



Agenda Item Details

Meeting	Aug 11, 2014 - Regular Meeting
Category	7. Consent Agenda
Subject	7.35 Contract Modification Agreement: Florida Coca-Cola Bottling Company, presented by Vince Windham, Program Director, Purchasing, and recommended by the Superintendent for approval.
Access	Public
Type	Action (Consent)
Fiscal Impact	No
Budgeted	No
Recommended Action	Motion to approve the Contract Modification Agreement between Coca-Cola Enterprises, Inc. D/B/A Florida Coca-Cola Bottling Company and the School Board of Okaloosa County. The Contractor is requesting a 4% price increase over the current pricing structure for the 2014-2015 school year on Gratis/Donated products . A copy of the agreement is attached, as well as supporting documents.

Public Content

Request approval of the Contract Modification Agreement between Coca-Cola Enterprises, Inc. D/B/A Florida Coca-Cola Bottling Company and the School Board of Okaloosa County. The Contractor is requesting a 4% price increase over the current pricing structure for the 2014-2015 school year on Gratis/Donated products . A copy of the agreement is attached, as well as supporting documents.

For additional information, please contact Vince Windham, Program Director, Purchasing, at (850) 833-7668.

 [COCA-COLA CONTRACT MODIFICATION 8-11-14.pdf \(356 KB\)](#)

Administrative Content

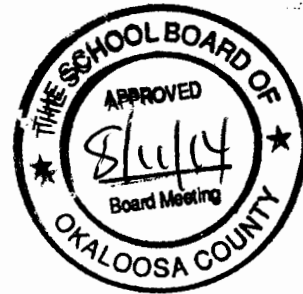
Our adopted rules of Parliamentary Procedure, Robert's Rules, provide for a consent agenda listing several items for approval of the Board by a single motion. Documentation concerning these items have been provided to all Board members and the public in advance to assure an extensive and thorough review. Items may be removed from the consent agenda at the request of any board member.

Motion & Voting

Motion to approve the Consent Agenda and all of the Consent Agenda items as recommended by the Superintendent

Motion by Cindy Frakes, second by Cathy Thigpen.
Final Resolution: Motion Carries

Yes: Dewey Destin, Cindy Frakes, Cathy Thigpen, Melissa Thrush, Rodney Walker



CONTRACT MODIFICATION AGREEMENT

THIS AGREEMENT is entered into effective the 12th day of August 2014, by and between **Coca-Cola Enterprises, Inc. D/B/A Florida Coca-Cola Bottling Company**, whose address is 647 Valparaiso Parkway, Valparaiso, Florida 32580 (hereinafter referred to as "CONTRACTOR"), and **THE SCHOOL BOARD OF OKALOOSA COUNTY, FLORIDA** whose address is 120 Lowery Place, S.E., Fort Walton Beach, Florida 32548 (hereinafter referred to as "CUSTOMER" or "School Board").

RECITALS

WHEREAS, CUSTOMER and CONTRACTOR did enter into that certain Beverage Vending Agreement (hereinafter referred to as the "Agreement") on July 1, 2007; and,

WHEREAS, the parties desire to modify the aforementioned Agreement to include the amended Exhibit A, Pricing detailed below.

NOW, THEREFORE, for and in consideration of the mutual covenants contained herein and other good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, the parties do agree as follows:

1. Page 10, Exhibit A change to read:

EXHIBIT A Pricing

Pack	Size	Product	Cost
24	12oz	Carbonated Soft Drinks	\$9.53
24	15.2oz	Minute Maid Juice	\$19.76
24	20oz	Carbonated Soft Drinks	\$18.31
24	20oz	Water	\$13.12
24	20oz	Sports Drinks	\$14.56
24	12oz	Sports Drinks	\$15.60
24	12oz	Vitamin Water	\$20.46

2. Except as expressly modified herein all other terms and conditions of the original Agreement shall remain in full force and effect.

IN WITNESS WHEREOF the parties have hereunto caused their signatures and seals to be affixed on the dates indicated below to be effective as of the date first above-written.

ATTEST:

THE SCHOOL BOARD OF OKALOOSA
COUNTY, FLORIDA

By: Mary Beth Jackson
Mary Beth Jackson
Superintendent and Corporate Secretary

By: Rodney L. Walker
Rodney L. Walker
Chairman
Date: 8-11-14

WITNESSES:

Tracey Dorch
Print Name: Tracey Dorch
Matthew Carlo
Print Name: Matthew Carlo

Coca-Cola Enterprises Inc. d/b/a
Florida Coca-Cola Bottling Company

By: Terry Perry
Terry Perry, Director of FSOP for ALMU
Date: 8-4-14

Coca-Cola Refreshments

July 24, 2014

Okaloosa County School District and Board
Vince Windham Purchasing Director
120 Lowery Place
Fort Walton Beach, Florida 32548

This letter is to inform you that Coca Cola Refreshments is requesting a pricing increase on Gratis/Donated Products for the 2014-2015 School Year.

Per the existing contract we are to inform the District/Board in writing within 90 calendar days of the next following renewal school year.

8. Pricing

During Agreement Year 1, Beverage Provider shall provide Beverages to Board at the prices set forth in Exhibit A. Beginning with the first renewal (year two of contract) vendor may request changes to be made. The request must be submitted to the District in writing 90 calendar days prior to each year's renewal date. Vendor will be required to provide data justifying any pricing changes and reasons for any requested changes to the terms and conditions of the contract.

Justification as to the Request for Price Increase for Gratis/Donated Products is attached to this email from the 2014 Customer Price Increase Letter that was sent out November 22, 2013.

Our increase request would be a 4% increase over the current pricing structure for the 2014-2015 School Year for the following brands and packages:

	<u>Current 2014 Price</u>	<u>Proposed 2014-2015 Price</u>
12 ounce Sparkling/Still Cans	\$9.17	\$9.53
15.2 ounce Minute Maid Bottles	\$19.00	\$19.76
20 ounce Sparkling/Still Bottles	\$17.61	\$18.31
20 ounce Dasani Bottles	\$12.62	\$13.12
20 ounce Powerade	\$14.00	\$14.56
12 ounce Powerade	\$15.00	\$15.60
12 ounce Vitaminwater	\$19.68	\$20.46

We appreciate your partnership and we remain committed to bringing value and service to the Okaloosa County School District and Board for the coming years.

Sincerely,



Jenna M. Fitzgerald-Price
Coca-Cola Refreshments, Inc.
FSOP District Sales Manager

Coca-Cola Refreshments

November 22, 2013

Valued Customer,

Each year we strive to improve our productivity and increase our efficiency in an effort to control costs while meeting the high standard of service you expect from Coca-Cola Refreshments. We also consider our cost inputs such as, but not limited to, commodity inflation to determine market place pricing.

Today we are announcing price adjustments that will increase the cost of our products 3-4% effective January 1, 2014.

We know that we must continue to enhance our ability to build the strength of our brands and translate that strength into value for our customers and ultimately our consumers. This is all part of a disciplined commercial strategy that ensures overall category health with balanced volume, value and pricing growth.

In 2014, Coca-Cola Refreshments' commercial strategy is the beginning of multi-year approach to driving overall category growth through increased purchase frequency while providing unique value to your shoppers.

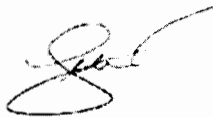
- **Value Plus promotional approach** designed to capitalize on structural demand and create value every day for category participants
- **Brand Stratification** strategies to build strong brands and maximize the value created by segmenting the retail price based on brand strength
- **Winning key Occasions** by marketing the array of packaging options (ie 20oz Immediate Consumption, 7.5oz 8pk mini cans) to meet specific shopper needs and improve category margin contributions
- **Creating excitement in your store** by developing innovative packaging (Sixer, 19.2 oz cans) and marketing programs that connect with the passions of your customers including 2014 Winter Olympics, FIFA World Cup, NCAA March Madness and focused occasion package marketing
- Deliver best in class customer service

We remain committed in delivering value to you our customers each and every day and we look forward to working with you to optimize category performance for the remainder of 2013 and into 2014 and beyond.

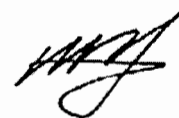
Thank you for your ongoing support and commitment to our business partnership.



Mel Landis
Chief Retail Sales Officer



Julie Francis
Chief Commercial Officer



Mark Rahiya
Chief Region Sales Officer