



**Hillsborough
County** Florida

Accommodation Statement

In accordance with the requirements of title II of the Americans with Disabilities Act of 1990 ("ADA"), Hillsborough County will not discriminate against qualified individuals with disabilities on the basis of disability in its services, programs, or activities. Persons with disabilities who need an accommodation for this document should email the [Hillsborough County ADA Officer](#) or call (813) 276-8401; TTY: 7-1-1.



Monday, August 5, 2024 - 1:00 p.m. – 2:30 p.m.

26th Fl. Conference Rooms – A & B

Fred B. Karl County Center 601 E. Kennedy Blvd, Tampa, Fl

SPECIAL CALL MEETING

AGENDA

- | | | |
|-------|------------------------------------------------|----------------------------------------|
| I. | Call to Order | Charles Klug, Chair |
| II. | Determination of Quorum | Staff |
| III. | Review and Approval of Meeting Recap – 7/18/24 | Chair Klug |
| IV. | Budget Planning | Staff |
| | a. Remaining Funds Available | |
| V. | Commitment Recommendations | Staff |
| | a. HT Mural | |
| | b. FKQ FY 24 Modification to SS-24-24692 | |
| VI. | Staff Report | Lisa J. Montelione, COHT Administrator |
| | a. Membership update | |
| | b. Statewide Council Update | |
| VII. | Public Comment | |
| VIII. | Old Business | |
| IX. | New Business | |

NOTES:

Meeting Dates:

All meetings take place at Fred B. Karl County Center, 601 E. Kennedy Blvd, Tampa, Fl, unless noticed otherwise.

September 26, 2024 – 26th Floor Conference Rooms A & B

COHT Meeting (Full Board) 1 p.m.

August 22, 2024 – 24th Floor Conference Room 2416W-A

Steering Committee - 1:00 p. m.

Statewide Council on Human Trafficking Meeting (possibly broadcast by the Florida Channel)

August 5, 2024, Time: 1:00 p.m. / the agenda is not yet published on the website

Statewide Council on Human Trafficking Summit – Tuesday, October 1, 2024

[Register at this Link](#) for this Free, Virtual event



Full Board Meeting July 18, 2024

Call to Order: the July 18, 2024, COHT meeting was called to order by Chair Klug at 1:01 p.m. and adjourned at 2:45 pm.

Quorum Call: Staff determined a quorum was present with 16 members present at quorum call with three additional members arriving shortly after.

Members/Alternants Present - In-Person for Quorum: Chair Klug, Commissioner Cameron Cepeda, JoLynn Lokey, Corporal Alyssa Sablan, Misty LaPerriere, Major Craig Timko, Gina Justice (exited at 1:47 pm), Deputy Chief/SVU/SAO Tracy Dishman, Connie Rose, Alex Petrilak, Beverly Mogelnicki, Jennifer Glaister, Rosa Webster, Rocky Brancato, Detective Brittany English, Kristin Davis, Officer Gary Sandel, Corporal Crystal Shiver, Officer Stephanie Pascalli, Gina Dikerson

Members Present Virtually: none - **Members Absent:** none

Other Members Present In Person (who did not vote): Detective Tony Aguiar

Others Present Virtually: Roger Roscoe, Public Involvement Coordinator, Florida Department of Transportation (FDOT), Elaine Iles (FDOT consultant), Leah Tinsley, The Creative ArtNest, Laurie Hill, Collaborative Labs

Hillsborough County Staff Present In-Person: Administrator Lisa J. Montelione, Government Relations & Strategic Services; Rob Parkinson, Criminal Justice Liaison Criminal Justice & Grants Management Office; Chief Assistant County Attorney DeBora Cromartie Mincey

Hillsborough County Staff Present Virtually: Daria Dixon, Procurement Operations Coordinator, Procurement Services

Public Comment: none was received via email, and no one presented themselves in the room.

Motion for Approval/Discussion of Recaps: Approval of the recap of the COHT's May, 23, 2024 as Amended by Ms. Rose. Motion by Member Pascalli, seconded by Member Glaister, passed unanimously.

Chair Klug recognized new members:

- Misty La Perriere/Selah Freedom – Community Advocate member
- Alex Petrilak/St. Mark's Church - Religious Institutions member
- Detective Brittany English – Alternate Member Plant City PD/Special Victims Unit

Budget Planning Fiscal Year 2024 review:

\$300k Flag Item provided by BOCC Member Cameron Cepeda
\$267k annual budget

Allocation of remaining FY24 funds:

- Human Trafficking Mural Project:
 - Four site options were reviewed, with Administrator Montelione noting that Ms. Groover Skipper indicated to her prior to the meeting that she preferred option #4. There was a discussion regarding the use of flat wall at underpass as desirable location and that it is currently unavailable due to construction but could be considered for funding in the next Fiscal Year when available. The wrapping of electrical boxes, a portable mural banner for temporary installations/events were also discussed.
 - Ms. Rose gave a summary of previous mural near Greyhound Bus Station and its impact on survivors who felt a connection to the piece, it also had the National Human Trafficking Hotline number to bring awareness to the public to report suspected Human Trafficking or for victims who could call for help and served as a meeting place for advocacy groups
 - Muralist Leah Tinsley spoke virtually as to vision on option 4 column murals.
 - The Tampa Foundation to include requirement that renderings be approved prior to commencement of work, security, approval of art by the county, COHT and FDOT, and future maintenance (security, cleaning of the site and maintenance were not included in the original proposal).

**Full Board Meeting
 July 18, 2024**

Motion to Approve by Member Glaister, Seconded by Member Dishman, with a Substitute Motion by Member Webster, seconded by Member Glaister, the commissioning of a public awareness installation with a Human Trafficking theme by the Tampa Foundation which will serve as Project Manager with muralist Leah Tinsley at site #4 (underpass of I-275 at Marion / Nebraska / Florida /Morgan streets for \$30,000. **Passed Unanimously.**

- An Art Committee was formed Corporal Sablan, Misty LaPerriere, Dotti Groover Skipper, Rosa Webster and Connie Rose all volunteered to serve on the committee .
- Ms. Hill reviewed the Collaborative Labs proposal and answered questions regarding their services. Collaborative Labs could hold two dates in September for the COHT to choose from. Administrator Montelione will circulate those dates to members (it is a half-day session). Member Rose adding context to the previous effort that was undertaken by Collaborative Labs with County, and the Human Trafficking community. The plan established and goals set were a result of that effort and needs updating.

Motion to approve by Detective Shiver, seconded by Commissioner Cameron Cepeda for a workshop/planning event facilitated by the Collaborative Labs/St. Petersburg College \$9,006 as a Sole Source Contract to update the original planning document they facilitated for Commissioner Murman with the Human Trafficking agencies and community members. **Passed unanimously.**

- The Crisis Center of Tampa Bay Proposal was discussed. Administrator Montelione reminded Members that because the Crisis Center has a seat on the COHT, that member (Gina Dickerson) can answer questions regarding the proposal included in their Agenda Packet but cannot vote on the proposal. Attorney Cromartie Mincey will provide the form documenting her abstention which will be publicly filed with the Recap for this meeting. The Administrator recounted the discussion at the Budget Subcommittee Meeting, where it was established that resources for survivors is severely lacking. A Proposal for temporary supported housing was presented and subsequently rejected, as the agency did not meet the requirements the COHT, and the County would be setting for them. With that the potential for supportive housing was set aside for FY 2025 discussion. The Budget Subcommittee discussed other needs, like clothing, bedding, toiletries, and other things needed when survivors are taken out of the life either by law enforcement or by themselves. Members highlighted needs that are apparent to survivors, law enforcement, the State Attorney's Office and the Public Defender's office, but are limited by current funding they have.

Motion to approve by Deputy Chief Dishman, seconded by Member Webster to approve the The Crisis Center Tampa Bay proposal with an amendment to the line item for clothing; to read for "immediate needs" The motion passed with Member Dickerson abstaining and Member Justice absent at vote.

- Staff Report: Returning to the Budget Summary, the Administrator mentioned that with the pending contracts just recommended by the COHT, the remaining balance is approximately \$286,000, if not utilized by September 30, 2024, those funds will go back to the County's General Fund. That is due to the FKQ Modification work is scheduled for Jan – March 2025, and cannot be funded with FY 2024 funding. Members discussed that the current work they are doing could be enhanced, with Commissioner Cameron Cepeda asking if they can modify their current agreement to include additional outreach, communications, and materials. The Administrator noted she will investigate and notify the membership, if that is possible. The COHT would have to approve that recommendation in a special meeting and Procurement would need to publicly notice the Amendment. Commissioner Cameron Cepeda requested recommendations from the members regarding FY2025 funding and indicated she will be asking for additional funding. The Administrator noted that for FY2025, a proposal process can be initiated, as that was a concern of the Budget Subcommittee. Mr. Parkinson discussed the needs discussed at the last Steering Committee meeting. He also mentioned that there are state and federal grants to help human trafficking survivors, some may be a good fit and those can be considered, especially since supportive housing could run as much \$500/day per person. A membership update was given to the Commission.



Statement of Work

Don't Buy It Tampa Bay
Human Trafficking Awareness & Prevention Campaign
REV 7/18/24

ORGANIZATION/STAKEHOLDERS

Client Contacts:

Scott Stromer, Hillsborough County
Daria M. Dixon, Hillsborough County

Agency Contacts:

Elisa DeBernardo, FKQ
Christine Karner-Johnson, FKQ

Client Billing Contact:

Daria M. Dixon, Hillsborough County

Agency Accounting Contact:

Jennifer Skop, FKQ

1. Project Summary

This Statement of Work ("SOW") is made and entered into as of 2/28/24 (the "Effective Date"), by and between Hillsborough County, having a principal place of business at 601 E. Kennedy Blvd., Tampa, FL 33602 and FKQ Advertising + Marketing, having its principal place of business at 15351 Roosevelt Boulevard, Clearwater, FL 33760 (hereinafter referred to as "FKQ").

WHEREAS, on or about 2/28/24, Hillsborough County and FKQ entered into the Agreement; and,

WHEREAS, Hillsborough County and FKQ agree that FKQ shall provide the following services in accordance with the Agreement and this; now,

THEREFORE, Hillsborough County and FKQ, for and in consideration of the mutual covenants set forth in this SOW, and other good and valuable consideration, the sufficiency of which is acknowledged, the parties agree as follows:

Overview

This SOW is a detailed assembly of the Deliverables, assumptions, timeline and cost by FKQ required to provide Hillsborough County with campaign support on behalf of the Hillsborough County Commission on Human Trafficking (hereinafter referred to as "HCCHT").

Duration: February 28, 2024 – September 30, 2024

2. Project Purpose

The mission of the HCCHT is to increase the awareness of the existence of human trafficking in Tampa Bay. The campaign serves to rally the community around stopping this activity, and how to recognize the signs and report suspected activity. The Don't Buy It Tampa Bay campaign platform established in 2020 will be featured in the media placements.

3. Deliverables

I. Strategic Planning, PSA Negotiation, Creative Management, Reporting and Updates

- a. This project budget covers agency services to deliver the following:
 - i. Media research, strategy and plan recommendation
 - ii. Media buying and negotiation and negotiation of PSA and bonus media
 1. *Please note: Meeting or exceeding previous added value numbers not guaranteed.*
 - iii. Creative placement of the Don't Buy It Tampa Bay campaign creative, asset resizing to fit new placements, and trafficking of final files
 1. *Please note:*
 - a. *Creative concepting or development of a new campaign can be estimated separately*
 - b. *Live engagements with Titus O'Neil as the spokesperson are TBD and solely based on availability and willingness to volunteer.*

- iv. Media oversight and optimization
- v. Proof of placement
- vi. Performance tracking and reporting

II. Paid Media (OOH, TV, Radio, Digital)

- a. This project budget covers agency services to deliver the following:

Acceptance Criteria

A. This proposal is based on the deliverables outlined in this SOW. Any change in project scope under this SOW by Hillsborough County may alter project timelines and associated costs. In such cases FKQ shall notify Hillsborough County of altered timelines due to such change and a change order will be executed by the parties to reflect any new requirements.

I. Term

This SOW shall begin on the effective date of February 28, 2024, and expire December 31, 2024, unless this SOW is terminated with sixty (60) days written notice. It is assumed that FKQ shall complete the Deliverables as set forth in this SOW on or before September 30, 2024.

II. Fees

Strategic Planning, PSA Negotiation, Creative Management, Campaign Management, Reporting and Updates	\$55,000																												
Paid Media (Out of home, TV, Radio, Digital)	\$95,000																												
Extension Media (Rideshare branding + collateral, Airport ads, Out-of-home, Transit/Bus advertising)	\$90,000																												
<table><tr><th>Media</th><th>Components</th><th>Dates</th><th>Media Cost</th></tr><tr><td>Out-of-Home</td><td>Airport Baggage Claim Digital Network</td><td>Sept'24-Mar'25</td><td>\$13,000</td></tr><tr><td>Out-of-Home</td><td>Targeted Rotary Bulletins & Poster</td><td>Sept'24-Jun'25</td><td>\$22,000</td></tr><tr><td>Out-of-Home</td><td>Bus Exterior (Side & Back)</td><td>Sept'24-Jun'25</td><td>\$10,000</td></tr><tr><td>Out-of-Home</td><td>Car Wraps</td><td>Sept'24-Jun'25</td><td>\$30,000</td></tr><tr><td colspan="3">MEDIA TOTAL</td><td>\$75,000</td></tr><tr><td colspan="3">BUDGET TOTAL</td><td>\$90,000</td></tr></table>		Media	Components	Dates	Media Cost	Out-of-Home	Airport Baggage Claim Digital Network	Sept'24-Mar'25	\$13,000	Out-of-Home	Targeted Rotary Bulletins & Poster	Sept'24-Jun'25	\$22,000	Out-of-Home	Bus Exterior (Side & Back)	Sept'24-Jun'25	\$10,000	Out-of-Home	Car Wraps	Sept'24-Jun'25	\$30,000	MEDIA TOTAL			\$75,000	BUDGET TOTAL			\$90,000
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Project Total	\$240,000																												

This price is reflective of the Parties understanding of the project at this time. Additional costs incurred will be communicated through an Amendment and approved with Hillsborough County's signature. Amendments must be approved/executed in advance.

III. Payment Terms

Payment: Strategic Planning, PSA Negotiation, Creative Management, Campaign Management, Reporting and Updates will be billed at 50% upon approval of the SOW due upon receipt of an accurate invoice from FKQ. The remaining 50% to be billed half-way through completion of the campaign with the invoice due upon receipt of an accurate invoice from FKQ. Media invoices will be billed at net two-months prior to the media placement. All media invoices will be directed to and paid by Hillsborough County to FKQ within thirty (30) days after receipt of an accurate invoice.

Work Product: Upon payment in full of this SOW, all assets and files produced under this SOW shall become the sole property of Hillsborough County such assets shall fall under Hillsborough County sole control and discretion.

Completion: This SOW shall be considered fulfilled upon Client receipt of written approval of the Deliverables as outlined in this document and any Amendments that may fall under this SOW as well as any subsequent Amendments that may be requested under this SOW.

Approval

Upon approval of this SOW, Hillsborough County to provide a purchase order confirming the timing for work to begin, the payment terms and allocated budget.