



City of Fort Lauderdale

**COMMUNITY APPEARANCE BOARD (CAB)  
CITY COMMISSION CONFERENCE ROOM - EIGHTH FLOOR CITY HALL  
100 NORTH ANDREWS AVENUE  
FORT LAUDERDALE, FLORIDA  
WEDNESDAY, MARCH 12, 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 (arrived 5:47)	P	3	0
John Castelli, Vice-Chair	P	3	0
Franci Bindler	P	3	0
Michael Cordts	A	1	2
Marilyn Mammano	P	3	0
Greg Stuart	P	3	0
Ayisha Gordon	P	3	0
Cathy Curry (left 6:50)	P	3	0
Bess Gathers (left 6:50)	P	3	0
Pearl Maloney (arrived 5:59)	P	3	0
Jason Johnson	P	3	0
Chip Burpee	P	2	1
Ron Fairchild	P	2	1
Tom O'Loughlin	P	2	1
Joseph Camponella	P	2	0
Ryan Paton	P	2	0

**Staff Present**

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

**Call to Order/Roll Call**

Vice Chair Castelli called the meeting to order at 5:44 p.m. and a quorum was present.

**Welcome New Members and Introductions**

Ms. Damiano informed the Board of Michael Cordts' resignation due to work obligations.

**Approval of Minutes of February 13, 2008 Meeting**

**Motion** made by Ms. Mammano, seconded by Mr. Stuart, to approve the February 13, 2008 minutes. In a voice vote, the motion passed unanimously.

### **Treasurer's Report**

Mr. Stuart advised there were no new transactions. Ms. Damiano advised the printing fee for the applications and the notes cards will be deducted from the account.

### **Secretary's Report**

As Mr. Cordts, the Board Secretary, was absent the Secretary's Report could not be given. Ms. Damiano reported no e-mails were received.

Ms. Damiano stated a new Secretary would need to be elected; Mr. Paton volunteered to take over the secretarial duties for the Board.

**Motion** made by Ms. Castelli and duly seconded, to elect Mr. Paton as Board Secretary. In a voice vote, the motion passed unanimously.

### **Notebook Updates**

#### **□ Sun-Sentinel News Clip**

A press release had been sent out for the Community Appearance Awards applications in the local section of the February 25<sup>th</sup> *Sun-Sentinel* and the recent issue of *Go Riverwalk*. The reverse side of the water bill stated the deadline for applications is being extended.

The Community Appearance Board Award application ran in Fort Lauderdale's Civic Association newsletter. Ms. Damiano distributed a copy for the Board to review.

- Board member contact list updated**
- Revised WOW rotation schedule**

The presentation date for the Community Appearance Award had been changed to the second Commission Meeting for the month.

Mr. Paton volunteered himself for the August rotation.

## **WOW Awards**

- **Vote on April WOW Nomination**
  - **April winner due to liaison March 14, 2008**

Ms. Mammano would make best efforts to make connections between the Homeowner's Associations and the various districts. Several nominations had been received from the various Homeowner Associations, one of which was located in Imperial Point.

Mr. Fairchild advised he had visited the home of Dana and Pat McDonald from Imperial Point, who were very pleased and excited about accepting an award and had agreed to come to the Commission Meeting.

Ms. Gordon asked if there were before and after pictures for display; Ms. Damiano advised the pictures would be on display at the Commission Meeting.

Chair McTigue asked if the Board would like to select the Imperial Point house for April's Wow Award recipient. The Board unanimously voted to approve the selection.

- **New WOW presentation date and deadlines**

Ms. Damiano distributed a schedule with the new deadlines to each of the Board Members.

- **WOW note cards**

Ms. Damiano reported there had been a problem with the artwork and printing, therefore the cards had to be printed on plain white cards instead of blue. The new cards will be ready by the end of the week.

- **WOW web status**

- **Announcement sent to PIO for placement in City communications including civic association packet, Channel 78, etc. announcing new web form**
- **Press release to follow upon approval from PIO**

Ms. Damiano advised the web is now operational. This announcement was printed in the Home Owner Association's newsletter. Ms. Damiano received a call from one resident; however, the resident does not have web access. A form with an explanation and letter was sent to the resident. Ms. Damiano explained the limitations for web description of the homes listed on the Web to Mr. Paton.

Ms. Damiano would like to see a press release printed in a lifestyle section or home magazine, including channel 78, to generate potential nominations. Ms Mammano

would make best efforts to make connections between the Homeowners' Associations and the various districts. The deadline for new nominations is April 11, 2008 and is due 2 days after the next meeting.

Ms. Bindler advised the new sign and frame left at last month's homeowner was stolen approximately 2 weeks ago. Ms. Gordon stated she has one frame and sign; Chair McTigue has 2 frames and 3 signs. Chair McTigue agreed to get one sign to Mr. Fairchild or Ms. Mammano. Ms. Curry will bring her sign to the next meeting. Ms. Gordon was able to account for a total of six signs.

### **Annual Awards Ceremony**

#### **□ Status of plaque research**

Ms. Maloney had contacted Edco, Inc. and was quoted a price of approximately \$500 with no waiting period. Concepts in Bronze agreed to provide the plaques before the awards ceremony at the same price as last year, which was \$230, with the engraving of the plaques completed after the ceremony.

Ms. Damiano advised that since the total price is in excess of \$1,000.00, a quote from three vendors would be required. Ms. Damiano agreed to contact the third vendor on behalf of the Board.

Ms. Gordon stated the tour is on April 12, 2008 and the names will be known one week later. Only Ms. Damiano and her assistant will know the names of the winners for the plaques. The correct spelling of the names will be taken from the applications filled out by the homeowners.

The Board agreed they would like to have all the plaques completed before the awards ceremony for the next year.

**Motion** made by Mr. Stuart, seconded by Ms. Mammano, to purchase one plaque for use at the awards ceremony. In a voice vote, the motion passed unanimously.

#### **□ Phone Line Update**

Mr. Paton advised there were five calls requesting applications and advised the Board of the names of the homeowners requesting the applications.

#### **□ Updates from Committee Chairs**

- **Budget**
- **Sponsorship**

Mr. Stuart advised he has not yet seen a budget. Ms. Damiano stated that as a City Board, they must follow the procurement rules as set forth by the City. As a result, the venue must go out to bid and the Board must accept the lowest bid. Several options

were discussed for venue locations to acquire a bid that would include entertainment, drinks, food, etc. Mr. Stuart agreed to work with Ms. Damiano to ensure each bid equally represents the services being provided.

**Motion** made by Ms. Mammano and duly seconded, to request that Mr. Stuart obtain a bid from the St. Regis Hotel and the Hilton Hotel to host the awards ceremony.

Ms. Damiano stated that the City has a new policy that prohibits employees from being involved in fund raising efforts with companies that do business with the City. As a City employee, Ms. Damiano cannot write the letter or use City letterhead to solicit donations, take telephone calls, etc. All efforts to secure sponsorships must be completed by the Board.

The venue, catering, and like expenses would be paid from the trust account; the entire event must be paid by sponsorship dollars, with the CAB City account being used for invitation, plaques, and thank you letters. Ms. Damiano suggested the Board determine the funds necessary to secure from sponsors.

Ms. Damiano was able to supply the Board with the previous sponsorship list and suggested a telephone call would be more personable and may yield better results than a letter. Once contact is made with a potential sponsor, the Board member should contact Ms. Damiano to have their name taken off the list to avoid duplicate telephone calls.

Ms. Mammano asked if the City Attorney's Office could be contacted for instructions as to how the stationery for the Community Appearance Board can look. Thank you letters to the sponsors and an occasional letter may have to be sent, therefore, stationery may be required. Ms. Damiano suggested the Board Member also consult the handbook for Board procedures to address the issue of acquiring sponsorship dollars.

- **Applications**
  - **Applications received as of March 12, 2008**
  - **Phone list update**

The next cut off date for applications is on April 2, 2008. Invitations for the awards ceremony have not been printed yet as the date of the event has not been firmly determined. Ms. Damiano had mailed out over 1,200 applications; very few had been returned. A second mailing may be necessary to ensure enough applications are received. Mr. Castelli stated there were approximately 30 applicants last year.

The Board had committed to a minimum of 100 people at Laffing Matters for May 8, 2008. Chair McTigue advised that additional effort is needed to secure enough

sponsorships and applicants. An influx of applicants is expected by the end of the weekend.

- **Venue, Logistics**

Mr. Burpee, Ms. Gordon, Mr. Stuart, and Chair McTigue met with a representative of Laffing Matters to inspect the venue. An additional cost of \$150 would be required if a piano player is desired to play during the cocktail hour, on stage interlude music, work the lights, and take care of the technical aspects during the dinner.

Decorations were not discussed with the representative from Laffing Matters. There is a natural brick wall with a projection of the Laffing Matters logo onto it. Mr. Stuart suggested having a slide produced with the Fort Lauderdale Community Appearance Board name to be projected in its place. The Board discussed the seating of the applicants, sponsor, and dignitaries.

Ms. Gordon advised there is a garage at 200 Las Olas Place that may be available for event parking. Ms. Gordon had spoken with the management company of the garage and had received an e-mail informing her that an answer will be forthcoming with regard to using the garage for event parking. Ms. Damiano requested Ms. Gordon advise her of the parking situation as soon as the information becomes available.

The Board discussed the possibility of reconsidering the amount to charge for each ticket in an effort to bolster attendance, once the calls to the sponsors are completed and the dollars raised are tabulated. Ms. Damiano stated in the past, two mailings were necessary when tickets were at \$25 each, instead of \$50 as is the case this year.

Mr. Stuart advised the cut off date for the head count to Laffing Matter is 48 hours prior to the event. The Board agreed the event could go on the date as planned, assuming the Board puts for the effort needed.

Mr. Castelli advised the Board could also make nominations; he plans to nominate 6-10 developers to assure enough competition and to draw people to the event.

- **Awards**
- **Tour**
  - **Tour date – confirm**
  - **Research transportation**

The tour is scheduled for April 12, 2008. Ms Mammano reported the use of the Sun Trolley is again available for the same price charged last year. The Community Shuttle will also be explored as it is more comfortable, has air conditioning and can maneuver in area subdivisions more easily.

- **Invitations/Tickets**
  - **Determine invitation mail date**

Invitations to the event cannot be printed until all three bids for the venue have been received and the date is confirmed.

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

- **Name Badges**

Ms. Damiano advised that the name badges are available at a cost of \$6 each. They are metallic, have magnetic backs with the City logo and names of each of the Board members.

**Motion** made by Mr. Castelli, seconded by Chair McTigue, to have the name badges made with each of the Board Members names on them. In a voice vote, the motion passed unanimously.

#### **New Business**

Ms. Damiano asked the Board if there would be an August winner as there was no August meeting. The Board decided not to have an August winner; September winners are going to be at the September meeting. Ms. Damiano advised she would need the write up in July for the September winner.

#### **Adjournment**

With no further business to come before the Board, the meeting was adjourned at 6:59 p.m.

[Minutes prepared by H. Testa, Prototype, Inc.]