

*City of Fort Lauderdale – Community Appearance Board
100 North Andrews Avenue — 8th Floor
February 12, 2003 -- 5:00 p.m.
Minutes*

Board Members' Attendance

BOARD MEMBER	P	A	BOARD MEMBER	P	A
John Barranco	1	1	Steve Hillberg	2	
Chuck Burchett	1	1	Sally Ketcham	2	
Marni Canavan	2		Miranda Lopez	2	
Shirley Chatham	2		Chuck Radkowski	2	
Barbara Ericksen	2		Dan Remy	2	
Ayisha Gordon	2		Ron Trebbi	1	1
George Henderson	2				

Staff

Leslie Backus, Staff Liaison
Angela Sabina

Call to Order

The meeting was called to order at 5:38 p.m.

Minutes

Minutes of the January 8, 2003 meeting were approved.

WOW Awards

Chuck Burchett and Steve Hillberg announced their selection for the February WOW. Ayisha Gordon and John Barranco have selected the March WOW.

Yard Signs

Ron Trebbi presented the yard signs to the Board. Ron suggested Board members return to collect the yard sign and provide information about the Community Appearance Awards.

A discussion was held regarding the presentation of the yard sign to the homeowner. Steve volunteered to store the yard signs and bring one to each Commission meeting.

A discussion was held regarding giving the sponsors yard signs. Steve said he would contact Lennar and AMAR Hardware. Dan Remy said he would contact Bob Young at R&S Realty regarding the yard sign sponsorship.

Main Event

Keynote Speaker

Dan told the Board that Ken Greenberg would be at the February 18 Commission meeting and would be coordinating his schedule at that time. The Board agreed to pursue back up speakers if Ken Greenberg could not commit.

Piano Player/ Photographer

Miranda Lopez said Thom Carr agreed to play the piano for this year's event. Miranda also confirmed a photographer, Ronira Fruhstuck.

A discussion was held regarding the photography of the Main Event. Chuck Burchett suggested taking only reception photos.

Sponsorship

Angela announced that several sponsor letters have been sent out but no one had responded. Ayisha mentioned that she believes three sponsors she solicited will contribute. Ron suggested the Board review the sponsor list and request letters from the Public Information Office. Leslie told the Board the deadline for sponsorship is May 1.

Applications

A discussion was held regarding the Community Appearance Awards deadline.

MOTION: Ericksen/Canavan. A motion was made to extend the deadline to February 28. Passed unanimously.

Ayisha discussed the prestige of the Main Event and how some individuals have expressed concern over the declining award standard. Chuck Radkowski mentioned that the program has become much more diverse and many more communities are entering.

A discussion was held regarding the quality of photos submitted with the applications. Chuck Radkowski suggested having better standards because the photos are also used in the Main Event presentation. Leslie suggested reviewing the pictures as the applications come in and if necessary request better photos. Angela confirmed that many of the applications are submitted with digital photos printed on regular paper and she requests the electronic file from the entrant.

Chuck Radkowski suggested taking a digital camera on the tour. Ron agreed and mentioned that the audience will view what the Board sees.

Tabled Items

Award Categories

Steve suggested tabling the Best Tree award.

Other Matters of Interest or Concern

A discussion was held regarding a certificate for Diane Schuster. Barbara Ericksen said she would look into certificate options.

Waterfront Landscape Proposal

A discussion was held regarding the need for more Main Event waterfront entries. Barbara suggested sending letters to the homeowner associations. Steve volunteered to draft the letter. Dan said he would bring suggestions to the next meeting.

The meeting adjourned at 6:55 p.m.