



MINUTES

**Home Builders Licensure Board
Public Awareness Committee
Public Awareness Committee
Monday, February 11, 2019, 8:30 am - 12:00 pm
Home Builders Association of Alabama
7515 Halcyon Summit Drive
Montgomery, AL 36117**

In Attendance

J. R. Carden, Jr.; J. Seth Gowan; Ken Kirchler; Kenneth Chandler; Peggy B. Turner; Suanne D. Parnell; William R. DeLoney

Not In Attendance

Darlene Burt; Effie M. Hawthorne

Ala. Code § 34-14A-1. Legislative intent.

In the interest of the public health, safety, welfare, and consumer protection and to regulate the home building and private dwelling construction industry, the purpose of this chapter, and the intent of the legislature in passing it, is to provide for the licensure of those persons who engage in home building and private dwelling construction, including remodeling, and to provide home building standards in the State of Alabama. The legislature recognizes that the home building and home improvement construction industries are significant industries. Home builders may pose significant harm to the public when unqualified, incompetent, or dishonest home building contractors and remodelers provide inadequate, unsafe or inferior building services. The legislature finds it necessary to regulate the residential home building and remodeling construction industries. (Acts 1992, No. 92-608, p. 1282, § 1.)

Mission Statement

Adopted April 25, 2002

The mission of the State of Alabama Home Builders Licensure Board is to provide consumer protection by safeguarding the public's health, safety and welfare through the regulation of the residential construction and remodeling industries while promoting industry professionalism and home building and remodeling standards.

I. Call to Order

The meeting of the Public Awareness committee was called to order by Ken Kirchler at 8:30 AM for the purpose of reviewing and evaluating the proposals submitted in response to HBLB RFP 2019-002 for Advertising Services. A quorum was present. Prior notice was given. Also present as an evaluating member of the RFP was Beth Herrington, Senior Accountant for the Board.

II. Review of Proposals

All submitting vendors were notified via email of the date and time of the meeting (see attached). Representatives were present for four of the five submitting vendors. Each representative provided an overview of their proposal and clarification as requested by committee members in the following order: Copperwing, Inc., represented by Brian Key; Stamp Idea Group, LLC, represented by David Allred; WSFA 12, represented by Lisa Beers and Sheena Campbell; and, Wilbron, Inc. represented by Brandon Wilson. TotalCom Marketing Communications did not have

a representative present.

III. Discussion

The committee took a brief recess from 9:58 AM to 10:03 AM before evaluations began.

Based on the information gathered at the meeting and the submitted proposals, committee members completed evaluation forms for each of the proposals.

After another brief recess to compile and calculate the evaluation forms, Ken Kirchler announced that the committee had selected Stamp Idea Group, LLC.

IV. Adjournment

The meeting adjourned at 10:45 AM.