



**COMMUNITY APPEARANCE BOARD (CAB)  
CITY COMMISSION CONFERENCE ROOM - EIGHTH FLOOR CITY HALL  
100 NORTH ANDREWS AVENUE  
FORT LAUDERDALE, FLORIDA  
WEDNESDAY, FEBRUARY 13, 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	2	0
John Castelli, Vice-Chair	P	2	0
Franci Bindler	P	2	0
Michael Cordts	A	1	1
Marilyn Mammano	P	2	0
Greg Stuart	P	2	0
Ayisha Gordon (arrived 5:38)	P	2	0
Cathy Curry	P	2	0
Bess Gathers	P	2	0
Pearl Maloney (arrived 5:58)	P	2	0
Jason Johnson	P	2	0
Chip Burpee	P	1	1
Ron Fairchild	P	1	1
Tom O'Loughlin	P	1	1
Joseph Camponella	P	1	0
Ryan Paton	P	1	0

**Staff Present**

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

**Call to Order/Roll Call**

Chair Patrick McTigue called the meeting to order at 5:36 p.m.; it was determined a quorum was present.

**Welcome New Members and Introductions**

Chair McTigue introduced three new members, Ryan Paton, Jason Johnson, and Joseph Camponella. Each new member provided a brief introduction and personal history.

**Approval of Minutes of January 9, 2008 Meeting**

**Motion** made by Ms. Curry, and seconded by Mr. Castelli, to approve the January 9, 2008 minutes. In a voice vote, the motion passed unanimously.

### **Treasurer's Report**

The Treasurer's report was provided by Mr. Stuart who reported no changes in finances for the last few months. Mr. Castelli announced four potential sponsors for the WOW account.

Mr. Stuart stated an invoice should be provided to Ms. Damiano for payment to Laffing Matterz.

### **Secretary's Report**

Chair McTigue stated web inquiries would be tracked by the secretary.

### **Notebook Updates**

- ❑ **WOW Deadlines**
- ❑ **Board member contact list**

Ms. Damiano provided deadline and Board member updates for their notebooks.

### **WOW Awards**

- ❑ **Vote on March WOW Nomination**
- ❑ **WOW Yard Signs - status**
- ❑ **WOW note card – approval of printing costs**
- ❑ **WOW web status**

Chair McTigue provided before-and-after photos for the March WOW nomination. Chair McTigue provided a background on the home and homeowner, Mr. Jack Zellar, who lives in the Riverland area. Mr. Zellar is a landscaper, which shows in his "creative touch" in the front yard and on the home. The home is located at 3608 SW 21 Street, was purchased in 1998, and took two years to renovate.

Ms. Damiano asked for an update on last month's presentation. Ms. Gordon commented the presentation went very well, although the homeowners arrived late to the presentation due to a death in the family. Ms. Gordon stated the missing yard sign was given to the homeowner.

Ms. Damiano suggested a yard sign be available at each Board meeting for the board member who made the WOW selection to take to City Commission meeting WOW presentation. Ms. Gordon agreed to be responsible for keeping track of the placement and return of yard signs.

Ms. Damiano provided a mock-up of the proposed note cards, explaining that the sponsors' names had been removed from the back of the cards. Cost for the cards, printed on glossy cardstock, would be \$123.00 for 150 cards. Ms. Damiano stated the money for the cards would come from the City account.

Ms. Damiano provided the revised text for the inside of the card, and requested input from the Board members.

**Motion** made by Mr. Castelli, and seconded by Ms. Mammano, to approve the note cards and have the cards printed. In a voice vote, the motion passed unanimously.

Ms. Damiano agreed to notify the Board members when the cards were completed, and would bring the cards to the next meeting.

Ms. Damiano provided the Board members with an example of the WOW residential self-nomination section of the website. The link to the website had been provided to the members by email. Information received on the website would be emailed to Mr. Cordts and copied to Ms. Damiano. Mr. Cordts would then bring the information to the Board meeting for review.

#### **Annual Awards Ceremony**

- ❑ **Updates from Committee Chairs**
- ❑ **Status of liaison's budget meeting with PIO**
- ❑ **Update on venue, Laffing Matterz**
- ❑ **Applications received as of February 13, 2008**
- ❑ **Event information and application posted to web, included on water bill, HARS radio, Channel 78**
- ❑ **Press release issued regarding application availability**
- ❑ **Approval of application design and printing costs**
- ❑ **CO & TCO lists for 2006/2007 obtained**
- ❑ **Status of plaque costs research**
- ❑ **Phone line set up – need a phone line monitor**
- ❑ **Sponsorship levels – revised**
- ❑ **Tour date**

Mr. Castelli explained the process for the annual CAB awards for the benefit of the new Board members. He also announced commitments from four sponsors for the award event totaling \$5,000 to \$6,000:

- Sterling Bank
- Equitable Bank (now First United)

- Sharp Development
- Jack Loos, a local developer

Mr. Castelli stated the sponsors needed to be online by the next meeting. Ms. Bindler asked about the tickets being given with sponsorship. Ms. Curry and Ms. Gathers would be preparing a list of sponsorship tickets being given out once the sponsorships have all been established. Mr. Castelli estimated \$4,000 would be needed from sponsorship money to make up the shortfall for the cost of the tickets being provided.

Ms. Damiano stated the inside back cover, inside front cover, and first page of the ad section of the event program were available for full-page ads for Platinum sponsors. Mr. Castelli explained the city money could not be rolled over each year, but the WOW event money could be rolled over.

The Awards Committee chairs provided the following updates:

- Budget committee - \$670 spent on the deposit
- Applications – guidelines for nominations are posted online

Ms. Damiano gave an overview of the proposed application design. The application printing costs, with a two-day turnaround, to be approved by the Board were also discussed:

- 1,500 applications - \$388.54
- 2,000 applications - \$452.01
- All mailing lists – 1,285 addresses

Ms. Bindler agreed to handle the labels for mailing after the applications were printed.

Ms. Mammano suggested a slide presentation be developed to be used during the cocktail hour showing past winners. Ms. Damiano stated she might be able to locate old pictures of the past winning properties.

Ms. Damiano noted a press release had been released to the media for publication. The application process information was also available on the City website, in the community newsletter sent out to civic associations, on the back of the water bill, and released to homeowner's association presidents.

Ms. Damiano set up a phone line giving information on the application process, and allowing interested parties to leave messages. Mr. Paton agreed to be responsible for monitoring the phone line.

**Motion** made by Mr. Stuart, and seconded by Ms. Maloney, to approve the application design and to print 1,500 applications. In a voice vote, the motion passed unanimously.

Ms. Damiano gave a brief summary of the meeting with the City Public Information Officer. The PIO agreed to cover the following expenses:

- Labels
- Certificate paper
- Certificate jackets
- Name tags
- Postage for the applications and invitations

During the meeting, Ms. Damiano was advised to speak with the Office of Professional Standards regarding City ordinances and policies for employees. The sponsorship activity, with the City and the Staff liaison being involved, would be reviewed. Ms. Damiano explained the review was being done due to the following:

- The City being associated and getting sponsorships for the Board from people the City does business with
- A staff member being involved in any process of the sponsorship
- Any City resources being used.

Followed a review of the City ordinance and discussion by the Board.

Only one application had been received so far. Ms. Mammano suggested an extension be given, and the information be posted on the website.

**Motion** made by Ms. Mammano, and seconded by Mr. Castelli, to extend the application deadline to April 2, 2008. In a voice vote, the motion passed unanimously.

Ms. Mammano broached the subject of the bus tour, and suggested a date be set.

Mr. Stuart stated the plaque maker would require two months' advance notice to have the plaques prepared. The plaque design would need to be to the vendor by March 8, 2008. Considering the application process and the dates being discussed, the plaques would not be ready on the night of the event.

Ms. Gordon asked if this was the only vendor who could do the job. Mr. Stuart confirmed he had spoken to two Florida companies and both gave a two-month lead time. Ms. Maloney agreed to use her contacts to try to negotiate a better turnaround time. Chair McTigue suggested one plaque could be used for photographs, with the individualized plaques to be distributed after completion. Mr. Castelli advised the

plaque vendor would require half the total cost as a deposit at the time the order was placed.

Ms. Mammano suggested April 12, 2008 as the date for the bus tour, to be confirmed at the next meeting.

**Motion** made by Mr. Stuart, and seconded by Ms. Curry, to conduct the selection tour on April 12, 2008. In a voice vote, the motion passed unanimously.

Mr. Castelli agreed to speak with Laffing Matterz to set up a time and date for the Board members to view the venue.

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

Ms. Damiano provided a letter received from Mr. Michael Herman, a resident of Hermitage, expressing concern about the proposed memorial park with benches honoring the past president of Southpoint Condominiums. Ms. Bindler, as a member of the advisory board, provided an overview of the history of the proposed memorial.

### **New Business**

No new business.

### **Adjournment**

With no further business to come before the Board, the meeting was adjourned at 6:52 p.m.

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