

# Boone County Purchasing

**Liz Palazzolo, CPPO, C.P.M.**  
Senior Buyer



5551 S. Tom Bass Road  
Columbia, MO 65201  
Phone: (573) 886-4392

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## MEMORANDUM

TO: Boone County Commission  
FROM: Liz Palazzolo, Senior Buyer  
DATE: August 28, 2025  
RE: Award Contract C001031 from RFP 14-03JUN25 – Consulting Services  
for the Boone County Children’s Services Board Strategic Plan for the  
Boone County Children’s Services Board

Purchasing requests approval for the award of contract C001031 from County RFP 14-03JUN25 for the Boone County Children’s Services Board Strategic Plan for the Boone County Children’s Services Board. Five proposals and two “No Bids” have been received.

- 1) Cynthia Joan Berry who submitted her proposal initially under the name of GUIDE Research & Impact LLC of Lithia, Florida
- 2) JMO Communications LLC of Columbia, Missouri
- 3) Missouri Public Health Institute of St. Louis, Missouri
- 4) Remedy HealthCare Consulting LLC of Kansas City, Missouri
- 5) Partner for Better of Columbia, Missouri
- 6) Insights Into Impact of St. Louis, Missouri (No Bid)
- 7) The Rome Group of St. Louis, Missouri (No Bid)

All proposals were considered by the Evaluation Committee that consists of the Boone County Children’s Services Board. Best and Final Offers were requested consistent with paragraph 4.3 of the cited RFP. The scoring and evaluation narrative follow this memo. The contract will be awarded to Cynthia Joan Berry of Lithia, Florida as the “lowest and best” proposal.

The contract period will run September 01, 2025 through December 31, 2025. It will extend month-to-month as needed.

Payment will reference 2160 – Children Services Fund Community Services  
Administration/71101 – Professional Services: \$19,000.00

/lp

c: Contract File

### BCCSB Strategic Planning RFP Response Scores (RFP #14-03JUN25)

Subjective Evaluation	GUIDE Research and Impact LLC (Cynthia Joan Berry)*	JMO Communications LLC	Missouri Public Health Institute	Partner for Better	Remedy Healthcare Consulting LLC
Scope of Work, Deliverables, and BCCSB Expectations (40 points)					
The offeror was a clear plan to assist the BCCSB in setting a vision, goals, and priorities for the future.	40	35	30	30	30
The offeror will work in conjunction with the BCCSB and BCCSD staff to articulate a clear strategic plan for 2026-2029.					
The offeror has a clear process to facilitate a strategic planning retreat with the BCCSB members and BCCSD staff.					
The offeror has a process for tracking and monitoring progress to achieve the goals and priorities.					
The proposed timetable for implementation is feasible and has clear measurable benchmarks, objectives, and tasks to achieve the goals.					
The offeror will compile and organize information and prepare a final report reflecting key aspects and themes that emerged throughout the strategic planning process, including an executive summary appropriate for public distribution.					
Business and Staff Qualifications (20 points)					
The vendor and assigned personnel have experience and qualifications in providing consulting services of similar nature and experience with government, foundations, or nonprofits.	20	18	15	15	15
Assigned personnels' resumes and education provide evidence of their ability to complete the project.					
Cost (30 points)					
The proposed cost is reflective of the scope of work and business and staff qualifications.	28	29	30	27	26
References (10 points)					
The quality of services provided to other clients demonstrated technical capability, value added to the project, and ability to meet deadlines.	10	9	8	5	5
TOTAL SCORE (100 points possible)	98	91	83	77	76

## 2025 BCCSB Strategic Planning RFP

GUIDE Research and Impact LLC  
(Cynthia Joan Berry)\*

Comment/Questions:

- The vendor is currently located in Florida but has extensive background in Missouri.
- The proposal states, “The process will be supplemented by a stakeholder-informed agency assessment, capturing real-time feedback from local youth serving organizations.”
  - The survey was removed in response to the written clarifications and best and final offer (BAFO).
- The proposal lists proposed strategies the board could pursue without considering state statutes, our community’s landscape, and what the board would potentially want to consider. Several of the ideas could be problematic for the county and relationships in the community. It’s also unclear on when/how these proposed strategies would be implemented and in coordination with the strategic plan developed at the end of the project.
  - More information was provided in response to the written clarifications.
- More information was needed on how the board will develop strategies for investing in gaps in the community.
  - The vendor addressed this concern in the written clarification’s response. The vendor will assist the board developing a future funding strategy.
- The hourly rate is \$125/hour. The requested amount is the full not to exceed amount. The vendor will cover travel costs associated with the board retreat. Additional costs for the retreat (food, supplies, printing) will be covered by the BCCSD.
- Ongoing support is offered at a rate of \$125/hour.
- The vendor has several contracts or has done work for other Missouri CSF agencies.
- The proposal included a draft plan that appears to incorporate findings and recommendations from the PFB report.
- The vendor provided a list of references that were relevant to the scope of work outlined in the RFP. The BCCSB requested reference checks for the vendor and received responses from three contacts. All contacts verified the work described by the vendor, expressed their satisfaction with services rendered, and the vendor’s communication and timeliness.

\*GUIDE Research and Impact LLC is Cynthia Joan Berry pursuant to clarification from Dr. Cynthia Joan Berry

## JMO Communications LLC

### **Comment/Questions:**

- The vendor is located in Columbia, Missouri.
- The proposal mentions having 1-2 board retreats that deliverables will occur. The proposal states it will be flexible on how this is structured.
- The proposal has a not to exceed price of \$17,900 but notes that the actual cost is \$33,365 and will be delivered at a discounted rate.
- The primary lead has extensive background on international projects but lacks more local experience. The vendor hopes to establish more work locally.
- The original proposal listed three team members but was unclear on how they would support the project.
  - The response to the written clarifications states two people will support the project and provided information on assigned tasks.
- The vendor has a strong background in communications.
- The proposal had a clear process outlined.
- The proposal has no additional costs for additional tools.
- Samples of dashboard completed for other projects are needed.
  - The response to the written clarifications provided an outline of supporting materials that would be provided. No samples were provided.
- The vendor provided a list of references that were relevant to the scope of work outlined in the RFP. The BCCSB requested reference checks for the vendor and received responses from three contacts. All contacts verified the work described by the lead team member and being skilled in communication. The references clarified that they worked with him as a co-worker and not as a consultant. Majority of the projects were international and at a large organization.

## Missouri Public Health Institute

### Comment/Questions:

- The vendor is located in St. Louis Missouri and has staff located across the state, including Columbia.
- The organization has experience working with public health departments, state/local governmental entities, and social service agencies.
- The organization notes providing services in both rural, urban, and suburban communities.
- The organization recently completed a strategic plan for the Columbia/Boone County Public Health and Human Services department.
- The proposal mentions a survey for community providers. More information is needed on how the most recent survey information gathered by Partner for Better can be utilized.
  - The vendor removed the additional survey from their BAFO.
- The proposal recognized that there are existing commitments and priorities prior to the Strategic Plan and will factor those into the plan.
- The proposal focuses on interviews with BCCSD staff and stakeholders. Information has already been gathered from stakeholders from the Review and Assessment report. The proposal lacks specific information on how the BCCSB members will share their thoughts and insight other than attending a retreat. More information is needed on engaging the board throughout the process.
  - The vendor will receive input from the BCCSB during the retreat and rely on the BCCSD staff for outlining operational steps.
- The proposal lists a series of questions that would be helpful in developing the strategic plan.
- The proposal mentions looking at existing contracts and how performance is captured to help inform the strategic plan. This could be helpful to guide future funding priorities.
- The vendor is willing to provide a training to BCCSD staff on effective Strategic Planning at no cost to help with future planning and professional development.
- The proposal includes a six-month check-in with BCCSD staff to provide guidance on any issues related to implementation.
- The number of hours to develop the strategic plan seems high. More information is needed on how this estimate was determined. The number of hours may be for multiple staff members helping with the project. The proposal included two resumes, and it is unclear if additional staff members will be assigned.

- The hours were adjusted in the BAFO. The two staff members mentioned in the proposal would be assigned to the project.
- The list of prior experience lacks strategic planning for a funder.
- Clarification is needed on whether experience is at an organization-level or individual-level.
  - The examples of previous work were either for the assigned team members and/or the organization.
- Clarification is needed on whether KPIs are for staff performance or overall implementation of the strategic plan by the BCCSB and BCCSD staff.
  - The KPIs are for the implementation of the strategic plan.
- The vendor provided a list of references that were relevant to the scope of work outlined in the RFP. The BCCSB requested reference checks for the vendor and received responses from four contacts. Majority of the contacts verified the work described by the vendor, expressed their satisfaction with services rendered, and the vendor's communication and timeliness. One reference noted the vendor did not provide a report that met the contact's need but overall had a positive experience.

## Partner for Better

### **Comment/Questions:**

- The vendor is located in Columbia, Missouri.
- The planning process utilizes SOAR for the planning tool instead of a SWOT analysis.
- The proposal notes that the plan will include goals to guide funding decisions, support equitable investment, and promote transparency and clarity.
- The proposal includes 16 quarterly coaching and technical assistance sessions between January 2026 through December 2029 and three-hour annual strategic workday meetings. These follow-up meetings may or may not be needed.
- The hourly pay scale is unclear on which tasks are billed at which rate. The travel rate and number of hours seems high.
- Partner for Better works with numerous local organizations that receive funding from the BCCSF. There could be an advantage for organizations that use PFB consulting services for grant writing if PFB helps develop the BCCSB's strategic plan.
- PFB was contracted to develop the most recent BCCSB Review and Assessment report. The BCCSB expressed the importance of having a different perspective guide strategic planning rather than the same vendor that completed the report.
- The vendor provided references that were relevant to the scope of work outlined in the RFP, however, the BCCSB did not pursue reference checks for the vendor.

## Remedy Healthcare Consulting LLC

### Comment/Questions:

- The vendor is located in Kansas City, Missouri.
- The proposal includes workshops with stakeholders and community members. Information has already been gathered from the recent BCCSB Review and Assessment report.
- The proposal notes training staff in strategic planning, data collection, and evaluation techniques for future efforts. The proposal mentions using Smartsheet to enhance data management. More information is needed on this tool and any cost involved. Information is needed on if existing tools can be utilized instead to track data.
- The proposal mentions facilitating bi-monthly technical assistance calls with the BCCSB and BCCSD staff. More information is needed on these calls, purpose, and duration.
- More information is needed on the Liberating Structures technique mentioned for the retreat.
- The proposal mentions having a keynote presentation at the retreat. More information is needed on this item.
- The proposal mostly focuses on the Smartsheet product rather than explaining how a strategic plan will be focused on future funding priorities of the board.
- The breakdown of the number of hours is unclear.
- The vendor's past experiences focus on developing data management systems rather than developing strategic plans.
- Resumes of the vendor staff focus on healthcare rather than social services or public health. This may impact on their ability and knowledge of creating a strategic plan for the BCCSB.
- The proposal mentions the team consists of Sheila Richmeier and Brian Richmeier. Resumes were provided for only Sheila and another team member, Keziah Utsler. Keziah was not mentioned anywhere else in the proposal and a resume was not provided for Brian. Clarification is needed on who would be involved with the project and how project tasks would be assigned.
- The vendor provided references that were relevant to the scope of work outlined in the RFP, however, the BCCSB did not pursue reference checks for the vendor.



**Consulting Services for the Boone County Children's Services Board Strategic Plan**

**RFP #14-03JUN25**

Signed by:

*Rodney Dixon*

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Rodney Dixon

DocuSigned by:

*Lynn Barnett*

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Lynn Barnett

Signed by:

*Greg Grupe*

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Greg Grupe

DocuSigned by:

*Wiley Miller*

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Wiley Miller

DocuSigned by:

*Robert Aulgur*

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Robert Aulgur

Signed by:

*Sebastian Martinez Valdivia*

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Sebastián Martínez Valdivia

Boone County Children's Services Board Members Absent or Abstained: Leigh Spence, Michele Kennett, and Connie Leopard

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## MEMORANDUM

TO: Boone County Commission  
FROM: Liz Palazzolo, Senior Buyer  
DATE: June 04, 2025  
RE: County RFP 14-03JUN25– Consulting Services Children’s Services Board Strategic Plan

This memo documents for the public record the proposals received as of 2:00 P.M. on June 03, 2025, the official proposal submission deadline, in response to County Request for Proposal (RFP) 14-03JUN25 – Consulting Services Children’s Services Board Strategic Plan:

- 1) GUIDE Research and Impact of Lithia, Florida \*
- 2) JMO Communications LLC of Columbia, Missouri
- 3) Missouri Public Health Institute of St. Louis, Missouri
- 4) Remedy HealthCare Consulting LLC of Kansas City, Missouri
- 5) Partner for Better of Columbia, Missouri
- 6) Insights Into Impact of St. Louis, Missouri (No bid)
- 7) The Rome Group of St. Louis, Missouri (No bid)

The evaluation process is now underway.

/lp

c: Contract File

\* P.S.  
This is Cynthia Joan  
Berry's proposal  
8-27-25 up

**NOTICE OF OFFICIAL MEETINGS**  
*hosted by*  
**THE BOONE COUNTY COMMISSION**

The Boone County Commission meets for its **regularly** scheduled meetings in **the Commission Chambers of the Roger B. Wilson Boone County Government Center located at 801 E Walnut, Columbia, MO 65201** (unless otherwise noted below) or by **Conference Call**. A tentative agenda for each meeting is listed below and is posted on the County Public Notice Board outside of the County Clerk's Office. Additions and deletions may be made up to and during each meeting. Copies of the agenda can be made in the County Clerk's Office. Minutes will be taken at all the following meetings and will become part of the official Boone County Public Records.

**June 5, 2025 1:30pm – Centralia City Hall**  
**Conference Call Information:**  
**Number: 425-585-6224 Access Code: 802-162-168**

**Purchasing**

1. Acknowledgement of Proposals for County RFP 14-03JUN25– Consulting Services Children's Services Board Strategic Plan

**Commission**

2. Proclamation Commemorating the 81st Anniversary of D-Day
3. Update from Joint Communications
4. Public Comment
5. Commissioner Reports

To provide public comment for Commission Meetings via teleconference, please visit <https://www.showmeboone.com/commission/meetings/> to submit a public comment form.