



City of Fort Lauderdale

**COMMUNITY APPEARANCE BOARD (CAB)
CITY COMMISSION CONFERENCE ROOM - EIGHTH FLOOR CITY HALL
100 NORTH ANDREWS AVENUE
FORT LAUDERDALE, FLORIDA
WEDNESDAY, OCTOBER 10, 2007 — 5:30 P.M.**

BOARD MEMBERS	ATTENDANCE	CUMULATIVE	
		<u>Present</u>	<u>Absent</u>
Annette Ross	A	0	2
Ayisha Gordon	P	2	0
Bess Gathers	P	1	0
Cathy Curry	P	1	0
Franci Bindler	P	8	0
Greg Stuart (arrived 5:45 p.m.)	P	8	0
John Castelli, Vice-Chair	P	7	0
Marilyn Mammano	P	2	0
Michael Cordts	P	7	1
Michael Friedman	P	6	2
Patrick McTigue, Chair	P	8	0
Pearl Maloney	P	1	0
Ron Fairchild	P	7	1
Scott Helms	P	2	1
Tom O'Loughlin	A	6	2

Staff Present

Monique Damiano, Public Works
Shannon Graham, Public Works
Alexandra Grant, Recording Clerk, Prototype, Inc.

Guests

Daniel Steen, Northeast High School
Samantha Swinehart, Northeast High School

Call to Order

Patrick McTigue, Chair, called the meeting to order at 5:42 p.m.

Approval of Minutes of September 12, 2007 Meeting

Motion made by Mr. Castelli, and seconded by Ms. Mammano, to approve the September 12, 2007 minutes. In a voice vote, the motion passed unanimously.

Monique Damiano, Public Information Specialist with the Public Works Department, introduced herself as the new Board liaison and advised that meetings will go forward on a new clean slate. Ms. Damiano introduced Shannon Graham, also of Public Works.

CAB Member Roster

1. Verify Board Member Roster

Led by Ms. Damiano, Board members took the Oath of Office as some members did not have one on file. Ms. Damiano requested that everyone sign Oath of Office documents and submit these to staff to be notarized.

Chair McTigue requested that everyone sign membership documents and submit these to staff.

[Time was spent on Board members signing and submitting documents accordingly.]

Chair McTigue welcomed three new Board members: Bess Gathers and Cathy Curry of Lauderdale Manors Homeowners Association, and Pearl Maloney, former Education Advisory Board and Planning and Zoning Board member.

Self-introductions followed.

2. Confirm number of empty seats on board

- Mayor Naugle 2
- Commissioner Teel 2
- Commissioner Rodstrom 3
- Commissioner Moore 1
- Commissioner Hutchinson 2

Ms. Damiano stated she will email application forms for everyone to forward to residents who might be interested in serving on the Board.

CAB Notebooks

Led by Ms. Damiano, the Board members reviewed sections and highlights of the newly prepared CAB binders. Ms. Damiano advised that the notebooks are provided as a tool for more effective management of the Board's correspondence and meetings. The Board members thanked Ms. Damiano and Ms. Graham for their efforts in compiling the new CAB notebooks.

WOW Award Nominations

Ms. Damiano reported that she is still awaiting an answer on yard signs, therefore Board members can continue placing these for the time being.

Budget

- **Current balance for CAB accounts and annual event budget summary**

Ms. Damiano advised that this Board has the following three budgets:

1. The budget with the City in the amount of \$4,000; these funds must be used up annually.
2. The CAB Awards Account, made up of sponsorship money; this account currently has \$312.28.
3. The WOW Awards Account, made up of sponsorship money for the WOW Awards; currently there is no money in this account.

- **Election of Treasurer**

Motion made by Mr. Castelli, and seconded by Ms. Mammano, to nominate Greg Stuart as Treasurer. In a voice vote, the motion passed unanimously.

WOW Awards

- **WOW selections for November due**

Mr. Castelli reported that he and Ms. Gordon were recently driving in District 4 in the Shady Banks neighborhood and found a home that is exceptionally manicured. The property is a two-bedroom house owned by a husband and wife who do all the landscaping. Mr. Castelli stated he and Ms. Gordon selected this home because it is a perfect example of homeowners who take pride in their property.

Board members all agreed to accept this home for the November 2007 WOW Award. Ms. Damiano stated she will send Board members pictures of the home.

Ms. Damiano spoke of the need to elevate awareness of the Board. She suggested that Board members who nominate winning homes attend the City Commission meeting that month to be recognized and to meet the winning homeowner.

Motion made by Ms. Gordon, and seconded by Mr. Castelli, to make it mandatory for Board members to attend City Commission meetings along with homeowners they nominate for a WOW award. In a voice vote, the motion passed unanimously.

Ms. Damiano cautioned Board members to make sure nominated homes are within the City limits. She added that staff will also check properties that are nominated for any Code violations. If there are outstanding violations, such properties cannot be considered.

Ms. Mammano voiced her desire to reconstruct the record of this year's WOW winners. In response, Ms. Damiano advised that pictures and relevant information can be obtained from City Commission agendas. She also stated she would check with previous liaison for electronic files on the winners.

- **Nomination process and deadlines**

Chair McTigue explained the WOW award selection process as follows:

- Board members find a home that is meticulously maintained or a home that is recently renovated, thereby improving the community's appearance.
- The homeowner is recognized with the WOW award at the first Commission meeting of the month. An announcement is placed on the City's website, as well as the City's government access channel 78.
- The Commission presents the homeowner with a \$75 gift card to Causeway Lumber.
- The homeowner receives a WOW yard sign.

Chair McTigue added that one property is chosen for an annual award, which is presented at the CAB year-end celebration. He stated this is the 30th anniversary of the CAB.

- **Board member rotation list and WOW Checklist**

Mr. Castelli asked whether District 3 members can choose winning homes by January in time for the February meeting. Ms. Gordon, Ms. Curry and Ms. Gathers volunteered to select the February winner.

- **WOW note cards**

Chair McTigue showed Board members a sample of a WOW note card that can be used when approaching homeowners. He explained that the card can serve as an icebreaker and explain what the City is offering. Mr. Cordts volunteered to redesign the card for the Board. Ms. Damiano stated that the Board will need to determine the content for the card.

Ms. Damiano suggested that the Board look into getting nametags with the City logo and Community Appearance Board text so homeowners can feel comfortable when initially approached.

Ms. Gordon, Ms. Curry and Ms. Damiano stated they will look into vendors for ID cards.

- **WOW selections for December due at November 14th meeting**

It was stated as a reminder that Board members should select December's WOW winner by November 14.

Ms. Gordon referred to a sample layout of a new yard sign. Ms. Damiano said she will email Board members a PDF version of this sample.

Lengthy discussion ensued and the following suggestions on the new yard sign were offered:

- Move the City logo up between WOW and Award Winner.
- Remove the double lines.
- Restate with "Sponsored By" and place this higher on the sign.
- Change the font used for WOW Award Winner.
- Limit fonts to two sizes only.

Ms. Damiano stated she will need a quote from the vendor before production of the signs.

Annual Awards Ceremony

Ms. Damiano advised that plaques from the last WOW award event have just gone into production due to issues with the vendor. She asked the Board for suggestions on distributing plaques to homeowners when they arrive without going to the expense of using a delivery service.

Mr. Friedman and Ms. Gordon volunteered to deliver some plaques personally. Ms. Damiano stated she will find out the status on the delivery of plaques.

Other Matters of Interest or Concern

- **Web site updates**

Mr. Cordts suggested placing a WOW award application form on an existing City web page where residents can fill out relevant information and attach before and after pictures. Mr. Cordts requested that the Board determine appropriate fields to be included on the form. He added that within one or two months, the application can be up and running online so residents can click on the WOW Awards page. Mr. Cordts also suggested adding a "Nominate Your Neighbor" link.

Ms. Bindler commented that more interest should be generated among landscapers, builders and architects. Lengthy discussion followed and various suggestions were given for the website application form.

Ms. Damiano stated that a test link will be sent to all Board members once the form is ready.

- **CAB training October 30, 2007 5:45 p.m.**

Ms. Damiano reminded Board members to attend the CAB training scheduled for October 30 at 5:45 p.m., in the 8th Floor Conference Room at City Hall.

Adjournment

With no further business to come before the Board, the meeting was adjourned at 7:30 p.m.