

*City of Fort Lauderdale – Community Appearance Board  
100 North Andrews Avenue—8<sup>th</sup> Floor  
January 9, 2002, 5:30 p.m.  
Minutes*

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**Board Members' Attendance**

<b>BOARD MEMBER</b>	<b>P</b>	<b>A</b>	<b>BOARD MEMBER</b>	<b>P</b>	<b>A</b>
Chuck Burchett		1	Francis Lyn		1
Shirley Chatham	1		Chuck Radkowski	1	
Barbara Ericksen	1		Dan Remy		1
Ayisha Gordon	1		Robert Sanders	1	
Deirdre Hardy	1		Diane Schuster	1	
George Henderson	1		Aron Temkin		1
Steve Hillberg	1		Mirtha Toledo		1
Miranda Lopez	1		Ron Trebbi	1	

**Staff**

Leslie Backus, Staff Liaison

**Guest**

Rod DePue

Mr. DePue represented Pompano Proud, a group formed to recognize beautification efforts in Pompano Beach. Mr. DePue had contacted Public Information Office staff asking to attend the Community Appearance Board meeting to learn more about the Board's efforts and the WOW Award Program specifically.

Mr. DePue introduced himself and outlined Pompano Beach's organization. He asked questions about the WOW Award process. Board members provided an overview of the selection and recognition of WOW winners. Ayisha Gordon and Jack Mertz offered to include Mr. DePue in their selection of the next WOW winner.

**Call to Order**

A quorum was established at 6:25 p.m.

Minutes of the December 12, 2001 meeting were discussed. Some necessary corrections to the attendance chart were noted. Leslie will check the sign in sheets from previous meetings and bring revised minutes to the next meeting.

**WOW Awards**

The Board discussed purchasing yard signs to be given to the WOW Award winner. The sign would increase awareness of the program, and help provide more recognition for the winner. After discussing how to develop the sign program, it was decided to purchase enough signs for the entire year, giving one per month to the winner. The homeowner would then keep the sign.

MOTION: Trebbi/Henderson. Motion to pursue the purchase of yard signs for the WOW Award winner. Passed.

Barbara Ericksen suggested that Board members have name tags to wear to the City Commission meetings, so they can be identified by the WOW Award winners. Barbara also suggested that a letter be sent to the homeowner association to let them know when a winner is selected within their boundaries. This will help to increase awareness of the program and provide additional recognition for the homeowner.

### **Main Event Preparations**

#### ***Event Location***

Ayisha reported on the contract with the Museum of Art. A discussion was held regarding what services are included in the contract. Ayisha will coordinate with the Museum to receive the most favorable rates for the Main Event.

The Board discussed the decision to hire a photographer. Deirdre Hardy offered to check on availability and cost of a photographer.

A lengthy discussion was held regarding the need for sponsorship for the Main Event. Board members agreed to write letters and contact those individuals or companies that may be interested in sponsoring the Main Event. Leslie will provide the list of past sponsors and the Public Information Office will prepare/send letters on behalf of Board members who would like to contact potential sponsors.

#### ***WOW Winners Recognition at Main Event***

The Board decided to list WOW winners in the program for the Main Event, with an explanation of the program. A special recognition of past WOW winners was discussed.

MOTION: Ericksen/Henderson. A motion was made to create an award for "WOW of the Year" to be selected from past WOW winners. Passed.

The winner will be selected on a calendar year basis. Information about this award will be included in the letter the winner receives from the District Commissioner, and will be mentioned when the winner receives recognition at the City Commission meeting.

#### ***Other Matters of Interest or Concern***

The ticket price will be discussed at the next meeting. Leslie will bring copies of last year's budget.

A discussion was held regarding capping the number of applications at 75 to be reviewed on one day. If more than 75 applications are received, an additional day will be used to review the properties, or other methods of judging will be determined.

The meeting was adjourned at 7:25 p.m.