



**COMMUNITY APPEARANCE BOARD (CAB)
CITY COMMISSION CONFERENCE ROOM - EIGHTH FLOOR CITY HALL
100 NORTH ANDREWS AVENUE
FORT LAUDERDALE, FLORIDA
WEDNESDAY, NOVEMBER 14, 2007 — 5:30 P.M.**

BOARD MEMBERS	ATTENDANCE	CUMULATIVE	
		<u>Present</u>	<u>Absent</u>
Annette Ross	A	0	3
Ayisha Gordon	P	4	0
Bess Gathers	P	2	0
Cathy Curry	P	2	0
Chip Burpee	P	1	0
Franci Bindler	P	9	1
Greg Stuart	P	9	1
John Castelli, Vice-Chair	P	9	0
Marilyn Mammano (arrived 5:44 p.m.)	P	4	0
Michael Cordts	P	8	1
Michael Friedman	A	7	3
Patrick McTigue, Chair	P	10	0
Pearl Maloney	A	1	1
Ron Fairchild	P	8	2
Scott Helms	A	3	2
Tom O'Loughlin	P	8	2

Staff Present

Monique Damiano, Public Works
Elizabeth Rivera, Recording Clerk, Prototype, Inc.

Call to Order

Patrick McTigue, Chair, called the meeting to order at 5:34 p.m.

Approval of Minutes of October 10, 2007 Meeting

Motion made by Ms. Curry, and seconded by Mr. Castelli, to approve the October 10, 2007 minutes. In a voice vote, the motion passed unanimously.

WOW Awards

WOW Selection for December Due

Mr. Fairchild provided photos of property in District I, 5951 Bayview Drive, and pointed out to the Board the new roof, landscaping, and hand painted flowers. Chair McTigue asked about before pictures, which will be provided by the homeowner. Ms. Damiano informed the Board that November 19th is the deadline to turn in the photos and write-up to the City Commission. Mr. Fairchild stated he would follow up with the homeowner.

Chair McTigue requested an update on the October and November WOW signage. Ms. Gordon stated she needed a sign for November and December. Chair McTigue said he had a sign in his car for November.

Chair McTigue introduced new Board member, Chip Burpee. Mr. Burpee gave a brief description of his background, and was welcomed by the Board members.

***Sun-Sentinel* Follow-Up**

Ms. Damiano stated *The Sun-Sentinel* would not be able to run a monthly announcement for the Board unless they paid for an ad space. The ad would run approximately \$260 a month in the Local section.

Mr. Castelli noted that free space was available in neighborhood publications, and asked if anyone on the Board was interested in doing the PR work. Ms. Damiano advised that the Homeowner's Association newsletters would only run their own neighborhood winners.

Ms. Bindler questioned whether homeowners would want their homes listed in a publication. Ms. Damiano suggested that question should be asked to the homeowners at the time the paperwork is done. She advised she would update the WOW nomination form so board members could check with the homeowner(s).

Mr. Castelli noted the whole point of the award was to gain publicity for the Board. Ms. Mammano asked if the City keeps good, updated records for publications, newspapers, and editors. Ms. Damiano offered to provide a list of her contacts of weekly publications and Homeowner's Associations.

MOTION made by Chair McTigue and duly seconded, to accept the property 5951 Bayview as the December WOW. In a voice vote, the motion passed unanimously.

WOW Note Card Status

Ms. Damiano informed the Board members the pricing for printing the note cards was \$500 last time, but the current price would depend on the redesign. Mr. Cordts stated he needs the information to be put on the note cards before they could be redesigned.

Ms. Gordon suggested the sample provided in the last meeting be reviewed. Ms. Damiano agreed to provide the sample to all Board members for their review.

WOW Yard Signs

Ms. Gordon discussed two designs for the yard signs, one from Pub Set, and one from Mr. Cordts. No copy was available at the meeting, so Ms. Gordon suggested the Board review the yard sign designs at the next meeting. Ms. Damiano stated the City Print Show did not have the capability of printing the signs, so there will be costs involved. Ms. Gordon explained the signs are being recycled; Pub Set charges \$20 per sign, and \$20 for frames.

WOW Web

Mr. Cordts reported the development is going well. Mr. Cordts stated the testing is being performed, and there should be something for the Board members to see in approximately a month.

WOW Plaques from 2007 Event

Chair McTigue reported the plaques have been paid for, but haven't been produced yet. Chair McTigue suggested an apology letter be written to the recipients explaining the reason the plaques have not been given.

Ms. Gordon stated since the molds had been paid for by the Board, they should be returned by the plaque company, and the Board should research companies to provide better and more timely service. Ms. Damiano stated the plaque company was Concepts in Bronze, and the plaques were priced at \$230 each, for a total of \$3,910.

Annual Awards Ceremony

Guidelines for Forming Groups Outside of Board Meetings

Mr. Castelli recommended posting a notice on the City website, and provide an open meeting so planning meetings for the annual awards event could be held outside the Board room. Mr. Castelli suggested a room in City Hall or on-site at the venue. Mr. Castelli suggested meeting for a couple of hours to hand out assignments for the planning process. Mr. Castelli asked where the money would go if the Board made money on the WOW awards. Ms. Damiano stated the money would go back into the WOW awards budget, which rolls over.

Ms. Bindler asked for clarification on why committee meetings were required to be public. Ms. Damiano explained they could have sub-committees, but as per Florida's

Sunshine Law, those meetings would require a posted meeting announcement, minutes taken, and decisions documented to come back to the Board. Ms. Damiano also informed the Board that no vote could be taken in the sub-committee meetings, as any voting issues would need to come back to the full Board. Ms. Gordon disagreed, and gave the example of past workshops where decisions had been made in smaller groups. Ms. Damiano stated that this matter had been discussed with staff from the City Attorney's office, and the rules for meetings outside the monthly board meeting by subcommittees were clarified.

Mr. Castelli stated that the sub-committees did not need a quorum, but the meetings do have to meet the following criteria:

- Meetings must be advertised to the public.
- Meetings must be held in a place where the public is able to hear and see what is being discussed.
- Meetings must be held in a place where the public can attend if they wish.
- Minutes must be taken at the meeting.
- Minutes must be given to Ms. Damiano to post.

Mr. Castelli suggested that the Board begin in January to allow plenty of time for planning. Ms. Damiano recommended one person be assigned to manage each portion of the planning, including the venue, the catering, the entertainment, and that person bring back a report to the Board at each meeting for a vote.

Preliminary Plans for 2008 Event

Chair McTigue suggested finding photographs of the changes in Downtown over the last 30 years to present as a slideshow for the event. Various Board members discussed photographs available for use.

Mr. Castelli suggested having the awards during a dinner. Ms. Gordon asserted a lot of fund raising would need to be done to be able to provide dinner, and catering would need to be approved by the City. Mr. Castelli stated that the proposed venue, Laffing Matterz, could handle the food in-house. Ms. Bindler stated she felt providing dinner would entail too much work for all involved. Mr. Castelli suggested the Board discuss pricing with the venue. Mr. Castelli suggested that the Board members think about the issue, and be ready to start the planning in January.

MOTION made by Chair McTigue, and duly seconded, to allow Mr. Castelli to continue to work with Laughing Matters in gathering venue information for the Board. In a voice vote, the motion passed unanimously.

List of Sponsors from Past Events

Chair McTigue provided a list of past sponsors, and asked Ms. Damiano if she would be able send out a letter requesting sponsorship for this year. Ms. Damiano stated she would check on it. Mr. Castelli suggested an announcement be sent out for the 30th anniversary, with a followup letter stating that sponsorships are available, and listing levels of sponsorship options. Mr. Castelli agreed to provide a draft for the two sponsorship letters.

Ms. Damiano provided information from last year's event to use as a starting place. Chair McTigue requested advised the Board members to come to the next meeting with ideas for new sponsors.

Ms. Damiano suggested selecting a theme for the event so that everything else could be built around it. She suggested something like "Celebrating the Diamonds of our City" for the theme, as diamonds are symbolic of a 30th anniversary.

Review Samples of Previous CAB Event Programs

Chair McTigue requested the samples be reviewed at the next meeting with the yard signs and note cards.

Other Matters of Interest or Concern

Neighborhood Services Night Results

Chair McTigue stated there was not a huge turnout for the Neighborhood Services Night, but an employee of Sun Trolley offered to partner with the Board and place WOW award recipients on the side of the Sun Trolley monthly. Chair McTigue agreed to follow up, and to keep the Board posted.

Ms. Damiano suggested the Board elect a Secretary to keep track of award issues and to help organize upcoming events, mailings and similar.

Ms. Damiano provided dates for the next meeting, January 8, 2008, and January 15, 2008, and requested ideas for agenda items. Mr. Stuart stated he would be able to provide an accounting for the Treasury report.

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Ms. Damiano recommended moving the WOW award presentation to a later meeting date since the homeowner would not be available for the December meeting. The Board agreed to move the presentation to the January 8th meeting.

Motion made by Mr. Stuart, and seconded by Mr. O'Loughlin, to move the WOW award presentation to the January meeting. In a voice vote, the motion passed unanimously.

Adjournment

With no further business to come before the Board, the meeting was adjourned at 6:40 p.m.