



**COMMUNITY APPEARANCE BOARD (CAB)
CITY COMMISSION CONFERENCE ROOM – EIGHTH FLOOR CITY HALL
100 NORTH ANDREWS AVENUE
FORT LAUDERDALE, FLORIDA
WEDNESDAY, SEPTEMBER 10, 2008 – 5:30 P.M.**

BOARD MEMBERS	ATTENDANCE	CUMULATIVE	
		1/08-12/08	
		Present	Absent
Ayisha Gordon	P	7	1
Bess Gathers	P	6	1
Cathy Curry	P	8	0
Chip Burpee	P	6	2
Franci Bindler	A	7	1
Greg Stuart, Vice Chair	A	6	2
Jason Johnson	A	7	1
John Castelli, Chair	P	8	0
Marilyn Mammano	P	8	0
Pearl Maloney	A	6	2
Ron Fairchild	P	7	1
Ryan Paton	P	7	0
Peter Coetzee (arrived 5:43)	P	1	0
Garry Smyth	A	0	1

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 5:39 p.m., and a quorum was present.

- **Welcome new members and introductions**

Chair Castelli advised he would introduce the Board's two new members, Garry Smyth and Randall Vitale, at the October 2008 meeting, which will be Mr. Vitale's first official meeting with the Board.

- **Approval of minutes from July 9, 2008 meeting**

Chair Castelli requested a motion to approve the July 9, 2008 meeting minutes. **Motion** by Ms. Mammano, seconded by Ms. Curry. In a voice vote, the motion carried unanimously.

Chairperson's Report

- **Board to vote on proposed changes to the annual event awards categories**

Chair Castelli noted that a Special Events meeting of the Board had been held regarding changes to the Annual Event Awards categories. As Ms. Mammano had taken notes at this meeting, Chair Castelli asked that she present them to the Board at large.

The following are the proposed changes that arose from that discussion:

1. Landscape – this will now be a single category without distinction between new and renovated landscaping. However, the Board will distinguish between commercial and residential landscaping, giving one award in each category for a total of two.

Mr. Coetzee joined the meeting at this time (5:43 p.m.).

2. Special Projects – this is a former category the Board has chosen to reintroduce. It will include items that do not fit easily into other categories, such as affordable housing projects or multi-use buildings. Three awards will be given in this category, for first, second, and third place. Chair Castelli added that if no properties meet the newly established point total criteria for this category, the Board may choose not to give this award.
3. Municipal Parks & Recreation – all parks and municipal facilities were grouped together in this category, without distinction between new or renovated properties. Properties for consideration may include fire stations, medians, and other municipal projects. This category will have multiple awards with a great deal of flexibility, Ms. Mammano explained; this could mean one to three awards will be given in this category.
4. Institutional – this category will distinguish between newly constructed and renovated properties, and a single award will be

- given for each. It will include facilities such as hospitals and charitable projects (Ronald McDonald House, for example).
5. Commercial High-Rise and Low-Rise – this category will also distinguish between new construction and renovation, with a single award in each category (high- and low-rise properties, new construction and renovation), which means four awards can be given altogether.
 6. Retail – this category will also distinguish between new construction and renovation, for a total of two awards. Shops, malls, and dealerships will fall into this category.
 7. Multi-Family Residential – this category will also distinguish between new construction and renovation, with a single award for each. High-rise properties are defined as those with 11 or more stories, mid-rise (lofts, for example) with five to ten stories, and town homes with up to four stories. There can be an award in each of these categories, which means six potential awards.
 8. Single-Family Homes – these will be divided into the following categories, with new construction and renovation awards in each: up to 1500 sq. ft., 1501-3000 sq. ft., and 3000+ sq. ft. Square footage is used as a determining factor in lieu of price.
 9. This will result in a minimum of 24 and a maximum of 28 awards in this category, assuming all awards meet the appropriate point criteria of 3.5 points.

Chair Castelli thanked Ms. Mammano for presenting these categories. He also thanked Mr. Coetzee, Ms. Gordon, Mr. Johnson, and Vice Chair Stuart for attending the Special Events meeting and offering their input.

Ms. Damiano asked if awards in all categories will be broken down into first, second, and third place, or if all awards will be of equal value. Ms. Mammano stated that awards will be given to the highest three scores as first, second, and third places. Chair Castelli explained that this was to help equalize properties that are difficult to compare, such as a fire station, a median design, and a sculpture that could potentially fall into the same category.

Ms. Damiano also asked if write-ups will be taken into consideration in the single-family home category, to establish some parity between homes from very different neighborhoods. Chair Castelli pointed out that neighborhood compatibility will be a determining factor in this case. He noted that the Special Events committee had struggled with some of the categories, such as the necessity of grouping all townhouses together.

Motion by Ms. Mammano to adopt these new categories for Board use, beginning with applications received in 2009. The motion, seconded by Mr. Coetzee, carried unanimously.

- **Request report from board members regarding progress for a venue for annual event; Annual Event discussion**

Chair Castelli asked if any Board members had suggestions for a venue for the next Annual Event. Ms. Mammano recommended that they return to Laffing Matterz, as she felt the Board and participants had “a successful evening.”

Chair Castelli felt that with sufficient notice, the staff of Laffing Matterz could develop a program intended specifically for the CAB Event. He added that they could also request that the staff ensure no potentially objectionable material was included in the program of a City event.

Ms. Damiano reminded the Board that three quotes for the costs of three venues should be submitted prior to making a formal selection. In previous years, there had been issues because the three bids presented were for three very different venues.

Ms. Mammano asked if the Board was required to accept the venue that offered the lowest quote. Chair Castelli did not feel this was the case, as the Board would be using its own funds; however, Ms. Damiano advised that the Board is required to follow City Purchasing and Procurement Guidelines, which means accepting the lowest bid.

Chair Castelli requested a motion that the 2009 Annual Event be held at Laffing Matterz. It was noted that holding the Event at the same location might make fundraising easier, and might persuade some of the 2008 attendees who had enjoyed themselves to attend the 2009 Event as well.

The seating capacity for Laffing Matterz is 175, it was noted, and 124 people had attended the 2008 Event. The Board had needed to guarantee 100 attendees to secure the venue.

The **motion**, moved by Ms. Gordon and seconded by Mr. Fairchild, carried unanimously.

Ms. Damiano reminded Chair Castelli that two other locations would need to be listed on the bid form for the venue. Chair Castelli advised that Vice Chair Stuart would assume this responsibility.

Treasurer's Report

- **Budget report**

Ms. Mammano thanked Ms. Damiano and Ms. Garcia for meeting with her to discuss budgeting and financial issues. She had prepared some information for the Board regarding financial structure.

The Board has two active accounts with the City, Ms. Mammano reported. One of these is the CAB's checking account, into which the City deposits \$4000 on October 1 of each year (or a different amount, were there to be a different allocation). Prior to this, any balance remaining in the account from the previous year's allocation is removed by the City on September 30 and returned to the General Fund. This means the Board should strive to spend its allocated funds before September 30, including any funds that have been transferred to the checking account from the Board's second account. No money is allowed to "roll over" from one fiscal year to the next.

The second account, Ms. Mammano continued, is the Board's savings account, into which any sponsorship money (from fundraising or ticket sales) or cash donation is deposited. The Board should attempt to keep sufficient funds in this account to transfer them as needed to the checking account in order to cover expenses. All gift certificates, donations, or in-kind contributions other than cash, such as signs or plaques, are neither recorded nor included under any account, and are therefore under no constraints.

In addition to the annual allocation, the City covers Board expenses for recording services, postage, labeling for mailings, and WOW Award certificates, Ms. Mammano continued. The Board is not required to pay for any of these items.

As of July 23, 2008, the savings account held a balance of \$1,284, while the checking account held a balance of \$0, which is ideal, Ms. Mammano said. On October 1, 2008, the checking account will receive its annual allocation of \$4000. This money is allocated for specific items, such as supplies and rentals; however, these are "placeholder" expenses for the budget, rather than actual expenses.

The allocated money can be spent on any appropriate expenses related to the WOW Awards or the Annual Event.

When money is raised through sponsorships or ticket sales, Ms. Mammano stated, it is deposited directly into the savings account. However, once the initial \$4000 in the checking account is spent, money from the savings account must be transferred into the checking account to prevent overdrafts. This has presented a problem in the past, she noted, as the City prefers not to transfer "multiple small amounts." Larger chunks of money than are needed must be transferred to checking, rather than each individual sum.

The City will not cut a check from the Board's checking account, Ms. Mammano went on, unless the full amount of the invoice is in checking at the time the

invoice is received. If the checking account is empty, the entire balance of the savings account is moved into checking to cover the invoice. This can present a problem, she advised, describing the issue that would arise if, for example, \$6000 was needed as a deposit to the Annual Event venue, but the two accounts together did not add up to this sum and therefore could not cover it.

This is one reason the Board had requested authority to have its own checking account separate from the City account, Ms. Mammano said. It is impossible for the Board to have a large total amount of this nature in either account prior to the event. This is the case due to two reasons:

- Fundraising does not begin until a venue has been selected;
- The majority of the ticket charges are received “at the gate” of the venue on the night of the event itself.

One option would be to begin fundraising for the 2009 Annual Event right away, Ms. Mammano said, in hopes of raising the full amount and getting it into the savings account before the venue’s deposit is due. Another solution would be to request that the City amend its position and cover the Board’s expenses, in anticipation of fundraising and ticket sales and toward a successful event.

Another solution would be for the City to allow the Board to open its own checking account, as previously discussed. Yet another solution might be for the Board to cover event-related expenses with personal funds (i.e. credit cards, personal checks) and submit forms for reimbursement as vendors when the funds are available. Ms. Mammano allowed that this last suggestion, however, is not ideal, as it could have tax consequences: reimbursement as a vendor was treated as personal income, according to the tax code.

Ms. Mammano noted for the record that the Board also has an inactive account, formerly used specifically for WOW Awards. There are no funds in this account, she said.

Ms. Damiano advised that in the future, the City’s system of establishing accounts would become less difficult to deal with, although it might present the challenges discussed above through fiscal 2009. Ticket sales, she said, could end up being a “cushion” for the Board’s account next year, as these funds cannot be spent in advance of the event as they are not received before the event itself. She noted that the best plan would be for the Board to build a budget for itself this year.

The situation is being addressed with City Finance and City Attorney’s Office, she added, as this same difficulty will face the Centennial Committee in advance of their planned events, and the above plan was developed to deal with the issue.

Chair Castelli affirmed that in any case, the Board should begin its fundraising plans right away, beginning with letters to prospective sponsors.

Chair Castelli requested a motion to approve the Treasurer's Report. **Motion** by Ms. Gordon, seconded by Mr. Fairchild; in a voice vote, the motion carried unanimously.

Secretary's Report

- **Auto reply message for the WOW self-nomination form on the web**

Mr. Paton distributed photos of a new property in District 3 for consideration for the October WOW Award. It was noted that Ms. Gordon is in charge of District 3, while Mr. Paton and Mr. Fairchild share responsibility for District 4.

Chair Castelli asked if copies were available of the letters sent to sponsors in previous years. Ms. Damiano replied that only a relatively old letter was available as a prototype.

Chair Castelli requested that Mr. Burpee write a new set of sponsorship letters to send out in early 2009. Mr. Burpee agreed that he would assume this responsibility.

Ms. Damiano had supplied a list of previous sponsors over the years, Chair Castelli continued, which would serve as a starting point for the sponsorship recruitment process. He added that a special meeting would be held later in the year to specifically discuss whom to contact as potential sponsors and how to best reach them.

The plan of action, he said, would be to send out the letters, then follow up with a call from a Board member.

Chair Castelli praised Ms. Damiano for her assistance and diligence last year in helping the Board get organized in advance of the Annual Event. He felt it left them in a good position going forward to the 2009 Event.

Ms. Damiano advised that the City Commission may ask to preview the Board's list of potential sponsors for the 2009 Annual Event, although it had not yet been clarified that this would take place.

Ms. Mammano asked if automatic responses were being sent when self-nomination emails were received. Mr. Paton stated that he called these individuals instead of using auto replies. No auto reply system has been implemented for this purpose yet.

Ms. Mammano noted that she had written a prospective auto reply for this purpose, and offered to send it to Mr. Paton. Chair Castelli advised that she send this to Ms. Garcia instead, to ensure that there was no question of the Board's compliance with the Sunshine Law.

Chair Castelli added that Mr. Paton's policy of calling the individuals who self-nominated was an excellent idea as well.

Liaison's Report

- **Notebook updates**

Ms. Garcia distributed the minutes of the Board's Special Meeting and the most recent update of the WOW Award rotation schedule. She also included a copy of the HOA's posted award winner and an updated list of Board members and their contact information (including new members).

She distributed a copy of the Liaison's responsibilities as well, noting that any responsibilities in addition to these would require the City Manager's approval.

Ms. Garcia thanked Ms. Damiano for her training and support as Ms. Garcia prepared to assume the Liaison's job. This is Ms. Damiano's final meeting with the Board in an official capacity.

- **New letterhead**

Ms. Damiano presented the CAB letterhead, explaining that she had worked with the Public Information Office and had taken into consideration comments from the last Board meeting regarding the design. She noted that the Liaison would maintain the logo, adding or changing members' names as necessary to ensure consistency.

She advised that the letterhead could be photocopied and text printed onto it, or text could be written directly onto the letterhead. Included with a copy of the letterhead was a sample letter; any letters needing a second page, she pointed out, would print onto blank paper.

Ms. Damiano provided a page of specs to set up the letterhead in Word, and offered to set up the document in Word and send it to the Board as a template if that was preferred. Her main concern, she said, was for consistency of the letterhead and ease in setting it up.

The Board should maintain a copy of all letters sent out, she noted, and must provide the Liaison's office with a copy as well, as a matter of public record. She provided a copy of the documents on disk for all Board officers.

Motion by Mr. Coetzee, seconded by Mr. Fairchild, to approve the letterhead for Board use. Chair Castelli proposed amending the motion to reduce the typeface on the Board members' names. In a voice vote, the motion carried unanimously.

Ms. Damiano clarified that in the event of a change in Board membership, the Liaison would email an amended letterhead to the Secretary.

WOW Awards

Ms. Garcia advised that August was the last month in which a gift certificate was on hand in the amount of \$75. Going forward, she said, her six remaining gift certificates were for \$50 each.

Mr. Paton expressed concern that sponsorships were difficult to obtain in recent times, as contributions were not considered charitable when a company donated them to a City Advisory Board. It was also noted that nationwide companies were often restricted in the criteria under which they were allowed to donate gift certificates.

Ms. Damiano suggested that perhaps a scholarship fund could be developed to benefit an Urban Planning & Design student. Mr. Paton recommended that contributions to parks and other community areas could be an alternative as well. He felt there were many opportunities of this nature that the Board could take advantage of in addition to presenting awards.

Chair Castelli requested that this discussion be added to the agenda for the Board's October meeting.

- **Vote on September and October WOW Nominations**

There were presently no nominees for the September WOW Award, which was to be a District 2 property, Chair Castelli noted. The property that Mr. Johnson had approached as a prospective winner had won in 2005.

As a nominee was available for the October award, Chair Castelli recommended that the Board proceed with a vote on that District's nominees.

He added that Board members responsible for properties in their assigned Districts should be prepared to meet these responsibilities.

Ms. Gordon presented photos of a home nominated for the October award, and read a write-up provided by the homeowner, to be rewritten if the property was selected. The home had been constructed on a lot previously used as an illegal public dumping ground and was specifically designed with the intention that the shape of the home relate to the shape of the lot. The house was completed in 2008.

Motion to approve this property for the October WOW Award was made by Ms. Mammano and seconded by Ms. Gathers. In a voice vote, the motion carried unanimously.

A “before” picture for this property might not be applicable, Ms. Gordon noted, as the property was built on a previously empty lot. Chair Castelli clarified that the only case in which a “before” photo was required was when a renovation was given an award at the Annual Event.

- **Deadline for next WOW Award is October 15, 2008**

Other Matters of Interest or Concern

Chair Castelli asked if signs were available for the WOW Award winners. Ms. Gordon stated that she had one sign from the previous District 3 winner. The status of the remaining 5 signs was not known, as no other Board members had signs. Ms. Gordon offered to pass her sign along to Mr. Paton.

Ms. Mammano recommended that discussion of the signs be added to the agenda for the next Board meeting.

Discussion Before Adjournment

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

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