

*City of Fort Lauderdale – Community Appearance Board
100 North Andrews Avenue — 8th Floor
November 10, 2004 — 5:30 p.m.
Minutes*

Board Members' Attendance

BOARD MEMBER	P	A	BOARD MEMBER	P	A
John Barranco	7	2	Les Hollingsworth	1	
John Brennan	2	1	Jennifer Kanser	7	2
Marni Canavan	8	1	Marilyn Mammano	7	2
Mary Graham	3	4	Patrick McTigue	2	1
Ayisha Gordon	9		Frank Reilly	3	1
Bill Hahne	6	1	Dan Remy	6	3
George Henderson	7	2	Ron Trebbi	7	2
Steve Hillberg	8	1			

Staff

Angela Sabina, Staff Liaison

Guests

Mark Yaralli, Digiplot

Call to Order

The meeting was called to order at 5:45 p.m.

Les Hollingsworth was introduced to the Board.

Minutes

Minutes of the October 13, 2004 meeting were approved.

WOW Awards

Jennifer Kanser and John Brennan selected the December WOW. Ayisha Gordon and Steve Hillberg will select the January WOW.

Jennifer suggested using Board name tags instead of business cards when approaching a prospective WOW Award winner.

WOW Sponsorship

A discussion was held regarding Digiplot's questions about the WOW Awards sponsorship. Mark Yaralli said Digiplot would be willing to co-sponsor the WOW Awards and would discuss further options with his partner.

Steve reported that Southport Hardware did not want to participate and that he is still soliciting Holland Garden Center.

Jennifer suggested each Board member contact one sponsor for the WOW Awards sponsorship. Bill Hahne said that he and Marni Canavan would discuss the sponsorship with Coldwell Banker.

Yard Signs

A discussion was held regarding the WOW Award yard signs. Ayisha suggested tabling the item for later discussion since Marni had some pricing information and was absent from the meeting.

Main Event

Location

Jennifer researched the Broward County Convention Center as a possible location for the Main Event and said the cost was higher than the Board's budget. Steve contacted the Beach Community Center which is free to rent but said parking and capacity size were concerns.

Marilyn Mammano said she will check into the Museum of Discovery and Science and the IMAX theater. The Board agreed to check into additional locations with May 12 as their preferred event date.

Application Format

The Board agreed to approve the 2005 Community Appearance Award application with the revisions made at the October meeting.

Keynote Speaker

John Barranco suggested David McKellen as the keynote speaker.

Sponsorship

The sponsor list was passed around so Board members could identify the contacts they would like sponsorship letters mailed to.

Ayisha discussed holding a silent auction at the Community Appearance Awards ceremony to raise Board funds. The item was tabled for later discussion.

Other Matters of Interest or Concern

Angela informed the Board about the Neighborhood Enhancement Action Team (NEAT) program being held in Commissioner Moore's district. Angela told the Board that as part of the NEAT program, they are having a business and residential holiday decoration competition, which they would like the Board to participate in by selecting the winners during the neighborhood tour much like how the WOW Awards are selected.

Angela also mentioned that the January WOW is scheduled to be selected from District III and discussed whether the Board would be willing to select a home from the NEAT area. The Board agreed to participate in the NEAT program and select the discussed awards.

The meeting adjourned at 7:05 p.m.