



**COMMUNITY APPEARANCE BOARD (CAB)
CITY COMMISSION CONFERENCE ROOM – EIGHTH FLOOR CITY HALL
100 NORTH ANDREWS AVENUE
FORT LAUDERDALE, FLORIDA
WEDNESDAY, JUNE 11, 2008 – 5:30 p.m.**

BOARD MEMBERS	ATTENDANCE	CUMULATIVE	
		1/08-12/08	
		Present	Absent
Ayisha Gordon (arrived 5:37)	P	5	1
Bess Gathers	P	4	2
Cathy Curry	P	6	0
Chip Burpee	A	4	2
Franci Bindler	P	6	0
Greg Stuart, Vice Chair	P	6	0
Jason Johnson	P	6	0
John Castelli, Chair	P	6	0
Joseph Camponella	A	3	1
Marilyn Mammano (arrived 5:37)	P	6	0
Patrick McTigue	P	6	0
Pearl Maloney (arrived 5:43)	P	6	0
Ron Fairchild	P	5	1
Ryan Paton	P	5	0

Staff Present

Monique Damiano, Staff Liaison, Public Works
Virginia Garcia, Administrative Assistant, City of Fort Lauderdale
Hilda Testa, Recording Secretary, Prototype, Inc.

Call to Order

- **Roll Call**

Chair Castelli called the meeting to order at 5:32 p.m. and a quorum was present. Ms. Damiano noted that Tom O'Loughlin is no longer a member of the Board.

- **Welcome new members and introductions**

Chair Castelli thanked the Board members and staff for their work over the previous year. He singled out Ms. Damiano for special recognition.

Chair Castelli also informed the Board he would like the meetings to follow correct parliamentary procedure more closely. He requested that Board members raise their hands and be acknowledged before speaking, and pointed out that this will aid Recording Secretary Testa in taking notes and will allow for more complete minutes of Board meetings in the future.

- **Approval of April 10, 2008 and May 11, 2008 meeting minutes**

Chair Castelli asked if minutes could be approved by consent agenda. It was explained that this term means the Board can remove items from the formal meeting agenda if no discussion is required for their approval; this procedure can also apply to reports, such as the upcoming Secretary's and Treasurer's Reports.

Chair Castelli noted that as drafted minutes are circulated by Ms. Damiano prior to Board meetings, the opportunity to point out items for correction has already been provided. Ms. Damiano stated she had obtained approval for the procedure of submitting drafts of the minutes to the Board prior to the meetings. She said this would be helpful in speeding up the meetings. She asked for clarification of the "consent" of consent agenda.

Chair Castelli said as minutes and reports are read prior to meetings, it will be asked if Board members consent to their approval. This constitutes a consent agenda.

Ms. Damiano then advised the Board that she had learned that if a Board member wishes a specific item to be included in the minutes, the phrase "for the record" should be used before raising the item.

Chair Castelli recognized at this time that Ms. Gordon and Ms. Mammano had joined the meeting (5:37 p.m.).

As there were no objections or corrections noted, the minutes of the April 11, 2008, and May 14, 2008 meetings were approved as distributed.

Liaison's Report

- **Publicity for self-nominations**

Ms. Damiano said she had sent out a reminder that photos should be submitted in the form of attached electronic files rather than embedded in an email, as embedded photos have poorer quality when enlarged, i.e. for a PowerPoint

presentation. It was suggested that saving embedded photos to the desktop and then retrieving them might be a solution.

- **Circulate sample of WOW winner folder**

Ms. Damiano addressed questions Board members had asked at previous meetings. She recalled that the process for choosing the WOW Awards and what the Board does for the City Commission had been discussed at the May 14, 2008 meeting, and now gave Board members a sample folder with a checklist delineating the Board's responsibilities and a notice of exactly how this is presented to the City Commission.

- **Notebook updates**

Ms. Damiano also said she needed to know, before submitting information for a City Commission meeting, whether the appropriate Board member will appear at that meeting with the winner from his/her District, or if another member will attend instead. She noted that Mr. Burpee could not attend with the May WOW winner, so Ms. Gordon will be there in his place, and Ms. Maloney and Ms. Curry will attend the June meeting.

She also asked if notebook updates such as these were helpful to the Board members, as she didn't want to bring them unnecessary information. There was general assent that the updates were helpful.

- **Minutes recording**

Ms. Damiano called the Board's attention to minutes from previous meetings included in the packets she had handed out, including special meetings such as tours. She informed the Board that minutes of special meetings of this nature did not require Board approval, but were included as part of the record. She also pointed out the inclusion of the draft letter acknowledging nomination for the WOW Award, along with a draft letter to the City Manager thanking staff for their assistance with the CAB event.

Chair Castelli noted for the record that Ms. Maloney joined the meeting at this time (5:43 p.m.).

- **Board member recruitment**

Ms. Damiano drew the Board's attention to an article she had drafted for the Civic Association Newsletter, recruiting members for the empty Board seats. This letter was included in the packet.

Finally, Ms. Damiano drew the Board's attention to a press release included in the packet she had provided announcing the CAB winners. She noted that she had been told *Go RiverWalk* would run the press release in its next issue.

Photos of the winners are available on a disc, she said. It was discussed that photos on discs could be displayed on a laptop at the July meeting.

It was asked if photos would be available on the website, and suggested that perhaps only photos of winners accepting their awards were considered appropriate for inclusion. Ms. Damiano said she would check with PIO to find out if winners' photos could be added, noting permission should be obtained from the winners by email.

Chairperson's Report

- **Sunshine Law**

Chair Castelli said the Board needed to comply with the Sunshine Law when replying to emails. He clarified this by saying when Ms. Damiano sent an email to all Board members, each member could only reply to her, not to "all."

Ms. Damiano said she had asked the City Attorney's office to give the Board an overview of this rule, but if anyone other than the Chair and the Liaison attended such a meeting, it was considered public. Because Ms. Damiano had raised the question, the City Attorney's office was now considering holding a more in-depth workshop addressing the issue.

Ms. Damiano suggested instead that if any Board member knew someone in a professional capacity who would be willing to speak to the Board on this issue on a volunteer basis, it would help clarify the issue. She asked any Board members who would like the rest of the Board to see their responses to address their reply to her with that request, and she would send it out on their behalf. She allowed that this was a complicated issue and reiterated that a presentation to the Board would be the best solution.

Chair Castelli said he would accompany Ms. Damiano to the City Attorney's office for more information on the rule.

Ms. Bindler asked why this issue would violate the Sunshine Law. Chair Castelli said this was because it was considered non-transparent communication, and as a City Board, they were subject to City regulations.

Treasurer's Report

Mr. McTigue, elected as Treasurer at the previous meeting, let the Board know that he had been asked to serve on another Board and must resign his membership to this one. He said he had enjoyed his experiences with the Community Appearance Board, and thanked all members for their service while he was Chair. He will serve on the Planning and Zoning Board in the future.

Chair Castelli asked that the record reflect the Board's appreciation to Mr. McTigue for his years of service to the community.

Chair Castelli then opened the floor to discussion and nomination of a new Treasurer.

Motion made by Ms. Bindler, seconded by Vice Chair Stuart, to nominate Ms. Mammano for Treasurer. Seeing no further nominations, Chair Castelli closed the nomination process. In a voice vote, Ms. Mammano was unanimously elected Treasurer.

- **Account balances**

Ms. Damiano said she was finishing her budget spreadsheet and would ask the Public Information Department to check it against their own. It was noted that all figures cited were approximations. What she saw as currently in Board accounts, she said, is as follows:

- \$13,077.28 in the subsidiary account.
- Deposits of \$1500, \$7585, and \$2760 made to this account. Ms. Damiano said she had received the check from Sterling Bank discussed in the May 14, 2008 meeting, as well as the outstanding check from Moss & Associates.
- Expenditures, including sponsor awards and the two additional plaques, of approximately \$10,762.30.
- The trust account balance includes funds from the beginning of the year (\$2267.20), and is approximately \$2314.98.

Chair Castelli noted the discrepancy between expenditures cited at the May 14, 2008 meeting, and requested a full report of expenses.

Ms. Damiano said a full report was forthcoming once the Public Information Department had checked her figures against theirs. While her figures do not show the Board's account as having a negative balance, she noted for the record that "it is not an absolute" [that the balance is not negative].

- **Outstanding event expenditures**

Ms. Damiano reported that P.I.O. and IT had been "struggling" to secure payment for the computer technician who had assisted with the CAB event. The issue, she said, was that as a City employee doing City work, he would work at his hourly rate per IRS regulations. At the event, however, he had committed to an hourly rate as a contractor doing part-time work. Ms. Damiano stated PIO was in the process of including all information in a memo and requesting approval, as he was not employed in a City capacity at the event.

She reported that as of Monday, June 12, Laffing Matterz had received their check.

Going forward, she said, any expenses pertaining to the event, including plaques and sponsor awards, must be submitted at one time. Ms. Damiano said she would ask for further clarification of this policy from the Public Information Department as she was not sure whether the rule applied to the recent CAB event alone or if it meant to include the rest of the year, and as it concerned funds raised by the Board. She noted that only two invoices from the event were outstanding at this time, including the plaque provider, and when these were submitted, the Board would ask for transfer of funds.

Ms. Gordon asked if this pertained to the issue of the Board's obtaining its own City checking account. Ms. Damiano stated that the "bottom line" of the issue was the money coming from a subsidiary account, all of which was being transferred at one time. Ms. Gordon said she was "disturbed" that the Board had raised all the money in question to comply with the City's desire to be "hands-off," yet the City was currently dictating the manner in which the funds could be spent.

Ms. Gordon stated she planned to follow up by emailing the Public Information Department noting that plaques needed to be provided for next month's meeting. Ms. Damiano asked that this correspondence go through her as the Board's Liaison.

Ms. Mammano said she was waiting for a W-9 form from Quick Signs, which they are to fill out and return. Ms. Damiano clarified that Ms. Mammano herself was the person to be paid, as it would be reimbursement from the City for her payment to Quick Signs. Ms. Mammano said she would return the form properly as soon as possible.

Secretary's Report

- **WOW self-nomination entries and management process**

Mr. Paton said the Board had received no new nominations.

- **Auto reply for web form**

Ms. Mammano, who had worked with Mr. Paton in designing the Board's stationery, presented the design to the Board. She described it as containing the City's logo with the words "Community Appearance Board" beneath it, followed by the names of the Board members. Her concern was that an address was needed for the letterhead. Ms. Damiano offered the use of her address.

Ms. Mammano also suggested including the web page address. Ms. Damiano said if she received the stationery as presented, she would make minor adjustments to the design.

Chair Castelli asked how Board members could access the stationery. Ms. Mammano stated that only the Secretary should have the template for the stationery; if a letter needed to be written, it should be sent in draft or MS Word form to the secretary, who would affix it to the template and send it to the appropriate Board member for signature and mailing.

Mr. McTigue asked if there was any conflict of interest in using the City's logo when the Board was soliciting funds. Ms. Damiano said she needed to clarify whether the City logo could be used, and volunteered to adjust the proposed design if necessary.

WOW Awards

- **Vote on July WOW nomination**
 - **July WOW winner deadline is now June 23, 2008**

Ms. Curry pointed out a nomination that came in for her District (District 3) at the time of the last meeting. This District is due to come up again in October.

Chair Castelli asked that the Board go over the WOW Award schedule as it carries through the rest of 2008. There will be no August award. At this time some discussion followed as to the possibility of Mr. Paton representing District 1 in September, to which Chair Castelli noted it had been previously agreed that District 1 would be skipped. Ms. Damiano suggested that the Board adopt Mr. Paton's suggestion to make sure no Districts were omitted and "start over" with District 1 in September.

Ms. Gordon recommended that at the July City Commission meeting, which would feature presentations recognizing May and June winners, the September meeting could feature presentations for District 1 and 2 winners. Chair Castelli noted that he needed a motion regarding this change.

Motion made by Ms. Gordon, seconded by Ms. Curry, that Districts 1 and 2 be recognized at the September City Commission meeting. In a voice vote, the motion passed unanimously.

Chair Castelli asked that the members identify their current Districts. In the process it was discovered that no member is currently assigned to District 2. To clarify the procedure by which districts and members are affiliated, Ms. Damiano recalled that at one point the members had chosen to "rotate through" so each member selected a WOW Award for a different District. The breakdown was as follows:

- District 1: Mr. Paton (August)
- District 2: Mr. Johnson (September)
- District 3: Ms. Gordon, Ms. Curry, and Ms. Gathers (October)
- District 4: Mr. Paton and Mr. Fairchild (November)
- District 1: Ms. Bindler and Mr. Stuart (December)

This closes out the current year.

Ms. Damiano offered to make a new sheet with these assignments, and noted she would periodically review the WOW Award process with the Board.

Mr. Johnson said the self-nomination he had received for the July WOW Award, to be presented at the City Commission meeting on July 15, 2008, was for 1325 Mandarin Isle.

Ms. Damiano pointed out that the picture representing this property was printed from an embedded photo and “doesn’t do [it] justice.” Ms. Gordon said she would bring the photos in question to Ms. Damiano’s office, but Ms. Damiano noted that she could not use a hard copy. Ms. Gordon said she would take new photos and send them to Ms. Damiano before the end of the week (Friday, June 13, 2008). Ms. Damiano reiterated that this was the reason she had sent out a reminder asking that submitted photos be sent as attachments in the future. She said the PowerPoint slide could easily be changed on Channel 78, but did not know if she could get it to the City Clerk’s office by the end of the week to meet the deadline for presentation if the photos were not received right away.

Ms. Mammano asked if the photo of the property in question, photographed as it is visible from the river, means it meets the award requirement that it be “visible from Right-of-Way.” She noted that this was not intended to imply disagreement with the selection of the property. Chair Castelli said he could not imagine the property was not a “WOW” candidate from either view, although he said he had not seen the house from the street.

- **Quarterly WOW Award for Commercial Buildings**

Chair Castelli opened the floor to discussion of a proposed quarterly WOW Award for commercial buildings. He stated that a good way to enhance the Board’s “reason for existence” might be to give some attention to the commercial properties in the areas.

Ms. Mammano approved of the idea but asked what the criteria for this award might be. It was also asked if the Board was to go out searching for appropriate buildings.

Chair Castelli said one possibility was that a couple of different Board members would look each quarter at some of the more “eye-catching” commercial buildings, including schools, redecorated offices, and the like. He noted that size would not be a consideration – the only intended criterion would be that the award went to a commercial property.

Ms. Mammano pointed out that properties that had been nominated for WOW Awards in the past, but had not won, might be revisited for this award. Chair Castelli agreed and said he could bring a disc with some older photos on it to look at previous nominees again.

Motion made by Ms. Gordon, seconded by Ms. Mammano, to create a quarterly WOW Award for commercial buildings. In a voice vote, the motion carried unanimously.

Chair Castelli amended this motion to apply to all non-residential buildings.

- **New WOW Award Sponsors**

Mr. McTigue said the current WOW sponsorship extended through December 2008 and the Board should attempt to find a new sponsor. Home Depot was offered as a possibility; Ms. Mammano, however, pointed out that the business only gave contributions through their corporate office and could not provide a sponsorship on the local level.

Chair Castelli recommended finding a local merchant as sponsor, who could give a gift certificate as part of the award. He noted that some sponsors had decreased the amount of their gift certificates significantly. Some discussion followed, focusing on the possibility of using sponsorship money instead to purchase a gift certificate at a higher cash amount from Home Depot, Pier 1 Imports, or a like business.

It was also noted that sponsorship money could pay for new signs that bear the sponsor's name.

Annual Event

- **Status of post-event tasks**
 - **Sponsor recognition – status**

Ms. Damiano informed the Board that she had received all forms from the vendors, noting that this was accomplished with the help of some Board members. She recognized the Furstein residence as the sole remaining exception.

- **Thank you letters**

The letter drafted to thank City staff for their assistance with the previous month's CAB event was included in the packet provided to members by Ms. Damiano.

- **Plaques**

Ms. Damiano requested approval of the purchase of one or two additional plaques, as the vendor had not noticed her email regarding the “Property of the Year” winner, and she only has one plaque in her office as a sample. She stated she could use the sample plaque for one event, or order two more plaques and keep the sample in her office for future reference.

Motion by Ms. Mammano, seconded by Ms. Bindler, that two plaques be purchased. In a voice vote, the motion carried unanimously.

Other Matters of Interest or Concern

Chair Castelli said he had discussed with other members the need to create committees that would begin moving the Board forward to the annual event. He felt this would make the awards more equitable. In order to properly redo some aspects of the awards ceremony, he said, it was best to start now.

Chair Castelli said City approval was necessary for these subcommittees, but he saw no reason why they would not allow them, as the City Commission itself had subcommittees. He said the creation of these groups also moved meetings along and kept them down to roughly one hour.

- **Annual Event Sub-Committee**

Chair Castelli said this group would begin planning for the next annual event, including format, venue, and other considerations.

- **Nomination Categories Committee**

This committee would revisit the nomination categories to make them more fair by ensuring that properties compete against like properties.

- **Sponsorship Committee**

Chair Castelli said this committee could start immediately to seek next year’s sponsors.

- **Leadership Conference Committee**

This committee, which Chair Castelli suggested would consist of himself, Mr. Fairchild, Ms. Mammano, and Mr. Stuart could meet with Board approval outside the regular Board meetings and report their findings at the monthly meetings.

- **Additional Sub-Committee suggestions**

Chair Castelli said Board members were welcome to propose other committees they might feel necessary.

Motion by Ms. Mammano, and duly seconded, that the Board establish committees as recommended by the Chair so they could then move forward and ask for volunteers. In a voice vote, the motion carried unanimously.

Volunteers for the subcommittees were as follows:

- Annual Event Sub-committee: Ms. Maloney, Ms. Bindler, Ms. Gordon, Chair Castelli
- Nomination Categories Committee: Ms. Mammano, Mr. Fairchild, Mr Johnson
- Sponsorship Committee: Chair Castelli, Ms. Curry, Mr. Stuart, Ms. Gordon
- Leadership Conference Committee: as noted above

Chair Castelli said the subcommittees could choose chairs among themselves. Their development would be taken up at the next City Commission meeting and their answer would be available at the next Board meeting.

New Business

Ms. Garcia reiterated that she would serve as Liaison on a part-time basis while Ms. Damiano is in school.

It was noted that the Board had yet to vote on the July WOW Award. The “before and after” photo showing 1207 SW 21st Street was selected.

Adjourn

There being no further business to bring before the Board, the meeting was adjourned by Chair Castelli at 6:45 p.m.