

***City of Fort Lauderdale – Community Appearance Board
100 North Andrews Avenue — 8th Floor
March 12, 2003 -- 5:30 p.m.
Minutes***

Board Members' Attendance

BOARD MEMBER	P	A	BOARD MEMBER	P	A
John Barranco	2	1	Steve Hillberg	2	1
Chuck Burchett	1	2	Jennifer Kanser	1	
Marni Canavan	3		Sally Ketcham	3	
Shirley Chatham	3		Miranda Lopez	3	
Barbara Ericksen	3		Chuck Radkowski	2	1
Ayisha Gordon	3		Dan Remy	3	
George Henderson	2	1	Ron Trebbi	1	2

Staff

Leslie Backus, Staff Liaison
Angela Sabina

Call to Order

The meeting was called to order at 6:00 p.m.

New Board Member

Jennifer Kanser was introduced to the Board.

Minutes

Minutes of the February 12, 2003 meeting were approved.

WOW Awards

Ayisha Gordon and John Barranco announced their selection for the March WOW.

A discussion was held regarding two homes that were previously selected for the upcoming April WOW from District IV. The Board agreed to amend the WOW rotation schedule in order to recognize both homes in April and May.

Yard Signs Sponsorship

Dan Remy told the Board that he called Bob Young of R&S Realty Group and left a message regarding the yard sign sponsorship. Dan said that he will go by their office to follow up.

WOW Advertising

Angela announced that the *Sun-Sentinel's* advertising charges had increased to \$250 per display ad, based on a 6-month contract, and presented comparison advertising prices for

the *Miami Herald*. Leslie mentioned that the Board could choose the *Sun-Sentinel's* longer contract, 13-times per calendar year, and use the extra ads for the WOW sponsors.

A discussion was held regarding the increased advertising charges and WOW Award sponsorship. Angela noted that the 2004 WOW sponsorship would need to be increased to \$3,025. The Board agreed to ask Chuck Burchett to approach Lennar Homes about the increased level of sponsorship.

MOTION: Ericksen/Remy. A motion was made to choose the 6-month contract and reconsider the 13-time contract at a later date. Passed unanimously.

WOW of the Year

Pictures were displayed of the 2002 WOW winners and ballots were distributed for Board members to select the WOW of the Year award. The award will be presented at the Main Event.

Main Event

Property Tour

A discussion was held regarding the property tour date.

MOTION: Remy/Chatham. A motion was made to reschedule the tour for March 22, 2003. Passed 8-1.

Dan will remind Ron Trebbi to bring the film. Jennifer Kanser volunteered to supply the posterboard.

Tickets

A discussion was held regarding ticket prices for the Main Event. Angela announced last year's ticket prices were \$20 per person in advance and \$25 per person at the event.

MOTION: Chatham/Ericksen. A motion was made to maintain the current ticket price of \$20 per person in advance and \$25 per person at the event. Passed unanimously.

Keynote Speaker

A discussion was held regarding the keynote speaker. Dan suggested the Board to pursue other speakers since Ken Greenberg was still unable to commit. Barbara Ericksen said she spoke with Buddy Lochrie and he declined.

Miranda Lopez suggested contacting the Stranahan House for speakers. Leslie suggested Bill Crawford, President of the Historical Society. The Board asked Leslie to speak with Bill Crawford.

Photography

A discussion was held regarding the photography of the Main Event. Dan said Board members should deliver photos to the winners. Barbara suggested posting the pictures in City Hall the week after the Main Event. Dan suggested displaying the pictures at the

City Commission meeting. Leslie told the Board they could combine it with the sponsor recognition at the June City Commission meeting.

Jennifer suggested matting the pictures in a frame with the Board's signatures. Dan volunteered to buy the frames and Jennifer will supply the matting. The Board agreed to divide the photos among themselves and deliver to the winners.

Sponsorship

Angela announced sponsorship donations of \$500 each from Stiles Corporation and Coldwell Banker as well as \$250 from The Tree Team. Ayisha asked Board members to follow up with their sponsors. Dan informed the Board that some of his sponsors have committed.

Tabled Items

Best Tree Award/ Waterfront Landscape Proposal

Ayisha suggested tabling the Best Tree award and waterfront landscape proposal for later discussion.

Other Matters of Interest or Concern

Ayisha distributed menus for the dinner after the Main Event and asked if Board members would like to pay in advance. The Board agreed on the \$28 dinner menu and will invite Diane Schuster, Thom Carr, Ronira Fruhstuck, and the keynote speaker. Dan volunteered to bring roses for Diane. Ayisha suggested tabling the item for later discussion.

Angela questioned if the Board members want to send out finalist letters for the Main Event.

MOTION: Ericksen/Chatham. A motion was made to send out finalist letters for the Main Event. Passed unanimously.

The meeting adjourned at 7:45 p.m.