



City of Fort Lauderdale

**COMMUNITY APPEARANCE BOARD
CITY COMMISSION CONFERENCE ROOM – 8TH FLOOR CITY HALL
100 NORTH ANDREWS AVENUE
FORT LAUDERDALE, FLORIDA
WEDNESDAY, OCTOBER 8, 2008 – 5:30 P.M.**

| BOARD MEMBERS | ATTENDANCE | CUMULATIVE | |
|---------------------------|-------------------|-----------------------|----------------------|
| | | 1/08-12/08 | |
| | | <u>Present</u> | <u>Absent</u> |
| Ayisha Gordon (arr. 5:49) | P | 8 | 1 |
| Bess Gathers | P | 7 | 1 |
| Cathy Curry | P | 9 | 0 |
| Chip Burpee | A | 6 | 3 |
| Franci Bindler | P | 8 | 1 |
| Greg Stuart, Vice Chair | P | 7 | 2 |
| Jason Johnson | P | 8 | 1 |
| John Castelli, Chair | P | 9 | 0 |
| Marilyn Mammano | P | 9 | 0 |
| Pearl Maloney (arr. 5:42) | P | 7 | 2 |
| Ron Fairchild | P | 8 | 1 |
| Ryan Paton | P | 8 | 0 |
| Peter Coetzee | A | 1 | 1 |
| Randall Vitale | P | 1 | 0 |

Staff

Virginia Garcia, Staff Liaison, Public Works
Hilda Testa, Recording Secretary, Prototype, Inc.

Call to Order

Chair Castelli called the meeting to order at 5:31 p.m

- **Welcome new members and introductions if applicable**

Chair Castelli requested that new member Randall Vitale introduce himself to the Board. Mr. Vitale stated he was born in South Florida and has lived in Fort Lauderdale for nine years, and is involved with Leadership Broward, among other community services.

At the request of Chair Castelli, the following item was taken out of order on the agenda.

- **Guest Speaker Introduction – Charter Amendment, November 4, 2008 ballot**

Ms. Garcia introduced John Herbst, City Auditor, who spoke regarding the Charter Amendment that will be included on the November 4, 2008 ballot.

Mr. Herbst explained that some years ago, the City's Charter was amended to create the position of Independent City Auditor. He continued that there are currently four Charter officers: City Manager, City Auditor, City Clerk, and City Attorney. These four individuals report directly to the City Commission. Under a City Manager form of government, he said, all City Staff report to, and through, the City Manager, with the exception of specific positions such as Assistant City Attorney, for example.

The proposed Amendment that will be on the upcoming ballot is a change in the Charter that will clarify which Staff report to the City Clerk and City Auditor. These Staff members currently report to the City Manager under the existing structure, which, Mr. Herbst pointed out, is not compliant with the independent nature of the City Auditor's position, as it removes the Auditor's authority to manage his own Staff. He also described this as inconsistent with the treatment of the City Manager's Staff, as well as the City Attorney's Office. The proposed Amendment is an attempt to restore consistency.

The Amendment has appeared before the City Charter Review Board, which has recommended it, Mr. Herbst explained. The Amendment would not affect incumbent employees, but would go forth on a prospective basis. It is also not meant to reflect any difficulties between the City Auditor's Office and the current City Administration, Mr. Herbst noted, as these two groups work well together; he felt it was more indicative of the intent of the original Charter change that called for an Independent Auditor.

Mr. Herbst provided fliers on the proposed Amendment for the Board, and asked if he could answer any questions on the subject.

Ms. Mammano asked if the Auditor's Office produces an annual report. Mr. Herbst said the Auditor's Office produces an annual work plan, which lays out what audits are planned for the fiscal year, as well as an annual report that summarizes the projects undertaken during the year, including audit reports, special reports, and research projects. He added that all reports from his Office are available to the public on the City's website.

Vice Chair Stuart asked how many persons are on the City Auditor's Staff, and whether a redundancy among City employees might result from a Charter change, such as creation of a new level of bureaucracy.

Mr. Herbst explained that his Staff of four consists of three audit professionals and one administrative assistant. With regard to a potential redundancy, he pointed out that no additional positions would be created. Instead, the existing Staff is made exempt from the current personnel and civil service guidelines governing City employees, and will be considered to be "at will" employees. Their job descriptions do not necessarily match the civil service descriptions of an Auditor's job, he said.

Mr. Herbst noted that the City Auditor's Office will continue to use the City's Human Resources Department for advertising and recruitment concerns; however, the final authority for any changes would be left to the City Auditor's Office, rather than requiring a City Manager's signature for approval.

He added that his administrative assistant, for example, would remain in the City's personnel system, as her position fits within the civil service requirements. The auditors, however, have jobs more comparable to those found in the private sector, where at-will employment is the norm.

Vice Chair Stuart requested clarification as to whether the City Auditor's Office prepared and submitted its own annual budget to the City Commission, or if the City Manager's Office held this responsibility. Mr. Herbst replied that his office submitted a budget to the City Manager, who then presented it to the City Commission. He noted that the City Manager does not "weigh in" on the budgets submitted by other Charter offices, but includes them intact in his presentation to the City Commission.

Chair Castelli thanked Mr. Herbst for his presentation to the Board.

- **Roll Call**

.Roll was called and a quorum was present.

- **Approval of Minutes from September 10, 2008 meeting**

Motion made by Ms. Mammano, seconded by Vice Chair Stuart, to approve the September 10, 2008 meeting minutes, with the following amendment(s):

- p.6: Change "the situation has been addressed" to "the situation is being addressed."

In a voice vote, the motion carried unanimously.

Ms. Maloney joined the meeting at this time (5:42 p.m.).

Chairperson's Report

Chair Castelli informed the Board that he had asked Ms. Garcia to email members before each meeting so the members could respond as to whether they could attend. This was to ensure that a quorum would be present, he explained. He asked that all members respond to these emails prior to scheduled meetings and advise whether they will or will not be able to attend.

He then moved on to address an email by a City resident who had asserted there were architectural similarities between her home, which had received a WOW Award in 2005, and another residence, which had won a more recent WOW Award. The Board agreed that the similarities were not sufficient to rescind or question the award. Mr. Paton stated he would respond on behalf of the Board, after first providing Ms. Garcia with a copy of his response.

Ms. Gordon joined the meeting at this time (5:49 p.m.).

- **Annual event discussion / set event date**

Chair Castelli informed the Board that he had spoken with Laffing Matterz regarding next year's Annual Event, and the venue would be pleased to host the Event again. A spokesperson for the venue had added that, given enough time, they would attempt to create a skit specific to the Event, as the Board would be a "repeat customer."

He suggested that once the Event date was set, the Board work backward to establish a timeline of those events in preparation for it, such as the nominations and tour of homes.

Ms. Gordon confirmed that in recent years, the Annual Event had occurred on the second or third Thursday in May; the 2008 event had taken place on May 8, 2008.

Chair Castelli recommended that in working backward from the date the Board selected, the application process be given a longer time before the deadline.

Ms. Garcia noted that former Liaison Ms. Damiano was updating the application, which would be sent to the Board members for any further changes they deemed necessary.

Motion by Vice Chair Stuart, seconded by Ms. Mammano, to hold the next Annual Event on Thursday, May 7, 2009. In a voice vote, the motion carried unanimously.

- **Sponsorship Meeting**

Chair Castelli asked that Ms. Garcia schedule a Board meeting for the end of October to focus on the Annual Event. As this would be a special meeting, attendance would not be required. Ms. Garcia suggested Wednesday, October 29, 2008, at 5:30 p.m. Chair Castelli added that, as this would be a special meeting, the Board would take its own minutes.

- **Yard signs**

Ms. Gordon informed the Board that they currently had one remaining yard sign, as award winners did not seem to be returning them to the Board. Chair Castelli stated he would order more signs.

Ms. Garcia recommended that each District be assigned its own sign, of which it would then assume ownership.

- **Sponsors list**

Chair Castelli referred the Board to the sponsor list included in their information packets and requested input on any individual, business, or group that should perhaps be added or removed from the list.

Ms. Bindler recommended the addition of Woolbright, a company based out of Boca Raton, which owns a local shopping center. She pointed out that the company will likely be nominated for an award for this center.

Mr. Fairchild noted that Barranco Gonzales Architecture and BG Design Studios, Inc., both listed among the sponsors, are the same firm. The firm will be listed as BG Design Studios, Inc., going forward.

Ms. Gordon suggested the addition of American Engineering & Development, Inc., a subcontractor.

The removal of Mardale Specialties Direct, Inc. was recommended.

Ms. Garcia confirmed that she had contact information for all sponsors on the current list. Chair Castelli requested that Ms. Bindler and Ms. Gordon send Ms. Garcia the contact information for the new sponsors they proposed.

Chair Castelli then asked that Ms. Garcia circulate a complete list of sponsors and contact persons when she has received all the appropriate information. The list will then be presented to the City Commission, he said.

He added that sponsor letters have already been prepared, and will only require a change of date.

Chair Castelli stated that potential sponsors at any level could be added to the list going forward. At the next meeting, he said, the potential sponsors would be assigned to various Board members, who would make follow-up calls once the letters had been sent. He reminded the Board that sponsorship money must be in their bank account prior to the next Annual Event.

Chair Castelli reiterated that anyone with further suggestions regarding the sponsor list should email Ms. Garcia the potential sponsor's name and contact information.

- **Sponsorship materials (i.e. letters, lists, assignments)**

Chair Castelli asked if last year's sponsorship letter was still available. Ms. Garcia did not have a copy of this letter; however, Ms. Gordon stated she had a modified version, which she agreed to send to Ms. Garcia.

Chair Castelli confirmed that at the next meeting, the sponsorship letter would be ready for Board approval and the list of potential sponsors would be complete as well. He asked that these items be added to the November 2008 meeting agenda.

Treasurer's Report

Ms. Mammano stated that as of October 1, 2008, the Board should have \$4000 in its checking account, with \$1284 remaining in its savings account as well.

Chair Castelli noted that Laffing Matterz charges approximately \$65 per person, and last year's deposit up front was roughly \$8000.

Motion made by Ms. Curry, seconded by Mr. Fairchild, to approve the Treasurer's Report. In a voice vote, the motion carried unanimously.

At this time Chair Castelli stated he was turning the meeting over to Mr. Paton, who wished to address the Board.

Secretary's Report

- **Discussion on ways to make the CAB more useful/beneficial to the people of Fort Lauderdale**

Mr. Paton informed the Board that he felt its priorities could easily remain the same as always, as it served a good purpose and has been a welcome experience to him. He noted, however, that more could potentially be done to serve the greater community, as he had stated in a recent email to Board

members. Mr. Paton asked if other members also felt the Board could do more to this end as well.

Chair Castelli stated his role as Chair meant he served as a facilitator to others, and invited the Board to discuss the issue Mr. Paton had raised.

Ms. Mammano felt Mr. Paton's suggestion of sponsoring a local baseball field was "fabulous," and she recommended that he present this idea to the Parks, Recreation, & Beaches Advisory Board, as it was representative of what their Charter mandated. She then noted that the CAB was limited to a very specific mission by its own Charter, and it might be difficult to expand upon this without City Commission approval.

Chair Castelli pointed out that the Board may discuss any matter it wishes; however, should they choose to move forward on any items outside the CAB's particular mandate, they must first approach the City Commission and request a change in both the Charter and the mission statement.

Mr. Paton felt that no City organization would prevent the Board from doing a public good, if its members so desired. Chair Castelli agreed, but noted that they must ensure that any such action was the will of the Board before taking that next step.

Mr. Paton continued that by undertaking a project for the public good, the Board would very likely attract more donations. In times of financial difficulty, he stated, people would be more likely to donate to a cause they found to be more meaningful and beneficial.

Vice Chair Stuart asked how the Board would implement programs such as the ones Mr. Paton proposed.

Mr. Paton suggested reaching out to organizations such as Habitat for Humanity to partner in fundraising, along with working with the nonprofit group in housing construction. He also felt a project such as redoing a baseball field would be an important community event in which the Board could participate.

Mr. Johnson and Vice Chair Stuart agreed that, as a project of this magnitude would require a good deal of planning in advance, the Board should discuss the ways in which it should progress toward these ideas.

Ms. Mammano noted that another suggested goal was raising funds toward a scholarship for a student of urban planning and design. She expressed concern that the particular mission of the CAB was not philanthropic, although goals of this nature might appeal to all its members.

Chair Castelli felt the goals Mr. Paton had in mind could be brought more in line with the Board's mission, such as a focus on assisting students of architecture and design. While they all agreed that organizations such as Habitat for Humanity were admirable ones, he pointed out that other entities within the City's government, including other Boards, were better equipped to move toward philanthropic goals. He felt, however, that they could seek goals that were more in keeping with the Board's Charter.

Ms. Bindler agreed, noting that allowing sponsors to name awards might lead the sponsors to feel they held some sway over Board decisions.

Chair Castelli reiterated that his role as Chair and facilitator meant he needed to know whether the Board wished to move forward with the projects Mr. Paton's email had proposed, if they felt more study was necessary, or if they did not wish to go in that direction as a group.

Motion by Ms. Maloney, seconded by Mr. Paton, to investigate whether the Board's Charter would allow them to pursue projects of a philanthropic nature.

Ms. Mammano proposed an amendment to this motion, suggesting that a committee be established to come up with specific ideas that could be presented to the City Commission.

Ms. Gordon recalled that at one time, there was no monthly WOW Award, and pointed out that this was an example of how the Board had evolved over time.

In a voice vote, the motion carried unanimously.

Chair Castelli asked for a show of hands from those members who were interested in participating in such a committee, to be chaired by Mr. Paton. Ms. Mammano, Ms. Gordon, Mr. Fairchild, Mr. Vitale, and Ms. Maloney volunteered to participate.

- **Open the floor to discussion about possible name changes to the "WOW" award**

Mr. Paton, who had requested that this item be on the agenda, suggested that the Board could come up with a more memorable title than WOW Award.

Ms. Gordon noted that any new name for this award should be reflective of the reason why the award had been established.

Ms. Mammano did not agree with this proposal, pointing out that the community is familiar with the term "WOW Award" and seemed generally fond of it. Ms. Bindler agreed with Ms. Mammano's assessment.

Vice Chair Stuart felt that a different award named after a community founder, such as a Stranahan Award or Heisinger Award, might be a possibility. An award of this nature could be said to be reflective of the "spirit of Fort Lauderdale," he suggested.

Mr. Paton felt that more members of the community might want to attend the Annual Event if an award named for an important individual were to be given out.

Ms. Gordon agreed with the earlier recommendation that the new award be entirely separate from the WOW Awards, and perhaps be given out at the Annual Event rather than on a monthly basis.

Ms. Bindler proposed that the Board could sell the naming rights for a special WOW Award to be given out at the Annual Event.

Ms. Mammano recalled that the Board had voted to give out the WOW Award for a commercial property on a quarterly basis. She volunteered to partner with Chair Castelli to select the winner of the first of these awards.

Ms. Garcia requested confirmation regarding this award, asking if it would be selected on a quarterly basis. Chair Castelli stated that this would be the case, and that the winners would be eligible for the WOW of the Year Award along with residential properties.

Liaison's Report

- **Notebook updates**

Ms. Garcia recalled that former liaison Monique Damiano is preparing an updated application form for the Annual Event Awards, including the recently added categories; she requested, on Ms. Damiano's behalf, a clear definition of the difference between new construction and renovation, as some overlap had been noted in the past. It was clarified that new construction is intended only to mean property recently constructed "from the ground up."

Ms. Garcia moved on to discuss sponsorship levels, noting that she had provided the Board with copies of last year's brochure regarding these categories. She noted that Ms. Damiano had recommended some changes to this list, and that she and Ms. Garcia had agreed more funds might be raised if the changes were implemented.

For instance, Ms. Garcia pointed out, the Platinum and Gold levels each filled an entire page; one recommended change suggested that the Platinum level be allotted its own page, with a half page for the Gold level and one-quarter page for

silver. Another recommendation was adding a \$500 sponsorship level, which could fall between the current Silver and Bronze levels and would consist of one-eighth of a page, featuring the contributor's business logo. The Bronze level could consist of donations of \$250 and under, and would feature two printed lines instead of a full advertisement.

Ms. Garcia also noted that Ms. Damiano had mentioned the Board may want to reconsider how sponsor funds are spent on tickets to the Annual Event.

Chair Castelli made the following suggestions:

- The Platinum donation would be \$3000, and would give a donor at that level an inside cover (front or back), with the donor receiving 6 free tickets;
- Gold would be \$2000 for a full page and 4 free tickets ;
- Silver would be \$1000 for a half page and 2 free tickets;
- Bronze would be \$500 and a quarter page and 1 free ticket;
- Copper would be \$250 and provide space for a company logo;
- Friends would be \$100 and one printed line.

It was decided that donors at the Bronze level would receive a single free ticket to the Annual Event as incentive to purchase more tickets. No free tickets would be given below the Bronze level. It was also noted that sponsors often return tickets if they receive more than they plan to use.

Chair Castelli estimated that the Board raised approximately \$6000-7000 in sponsorship money for the last Annual Event. He noted that Laffing Matterz can seat up to 175 people, and hoped that the ability to make smaller contributions would attract more sponsors.

Ms. Mammano mentioned that the Florida Chapter of the APA (American Planning Association) will host a holiday mixer at the end of October, and she hoped to take the new WOW Award applications with her to this event. Ms. Garcia stated her goal is to send the new application out via email by the week of October 13, 2008, for Board feedback or suggestions.

Motion by Ms. Mammano, seconded by Ms. Bindler, to accept the modifications of sponsorship levels. In a voice vote, the motion carried unanimously.

Regarding selection of the venue, Ms. Garcia reported that the City requires three quotes from venues to fulfill bid requirements. She noted that the same service must be offered by all prospective venues.

One venue offered as "comparable," she said, was Howl at the Moon.

Vice Chair Stuart stated that he would obtain bids from three venues, including the two mentioned above, as well as Mai Kai. He also suggested that bids go out for five-year periods to the venues to eliminate the need for an annual bid process through the City, with the option of a Board vote in favor of bidding for a different venue.

- **CAB Annual Event checklist**

Ms. Garcia presented a checklist, which she and Ms. Damiano had partnered in developing. Her goal had been to obtain a set date for the Annual Event, she said, which had been accomplished at tonight's meeting. She added that she now planned to meet with Ms. Damiano again to assign dates by which event requirement deadlines would be met.

Chair Castelli stated that the Board would work directly with a representative of Laffing Matterz on RSVPs this year. He also planned to partner with the venue to ensure that sponsors, and City Commission members, were seated appropriately. He hoped to invite all City Commission attendees to speak, he continued, so they would not be required to purchase tickets.

He continued that sponsorship money is of particular importance when considering the cost of the bronze plaques given out at the Annual Event. Their cost is roughly \$4000, Chair Castelli noted.

Ms. Garcia asked that the Board review the checklist in order to be comfortable with it, and email her with any questions or further recommendations.

Chair Castelli felt the checklist was more than adequate to the Board's needs, and thanked Ms. Garcia and Ms. Damiano for their work in compiling the list. He stated he was very impressed with the level of continuity between the former and current Liaisons.

WOW Awards

- **Vote on November WOW Nomination**

Chair Castelli ceded the floor to Mr. Fairchild and Mr. Paton, who would present the November WOW Award.

Mr. Paton nominated the residence of Paul and Jean Hartman, which had been renovated following damage that had occurred during Hurricane Wilma. He described the home as "a blend of modern and traditional."

Motion by Mr. Paton, seconded by Mr. Fairchild, to present the nominated home with the November WOW Award for District 4.

New Business

There being no further business to bring before the Board, the meeting was adjourned at 6:48 p.m.

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