



City of Fort Lauderdale

**COMMUNITY APPEARANCE BOARD
CITY COMMISSION CONFERENCE ROOM – 8TH FLOOR CITY HALL
100 NORTH ANDREWS AVENUE
FORT LAUDERDALE, FLORIDA
WEDNESDAY, DECEMBER 10, 2008 – 5:30 P.M.**

BOARD MEMBERS	ATTENDANCE	CUMULATIVE	
		1/08-12/08	
		<u>Present</u>	<u>Absent</u>
Ayisha Gordon (5:38 p.m.)	P	10	1
Bess Gathers	P	9	1
Cathy Curry	P	11	0
Chip Burpee	P	8	3
Franci Bindler	P	10	1
Greg Stuart, Vice Chair	A	8	3
Jason Johnson	A	9	2
John Castelli, Chair	P	10	1
Marilyn Mammano (5:34 p.m.)	P	11	0
Pearl Maloney	P	9	2
Ron Fairchild	A	10	2
Ryan Paton	A	9	1
Pieter Coetzee (left 6:27 p.m.)	P	3	1
Randall Vitale	P	3	0
Charnette Cash	A	0	1

Staff

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

Call to Order

Chair Castelli called the meeting to order at 5:33 p.m.

• **Roll Call**

Roll was called and a quorum was present. Chair Castelli noted that new member Charnette Cash had not been able to attend tonight's meeting.

Ms. Mammano joined the meeting at this time (5:34 p.m.).

• **Approval of Minutes from November 12, 2008 meeting**

Motion made by Ms. Bindler, seconded by Mr. Vitale, to approve the minutes of the November 12, 2008 Board meeting. In a voice vote, the **motion** carried unanimously.

Chairperson's Report

Chair Castelli congratulated Ms. Curry and Ms. Mammano on their perfect attendance at Board meetings in 2008.

- **Update on 11/25 Annual Event Planning Meeting**

Chair Castelli recalled that a special meeting to discuss the 2009 Annual Event had been held at J. Alexander's Restaurant. Ms. Mammano, Vice Chair Stuart, Ms. Gordon, and Ms. Maloney had attended this meeting along with Chair Castelli. He felt the attendees had had "a pretty good discussion" regarding the upcoming Event.

He noted that it had been difficult to assign the tasks listed on the preliminary calendar designed by Ms. Garcia without the presence of the full Board. He preferred to ask that members volunteer for tasks, he said. Chair Castelli requested that between today's meeting and the January 2009 Board meeting, members volunteer for the responsibilities they would like to take on for the Annual Event. He asked that members email him and copy to Ms. Garcia to volunteer.

Ms. Garcia distributed a handout specifying which responsibilities the City would assume and which responsibilities would be assumed by the Board, noting that some of these had changed since the 2008 Annual Event.

Ms. Gordon joined the meeting at this time (5:38 p.m.).

- **Annual Event Discussion/Review and Assign Tasks per Checklist**

Chair Castelli referred to the checklist Ms. Garcia had provided, beginning with sponsorships and sponsor donations, which he described as a key responsibility. He pointed out that work on sponsorships should begin right away. Chair Castelli assumed responsibility himself, and informed members that this might mean he would reach out to them for assistance in recruiting and working with sponsors.

Ms. Garcia explained that she had filled in the checklist based on information following the special meeting; the items highlighted in yellow were the items for which she needed names of volunteers.

She continued that the sponsorship letter would be updated with members' recommended changes; when finalized, and when a venue had been confirmed, this letter would be sent to potential sponsors.

Ms. Mammano stated that she had spoken to Vice Chair Stuart, who had made suggestions regarding the selection of a venue. Vice Chair Stuart had asked a

City employee about the possibility of setting up a “sole source contract” in the future, rather than choosing from three potential bids; however, the City employee had said this was not possible.

As this placed a constraint on the Board with regard to sending out the sponsorship letter in a timely manner, Chair Castelli recommended leaving the mention of a venue out of the letter altogether. Ms. Mammano pointed out that the Board had always anticipated sending more than one letter to sponsors, and when the City’s selection process for venues was complete, the name of the chosen venue could be added to one of the later letters. She stated that when the final draft of the letter was completed after considering members’ suggested changes and comments, she would send it to Ms. Garcia and it would be “ready to go” to potential sponsors.

Chair Castelli proposed sending out the sponsorship letter to anyone who had received a CO in 2008. He explained that this meant developers, architectural firms, and landscape architects, among others. It would put the CAB’s name before these individuals and businesses for notice, and would serve as a reminder of the Annual Event.

Mr. Burpee felt this was a good idea, pointing out that the cost of postage was nominal.

Ms. Mammano reminded the Board that the City covered the cost of postage. She requested confirmation that mailing labels could be made for those potential sponsors already on the Board’s list, as well as for how the names and addresses of CO holders could be acquired. Chair Castelli assured her that the list of CO holders was “readily available” and given to the Board every year, and that mailing labels could be made with these names.

Ms. Mammano agreed with the proposal, on the condition that it not delay sending out sponsorship letters to the already-established mailing list.

Motion made by Mr. Burpee, seconded by Ms. Mammano, to approve adding those who had received a CO in 2008 to the list of potential sponsors. The **motion** carried unanimously in a voice vote.

Ms. Garcia asked Chair Castelli if the responses to the sponsorship letters should come to her office. Ms. Mammano recalled that this had been discussed at the special meeting, and the consensus had been for any checks to come to the individual Board member who had solicited the donation. These individuals would then give Ms. Mammano the checks; she would log them, and then they would be given to Ms. Garcia for deposit. Members would either pick up the checks and the logos that sponsors wished to use, or ask the sponsors to send both checks and logos directly to Ms. Garcia’s office.

Chair Castelli moved on, noting that the application for award nominations listed a date of February 20, 2009. Ms. Mammano and others agreed that this was "too early" a deadline.

It was determined that while the Annual Event will be held in May 2009, appropriate time must be left for engraving plaques for award winners, as well as for setting up the tour. Ms. Garcia noted that all print materials to be included in the Event program are due to the City by March 27, 2009. She added that applications must be logged as well, and that she had blocked out two potential dates for the tour.

Chair Castelli recalled that the deadlines were often moved after being set. Ms. Garcia stated that attempting to assemble the program at a very late date presented "a real problem," and this had been one reason she was attempting to assign deadlines and duties at earlier dates than the previous year.

The Board selected March 14, 2009 as the new application deadline. The tour date was moved to March 21, 2009, which gave the Board one week to "put everything together." Chair Castelli felt this would give the Board sufficient time to have all materials ready for inclusion in the program by March 27, 2009.

Ms. Bindler noted that the date for mapping out the tour route would also need to be changed accordingly. Chair Castelli stated that this responsibility would belong to Mr. Johnson.

Returning to page 2 of the checklist, Ms. Garcia pointed out that she would need to know who would keep a list of applications, which would determine the tour. She added that she had brought a CD with all forms that were used in planning the 2008 Annual Event, although she left the option of using these up to the Board. She also noted that the Board might not wish to know who the applicants are; she could black out the applicant's name on the copies she forwarded to members if they did not wish to know.

Chair Castelli stated that the Board was not intended to know who the applicants were. Ms. Garcia affirmed that she could tally votes and prepare certificates, and not allow the Board to know who the winners were prior to the Event itself.

Chair Castelli recommended that he and Vice Chair Stuart be informed of the winners ahead of time, as they would need to rehearse the PowerPoint presentation that would take place at the Annual Event.

Ms. Garcia asked to whom the applications should be forwarded. Chair Castelli explained that the actual applications were not necessary; only the address and category would be needed in order for Mr. Johnson to map out the tour. Ms. Garcia pointed out that "an immense amount of information" was provided on the

applications (and recorded on the previous year's tour spreadsheet), which the Board might find pertinent on the tour and in selecting a winner.

Ms. Mammano stated that applications should come to Ms. Garcia's office, as the City was the official repository of these documents; the only information the Board needed for the tour was category and address, so the tour could be mapped. She did not feel applicants should be contacted in the event that their applications were in any way incomplete. Chair Castelli felt applicants should be contacted in this case, and that this particular responsibility should fall to Mr. Paton as Secretary, as it could no longer be fulfilled by the Liaison's office.

Mr. Vitale asked why the Board should limit its information from the applications to the address and category only. Chair Castelli explained that aesthetic value was the only pertinent information when a member cast his or her vote for a property; an applicant was not intended to be judged "against" another, but "in and of itself." He continued that architectural integrity and neighborhood compatibility were factors to be taken into consideration as well.

Mr. Coetzee asked if information regarding the developer was to be considered. Ms. Garcia stated that she could list applicants and categories for the Board, then include copies of all the applications if further information was felt necessary when the Board viewed the properties.

Ms. Gordon agreed with Mr. Vitale that more information about the individual properties was sometimes necessary. Mr. Vitale felt proper completion of the application should be considered during the voting process as well.

Chair Castelli pointed out that some applications arrived with "beautiful presentations," arranged in binders with photographs of the property. At times, important information was included, such as a developer's preservation of the environment, that might not have been known had the application not been available for consideration.

Ms. Mammano noted, however, that the nature of the tour provided no additional time for members to consult applications while on the tour bus. She felt that time would need to be set aside for members to read through the applications.

Ms. Gordon disagreed, stating that in the past someone had read through the applications while on the tour bus, giving the Board "pertinent points." She volunteered for this responsibility, and to log all applications in a spreadsheet. Ms. Garcia provided Ms. Gordon with a CD with the previous year's spreadsheet templates.

Chair Castelli added that developers want to win, noting that the plaques given out at the Event are “expensive bronze plaques” and are often on display in the winners’ offices.

Ms. Bindler suggested bringing the applications along on the tour bus, in order of the tour, and pertinent information could be read from them if necessary.

Chair Castelli assigned handling the process of bringing the applications along to Mr. Vitale and Ms. Gordon.

Moving on, it was noted that photographs should be included as part of the application. As secretary, Mr. Paton would monitor any phone calls regarding applications. Designing and printing invitations to the Annual Event would be the City’s responsibility; these would be sent to all nominees, sponsors, and recipients of COs in 2008, regardless of whether or not the CO recipients had submitted an application. Ms. Garcia would send a “Save the Date” letter to City officials; Ms. Gordon suggested that Chair Castelli sign this letter on behalf of the Board.

Chair Castelli recalled that the cost of the 2008 Annual Event was \$67 per person, with a ticket charge of \$50; he felt this could be lowered, noting that a piano player was not necessary, although the rest of last year’s Event format had “worked out well.”

Ms. Garcia asked if RSVP calls concerning ticket sales would go to Mr. Paton.

Chair Castelli closed the discussion of the Annual Event by asking that members look through the checklist individually and volunteer for further responsibilities via email.

Ms. Mammano distributed copies of a letter to the American Society of Landscape Architects on how to apply for the awards presented at the CAB Annual Event. She added that she had also sent it to the Society’s web page, with notification that the categories had changed since last year.

- **WOW Gift Certificates Discussion**

Ms. Garcia informed the Board that three gift certificates remained, which were sufficient to cover January, February, and March 2009. After that time, the Board would need new gift certificates.

It was suggested that the Board apply to the current sponsor, Causeway, to continue their sponsorship. Chair Castelli stated that he would continue to be responsible for the signs.

Mr. Coetzee agreed to discuss further sponsorship with the owner of Causeway, and to ask if it might be possible for them to increase their level of sponsorship from \$50 to \$75 per gift certificate. It was also noted that their sponsorship had lasted for more than a few years, and their name was featured on the WOW Award yard signs.

Treasurer's Report

Ms. Mammano stated that there was no change in the Board's treasury status.

Secretary's Report

As Mr. Paton was not present, this report was postponed until the January 2009 meeting.

Liaison's Report

Ms. Garcia followed up with Ms. Curry and Ms. Gathers to ensure they had received letters renewing their Board membership. Both confirmed that they had received these letters.

- **Reducing Membership of Community Appearance Board**

Ms. Garcia noted that the current City ordinance specifies that the Board should have 25 members; present membership, however, is 15 members. She stated that the City Commission had asked her to speak with the Board regarding a formal reduction in membership to 15.

Ms. Gordon proposed leaving the membership no lower than 20.

It was noted that lowering the membership to 15 would also reduce the number of members required for a quorum. According to the handbook provided at the recent Better Meetings seminar, a quorum consists of "a majority of members."

Ms. Gordon felt that the Board was in need of more members, based on their responsibilities. She explained that Board responsibilities placed a greater burden on 15 members than there would be on 25.

Motion made by Ms. Mammano, seconded by Ms. Gordon, to keep the Board membership at 25 members. In a voice vote, the **motion** carried unanimously.

Ms. Garcia asked if responses regarding sponsorship should be returned to her office or to Ms. Mammano. Chair Castelli suggested that it would be more appropriate to send any monies to the City rather than to an individual.

WOW Awards

- **Vote on January 2009 WOW Nomination**

Ms. Gordon presented pictures of a property from District 2. The home was constructed in 1999 and is located at 1701 NW 6th Avenue, on South Middle River Terrace.

Chair Castelli indicated that it is important to know the neighborhood in which a property is located, as it might not warrant an award in one particular neighborhood but might stand out in another. Ms. Gordon noted that this was the case with the home in question.

Motion made by Ms. Mammano, seconded by Ms. Bindler, to accept the 1701 NW 6th Avenue home as January 2009's WOW Award recipient. In a voice vote, the **motion** carried unanimously.

The distribution of WOW Award signs among Board members was as follows:

- Chair Castelli: 2
- Ms. Gordon: 1
- Mr. Johnson: 1
- Vice Chair Stuart: 1
- Ms. Maloney: 1

Mr. Coetzee left the meeting at this time (6:27 p.m.).

Other Matters of Interest or Concern

Chair Castelli asked if anyone who had attended the special meeting held on December 2, 2008 would like to discuss the meeting. Mr. Vitale stated that he had taken minutes, but they had not been included in the members' information packets for the current meeting. Ms. Garcia offered to email these minutes to each member.

Mr. Vitale stated that he, Ms. Mammano, and Mr. Paton had met to discuss potential ways to increase community awareness of the Board's activities, as well as ways to expand these activities. As the ideas presented had been fully detailed in the special meeting's minutes, Ms. Mammano suggested that each member read these minutes after Ms. Garcia emailed them, and the Board could discuss them at the January 2009 meeting. She described the ideas as ranging from the "traditional and conservative" to "very ambitious."

There being no further business to bring before the Board, the meeting was adjourned at 6:31 p.m.