



Agenda Item Details

Meeting	May 12, 2026 - School Board Meeting Agenda 6:00 PM
Category	S. Unfinished Business/Tabled Items
Subject	2. Copy of H.1. - Approval to Renew ITN No. N237438JA – Marketing Services
Type	Action, Pulled for Discussion Item Vote
Fiscal Impact	Yes
Dollar Amount	326,000.00
Budgeted	Yes
Budget Source	Up to \$326,000.00 will be funded from budgeted School/Department funds. This agenda item is specifically for the approval of the renewal. Funds will only be expended within the existing resources of the applicable locations.
Recommended Action	Approval to renew ITN No. N237438JA for Marketing Services awarded to Priority Marketing of Southwest Florida, Inc., in Fort Myers, Florida, for the first renewal period of June 6, 2026 through June 5, 2027, for up to \$326,000.00, pursuant to the same terms and conditions as previously approved by the Board. Approval authorizes the Superintendent to execute all related documents.

Invitation to Negotiate No. N237438JA is for Marketing Services. Services include the communication of the District's Brand, preparing District staff to deliver the District's message, leveraging technology to reach all stakeholders and recruitment advertising strategies. In addition to District branding, Priority Marketing of Southwest Florida, Inc., assists multiple departments and schools; the Communications Department uses these services for public relations support, special events and strategic media placement; Human Resources uses these services for teacher recruitment materials; and the Grants Department uses these services for advertising/marketing to attract a diverse student population at District schools who currently receive Magnet Grant funding. On May 9, 2023, this ITN was awarded to Priority Marketing of Southwest Florida, Inc., in Fort Myers, Florida, for a three-year period, beginning June 6, 2023 through June 5, 2026, with renewal options for three additional one-year periods, upon the written agreement of the Vendor and the District. The anticipated expenditures include, but are not limited to:

- \$100,000.00 – Communications, Marketing and Public Relations Department
- \$ 50,000.00 – Talent Acquisition Department
- \$ 40,000.00 – Grants and Program Development Department
- \$ 25,000.00 - Academic Services
- \$ 8,000.00 – Gateway High School
- \$ 3,000.00 – Food and Nutrition Services Department
- \$100,000.00 – Other Schools and Departments as needed

It is recommended the Board approve the renewal with Priority Marketing of Southwest Florida, Inc., in Fort Myers, Florida, for the first renewal period of June 6, 2026 through June 5, 2027, for up to \$326,000.00, pursuant to the same terms and conditions as previously approved by the Board

[Contact Person: Kristina Houlihan, Deputy Chief, Communications and Government Relations Officer]

Motion & Voting

Approval to renew ITN No. N237438JA for Marketing Services awarded to Priority Marketing of Southwest Florida, Inc., in Fort Myers, Florida, for the first renewal period of June 6, 2026 through June 5, 2027, for up to \$326,000.00, pursuant to the same terms and conditions as previously approved by the Board. Approval authorizes the Superintendent to execute all related documents.

Motion by William Ribble, second by Samuel Fisher.

Final Resolution: Motion Carried

Yea: Samuel Fisher, William Ribble, Armor Persons, Jada Fleming, Vanessa Chaviano

Nay: Melisa Giovannelli, Debbie Jordan