



**COMMUNITY APPEARANCE BOARD (CAB)  
CITY COMMISSION CONFERENCE ROOM - EIGHTH FLOOR CITY HALL  
100 NORTH ANDREWS AVENUE  
FORT LAUDERDALE, FLORIDA  
WEDNESDAY, JANUARY 9, 2008 — 5:30 P.M.**

<b>BOARD MEMBERS</b>	<b>ATTENDANCE</b>	<b>CUMULATIVE 1/08-12/08</b>	
		<b><u>Present</u></b>	<b><u>Absent</u></b>
Patrick McTigue, Chair	P	1	0
John Castelli, Vice-Chair	P	1	0
Franci Bindler	P	1	0
Michael Cordts	P	1	0
Marilyn Mammano (arrived 5:38)	P	1	0
Greg Stuart	P	1	0
Ayisha Gordon (arrived 5:46)	P	1	0
Cathy Curry	P	1	0
Bess Gathers	P	1	0
Pearl Maloney (arrived 5:50)	P	1	0
Jason Johnson	P	1	0
Annette Ross	A	0	1
Chip Burpee	A	0	1
Monty Lalwani	A	0	1
Ron Fairchild	A	0	1
Tom O'Loughlin	A	0	1

**Staff Present**

Monique Damiano, Staff Liaison, Public Works  
Hilda Testa, Recording Clerk, Prototype, Inc.

**Call to Order/Roll Call**

Patrick McTigue, Chair, called the meeting to order at 5:33 p.m.

**Welcome New Members and Introductions**

There were no new members present to introduce.

**Approval of Minutes of December 12, 2007 Meeting**

**Motion** made by Mr. Castelli, seconded by Ms. Curry, to approve the December 12, 2007 minutes. In a voice vote, the motion passed unanimously.

The Treasurer's report was provided by Mr. Stuart who reported some expenses were being investigated. Mr. Stuart stated he would report back at the next meeting.

Mr. Castelli asked how the Laffing Matterz contract would be paid if approved. Ms. Damiano explained there were several forms to be completed and submitted. Ms. Damiano agreed to verify the information needed to complete the process.

Chair McTigue requested follow up information on the bronze plaques. Mr. Stuart confirmed he had been requesting quotes on aluminum dyed bronze plaques, and was waiting a response from the vendor.

### **Election of Secretary**

Chair McTigue cited the following responsibilities for the Board Secretary:

- Keep track of database regarding awards event inquiries
- Keep track of annual event
- Miscellaneous tasks

**Motion** made by Mr. Castelli, seconded by Ms. Bindler, to nominate Michael Cordts for Secretary. In a voice vote, the motion passed unanimously.

### **WOW Awards**

- ❑ **WOW Selections**
- ❑ **WOW Yard Signs**
- ❑ **WOW note card text revisions and design**
- ❑ **WOW web status**
- ❑ **Council of Civic Associations Meeting update**
- ❑ **Final WOW write ups**

Ms. Curry stated selections for the February award would be in to the Board by January 15, 2008.

Ms. Damiano reminded the Board of the discussion at the last meeting regarding using a postcard format. After additional review of the necessary text, Ms. Damiano did not feel the postcard format would be large enough to accommodate the text. Ms. Damiano will provide pricing information on the cards for single and double-sided printing.

After a brief discussion, the Board decided to keep the current cards with the revised text. In a voice vote, the Board concurred unanimously (no formal motion was made).

Ms. Damiano agreed to provide price quotes from the print shop for black text on white paper, with the names of the sponsors removed.

Ms. Mammano provided an update on the Council of Civic Associations' meeting. She added that no award application is available at this time. Ms. Damiano stated the application will be available online.

**Motion** made by Mr. Castelli to change the award categories from last year's award.

Following a discussion by the Board members, it was agreed a variety of items, including details on the venue, needed to be decided before the award categories were discussed. Mr. Castelli withdrew the motion.

Ms. Mammano informed the Board that feedback from the Council of Civic Associations' meeting was very positive, and a number of people are interested in providing candidates for the WOW Awards and for the annual event. Chair Castelli thanked Ms. Mammano for her efforts with the meetings.

Ms. Damiano clarified the new process for delivery of the final WOW write-ups and photos. The final write ups and photos would now go to Ms. Damiano for review, and then to Ms. Mammano to ensure consistency for the website. Ms. Damiano also asked the Board members to complete the Excel or PDF forms provided for WOW nominations.

Ms. Maloney provided samples of the WOW yard signs. Ms. Damiano noted the Board had very limited funds and should be careful to prioritize where money was spent for the event. Ms. Mammano projected the cost of the yard signs would be \$160.00 for six signs.

The Board voted on the sign designs with the following results:

- Ms. Mammano, Number 1
- Ms. Gordon, Number 2
- Chair McTigue, Number 1
- Ms. Bindler, Number 1
- Mr. Cordts, Number 1
- Ms. Gathers, Number 1
- Mr. Stuart, Number 1
- Ms. Curry, Number 1
- Mr. Castelli, Number 1
- Ms. Maloney, Number 2

- Mr. Johnson, Number 2

The Board selected sign number one, with a larger font size.

### **Annual Awards Ceremony**

- ❑ **Assign Chairs**
- ❑ **Update on venue, Laffing Matterz**
- ❑ **Discuss any alternative locations for event**
- ❑ **Review drafts of sponsorship letters**
- ❑ **Status of plaque costs research**

Ms. Damiano provided a checklist to be used to help the Board get organized for the event. Ms. Mammano expressed concern that no application was available on the website. Ms. Damiano provided an application from a previous event to be used as a starting point. She also suggested the photos be received electronically to avoid scanning of hard copies.

The Board held a discussion regarding the categories used to select properties.

**Motion** made by Mr. Cordts, seconded by Mr. Castelli, to keep the current categories. Mr. Castelli requested an amendment to the motion to include a category for single-family residences. The Board would then look at the criteria for reviewing the different categories. Following a discussion regarding the criteria used in the past, Mr. Castelli withdrew the amendment. In a voice vote, the motion passed unanimously.

The Board held a discussion on the process involved with providing applications to residents.

**Motion** made by Ms. Mammano, seconded by Mr. Castelli, to mail the applications to all 2006/2007 TCO recipients. In a voice vote, the motion passed unanimously.

It was agreed the deadline for applications would be March 14<sup>th</sup>, and only one deadline extension would be approved.

**Motion** made by Mr. Stuart, seconded by Ms. Mammano, to move the event to May 8<sup>th</sup>. In a voice vote, the motion passed unanimously.

Mr. Castelli suggested the tour date discussion be delayed to the next meeting.

**Motion** made by Mr. Cordts, seconded by Ms. Mammano, to change the deadline date on the application form to close of business March 14, 2008. In a voice vote, the motion passed unanimously.

Mr. Cordts agreed to proof the applications prior to placement on the website.

**Motion** made by Ms. Mammano, seconded by Mr. Stuart, to have a simple, two color application, to read “30<sup>th</sup> Anniversary, Community Appearance Awards Program Application” in blue letters, with a diamond in the center. In a voice vote, the motion passed unanimously.

Ms. Damiano agreed to provide a price quote for printing, and a list of COs and TCOs.

Mr. Castelli suggested a diamond theme for the 30<sup>th</sup> Anniversary, and agreed to provide copy to Ms. Damiano for the cover. Ms. Damiano agreed to check on additional City staff support for the application process.

The Board chose the following chairs for the event:

- Budget – Mr. Stuart
- Sponsorship – Ms. Bindler, Ms. Gordon
- Catering and Entertainment – Mr. Castelli, Ms. Bindler
- Applications – Chair McTigue
- Awards – the Board
- Tour – Mr. Johnson, Ms. Mammano
- Invitation and Tickets – Ms. Gathers, Ms. Curry, Ms. Bindler

Mr. Castelli stated he had contacted Laffing Matterz and received a guarantee for 100 guests at \$67.00 per person. These costs include:

- Pass-around hors d'oeuvres
- Seven course dinner
- Sound and tech people for the microphones
- Entertainment, including skits
- Beverages (non-alcoholic)
- Dessert
- Background music

Chair McTigue asked if the number of entrée options could be reduced to get the cost down to \$50.00 per person. Mr. Castelli agreed to discuss the pricing options with Laffing Matterz.

**Motion** made by Mr. Cordts, to comp only the Board, with other City officials being responsible for their own payment. Following a discussion regarding City budget allowances, the motion was withdrawn.

**Motion** made by Ms. Mammano, seconded by Mr. Cordts, to sell tickets for \$50.00 each, and make up the difference with sponsorships and funding from the City. In a voice vote, the motion passed unanimously.

The Board held a discussion regarding opportunities for sponsorship levels, and decided on the following:

- \$2,500 – lead sponsor, to include eight dinner tickets
- \$1,500 – full page ad in the awards program, to include six dinner tickets
- \$1,000 - full-page ad in the awards program, to include four dinner tickets
- \$500 – half page ad, to include two dinner tickets
- \$250 – quarter page ad
- \$50 – business card ad

Ms. Damiano stated she would provide a sponsorship letter to Ms. Bindler from the previous year to update, with letterhead, envelopes, and mailing labels.

**Motion** made by Mr. Cordts, seconded by Ms. Mammano, to allow Mark Dennin to move forward and put the nomination for the WOW Award on the website. In a voice vote, the motion passed unanimously.

Chair McTigue summarized the Board members' responsibilities as follows:

- Ⓢ Ms. Gordon to work on finalizing the yard signs, and to have the award submitted by January 15, 2008
- Ⓢ Application to be posted on the website
- Ⓢ Mr. Castelli to check the newly proposed dates with Laffing Matterz
- Ⓢ Chair McTigue to finalize the sponsorship letter, provide the letter and sponsor list to Ms. Bindler for mailing
- Ⓢ Ms. Damiano will provide pricing for the note card and for printing of the application

### **Other Matters of Interest or Concern**

Ms. Damiano announced that Commissioner Hutchinson assigned has Ryan Paton as a new Board member; Ryan will be attending the next meeting.

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Chair McTigue introduced new member, Jason Johnson, and provided a brief summary of his background.

**New Business**

No new business.

**Adjournment**

With no further business to come before the Board, the meeting was adjourned at 7:20 p.m.

[Minutes prepared by K. Bierbaum, Prototype, Inc.]