

Mary F Redden

From: Mary F Redden
Sent: Monday, May 17, 2010 3:17 PM
To: John Szerlag; John M Lamerato; Mark F Miller; Lori G Bluhm; 000schilling@ameritech.net; Dane Slater (djlkslater@aol.com); Mary Kerwin (marykerwin5@hotmail.com); Maureen M. McGinnis (mmcginnis@dmcginnis.com); mfhowryl@umich.edu; rbeltram@wideopenwest.com; Wade Fleming; wade.fleming@proforma.com
Subject: FW: Council Member Beltramini's -Initial- Questions on Item H-06 - Golf Course Operations

From: John M Lamerato

The favorite turned out to be the favorite for a variety of reasons. They received the highest scores on their proposal and interview. Being one of three members of the panel, I was tremendously impressed with their knowledge and expertise with managing municipal golf courses. Their marketing plan and proprietary software were weighted very high in the interview and something the courses desperately need. Bill Casper Golf was the only firm to provide a sample business plan out of the three firms that were selected for further review. The reason we eliminated the requirement is that there would not have been anyone else to evaluate except for Billy Casper Golf. We are sorry for not including that document, but as stated in a earlier email we could provide this document to City Council if wanted. The interview process is very important, because what is written on paper can take on a new meaning when asked questions. It is still the committee's recommendation to go with Billy Casper Golf.

From: Robin Beltramini [mailto:rbeltram@wideopenwest.com]
Sent: Monday, May 17, 2010 2:25 PM
To: Mary F Redden
Cc: John Szerlag
Subject: RE: Council Member Beltramini's -Initial- Questions on Item H-06 - Golf Course Operations

While I appreciate Susan Leirstein's words, the packet document shows a final weighted score for Midwest Landscaping of 72.28 and for Casper Golf of 71.82. Additionally, I am beyond frustrated that when a requirement is listed in the bid document and then eliminated—for whatever reason—there is no addressing of that in the memo to City Council. I spent much time rereading and sorting to try to find the document. I find no excuse for not showing City Council an integral part of the documentation simply because it was marked "Confidential." A confidential document could have been put on the confidential portion of the City Website for access by City Council. And to say that a company can't compete because they have not experience, but made it to the final interviews with, I still contend, the highest scores, seems a little like changing the rules when "the favorite" couldn't measure up.

I feel that we have not been well-informed enough to deal with this matter this evening.

Robin

From: Mary F Redden [mailto:ReddenMF@troymi.gov]
Sent: Monday, May 17, 2010 1:48 PM
To: John Szerlag; John M Lamerato; Mark F Miller; Lori G Bluhm; 000schilling@ameritech.net; djlkslater@aol.com; marykerwin5@hotmail.com; mmcginnis@dmcginnis.com; mfhowryl@umich.edu; rbeltram@wideopenwest.com; Wade Fleming; wade.fleming@proforma.com
Subject: Council Member Beltramini's -Initial- Questions on Item H-06 - Golf Course Operations

Good afternoon.

Below are answers to some preliminary questions Council Member Beltramini had on the golf course operations item (prepared by Purchasing Director Susan Leirstein).

Councilwoman Beltramini,

The Sample Document required as part of the original request for proposal process was received by BCG at the time of the RFP submission, but not included in the agenda packet as the documents were marked "Confidential" ... if needed, copies can be made available at tonight's meeting. BCG was the only firm to include a Sample Business Plan, so the requirement was eliminated.

Because this was a best value process, negotiations were initiated with BCG instead of Midwest Landscaping once it was determined during the interview process that the municipal building authority would restrict and limit the amount of guaranteed revenue. BCG was knowledgeable of the limitations and prepared their proposal accordingly. The evaluation of the proposals and calculation of the weighted score for the annual return was completed before the discovery of the bonding authority's restrictions. Midwest Landscape only received the highest weighted score for the annual return, while BCG rated highest on the proposal and interview. BCG has a proven marketing plan and national experience, when compared to a landscape organization with no current golf operation.

From: Robin Beltramini [mailto:rbeltram@wideopenwest.com]
Sent: Monday, May 17, 2010 2:09 AM
To: John Szerlag
Cc: Carol K Anderson; Lori G Bluhm
Subject: H-06 May 17, 2010

John,

I have a host of questions regarding the Billy Casper Golf contract, although not quite as many as I had with the SafeBuild Michigan contract. But, before I even ask those questions, I would like to know why we negotiated with BCG instead of with Midwest Landscaping. Midwest Landscaping's final score was the highest; their return to the City was projected to be the greatest; the lease agreement on the golf carts seems more favorable to the City. I do not know if they included a Sample Document in their submittal, but I surmise from the lack of one from BCG in our packet, BCG did not. Therefore, since Item 18—sample document was a must include in the response—why was the BCG submittal deemed to be complete?

After four hours of reading, the last 15 pages or so made it all look like a very bad use of my time.

Please answer and clarify so that, if necessary, I can get my questions answered.

Robin