two firms selected were JayRay and HUB Collective.

Cost Considerations

- JayRay: \$109,980 annually
 - HUB Collective: \$135,500 annually
- Breakdown of HUB Collective's proposed contract:
- Phases I-V (first 6 months): \$95,000
 - Brand development, messaging framework, implementation planning, website development
 - Ongoing Retainer (6 months): \$6,750/month (\$40,500 total)

Robin moves to recommend HUB Collective to city Council for approval with JayRay as a second runner up. Seconded by Mike. Yes: 3/3, no 0/3. Motion passes.

4. Miscellaneous Business

Kara Miller will send out the TLT Information Form and receive comments back and table for next meeting.

5. Next Meeting

The next meeting is scheduled for **October 6, 2025, at 5:00 PM** in City Council Chambers.

6. Adjournment

The meeting adjourned at 6:06 PM.