



Minutes

Lakewood City Council

Adjourned Regular Meeting held
May 17, 2011

MEETING WAS CALLED TO ORDER at 7:00 p.m. by Vice Mayor Diane DuBois in the Council Chambers at the Civic Center, 5000 Clark Avenue, Lakewood, California.

ROLL CALL: PRESENT: Vice Mayor Diane DuBois
Council Member Steve Croft
Council Member Todd Rogers
Council Member Jeff Wood
ABSENT: Mayor Larry Van Nostran (excused)

City Attorney Steve Skolnik announced that Mayor Van Nostran was not in attendance and would not be participating in any action on the item on the agenda due to his personal relationship with one of the principals of a company that had submitted a proposal. Since Mr. Jim Choura, of Choura Events, had served as campaign manager for Mayor Van Nostran's last re-election campaign, creating the appearance of a potential conflict of interest, Mayor Van Nostran had made the decision to recuse himself in this matter.

EVALUATION AND FINDINGS REGARDING PROPOSALS FOR CATERING AND CONCESSION SERVICES AT THE CENTRE AT SYCAMORE PLAZA

Recreation and Community Services Director Lisa Litzinger made a brief presentation based on the memo in the agenda and stated that when the owner of the company providing catering and concession services at the Centre at Sycamore Plaza had decided to retire in September of 2010, an interim concessionaire had been retained on a month-to-month basis to ensure that all of the holiday booking commitments would be met. Profitable Food Facilities (PFF) had been retained to assist in the development and evaluation of a Request for Proposal process to establish a long-term concessionaire.

Mike Holtzman, PFF, stated that Profitable Food Facilities had been providing consulting services for the food service industry since 1993.

Bob Mark of PFF presented the evaluation and findings regarding the proposals. He began by stating that although there was no one company that would be perfect in every aspect, each of the four companies submitting proposals were well qualified and that the task was to identify the company that would be the best fit for the Centre. He reviewed the transition from the former concessionaire to the interim provider, Thank Goodness It's Sofia (TGIS), noting that there had been a number of unexpected challenges that were well handled by TGIS in the process. He noted that the RFP process was a subjective one to identify which of four great companies (TGIS, Jay's Catering, Choura Events, and Savor/SMG) would be the best fit for the Centre. He stated that menu prices and revenue percentages had not been part

EVALUATION AND FINDINGS REGARDING PROPOSALS FOR CATERING AND CONCESSION SERVICES AT THE CENTRE AT SYCAMORE PLAZA - Continued

of the data considered, nor had there been tasting events included. The process had included an unannounced visit to each kitchen; a financial review; a proposed marketing plan; review of menus; references, including customer references, and landlord references; a secret shopper; and oral interviews. He concluded by stating that the recommendation of PFF would be Thank Goodness It's Sofia, with the major considerations being the exemplary job that TGIS had done during the difficult interim transition and that the Centre would provide a more significant amount of business to TGIS. He also stated that considering the performance of TGIS during the transition period, and since no other company offering a proposal was a break-away leader, there was no overarching reason to switch providers.

Jim Choura, stated that as a long-time resident and community volunteer, he was very invested in the City of Lakewood and would like the opportunity to provide this service.

Cindy Skovgard, Gigi Fusco Meese, a Long Beach resident; Paul Garman, of Long Beach; Bob Quarto, Ryan Choura, Long Beach; and Steve McMahon, Long Beach; spoke in favor of Choura Events, noting the excellent quality and service.

George Marinos, a resident of Los Angeles; and Sofia Riley, Anaheim; spoke on behalf of TGIS, expressing thanks for the opportunity to provide service at the Centre.

Council Member Rogers stated that he had put a lot of thought into this process and the difficult decision to be made. He further stated that the process had been fair, elaborate and exhaustive. He noted that the transition after the previous long-term caterer had been a difficult one and that TGIS had taken over the responsibility with no promise of a long-term contract, and performed well. He concluded by stating that although each of the companies submitting a proposal were quality companies, the Centre required a unique relationship with the City staff.

Council Member Croft thanked the four companies who submitted proposals for participating in this difficult process. He thanked the consultant and City staff for the hard work of tailoring the RFP process to embody the goals set by the City Council. He stated that it was more than providing a quality product or producing revenue, although those things were important.

Council Member Wood stated that it had been a long, but fair process and that the City had been fortunate to have such a high caliber of companies interested in providing service here. He noted that the priority was to look at what would be best for the long-term at the Centre.

Vice Mayor DuBois noted the tremendous effort put forth to keep the process fair and even. She stated that her concern was finding the best fit for the Centre facility.

EVALUATION AND FINDINGS REGARDING PROPOSALS FOR CATERING AND CONCESSION SERVICES AT THE CENTRE AT SYCAMORE PLAZA - Continued

COUNCIL MEMBER CROFT MOVED AND COUNCIL MEMBER ROGERS SECONDED TO ADOPT STAFF'S AND CONSULTANT'S RECOMMENDATION TO SELECT TGIS AS THE CONCESSIONAIRE FOR THE CENTRE AT SYCAMORE PLAZA, AND DIRECT AND AUTHORIZE THE MAYOR TO EXECUTE AN AGREEMENT WITH TGIS IN THE FORM PROVIDED IN THE REQUEST FOR PROPOSALS, INCLUDING SUCH MINOR, NON-SUBSTANTIVE MODIFICATIONS, IF ANY, AS MAY BE APPROVED BY THE CITY MANAGER AND CITY ATTORNEY. UPON ROLL CALL VOTE, THE MOTION WAS APPROVED:

AYES: COUNCIL MEMBERS: Rogers, Croft, Wood and DuBois

NAYS: COUNCIL MEMBERS: None

ABSENT: COUNCIL MEMBERS: Van Nostran

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ORAL COMMUNICATIONS: None

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ADJOURNMENT

There being no further business to be brought before the City Council, Vice Mayor DuBois adjourned the meeting at 8:03 p.m.

Respectfully submitted,

Denise R. Hayward, CMC
City Clerk