



**COMMUNITY APPEARANCE BOARD  
CITY COMMISSION CONFERENCE ROOM – 8<sup>TH</sup> FLOOR CITY HALL  
100 NORTH ANDREWS AVENUE  
FORT LAUDERDALE, FLORIDA  
WEDNESDAY, JANUARY 14, 2009 – 5:30 P.M.**

<b>BOARD MEMBERS</b>	<b>ATTENDANCE</b>	<b>CUMULATIVE</b>	
		<b>1/09-12/09</b>	
		<b><u>Present</u></b>	<b><u>Absent</u></b>
Ayisha Gordon	P	1	0
Chip Burpee	A	0	1
Franci Bindler	P	1	0
Greg Stuart, Vice Chair	A	0	1
Jason Johnson	P	1	0
John Castelli, Chair	P	1	0
Marilyn Mammano (arr. 5:33)	P	1	0
Pearl Maloney	A	0	1
Ron Fairchild	P	1	0
Ryan Paton	P	1	0
Pieter Coetzee (arr. 5:38)	P	1	0
Randall Vitale	P	1	0
Shon Cash	P	1	0
Ellen Fischer	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., and it was determined a quorum was present.

- **Welcome New Members and Introductions**

Chair Castelli invited the new Board members to introduce themselves.

Ellen Fischer is a realtor, originally from New York and has lived in Florida since 1969. Shon Cash is a mother of two. Both new Board members stated they have always wanted to be involved with the City.

Ms. Mammano joined the meeting at this time (5:33 p.m.).

- **Approval of Minutes from December 10, 2008 Meeting**

Chair Castelli requested a **motion** to approve the minutes of the last Board meeting. The **motion**, made by Ms. Bindler and seconded by Mr. Vitale, was unanimously approved.

### **Chairperson's Report**

- **Annual Event Discussion**

Chair Castelli informed the Board that a check for \$3000 had been received from the Huizenga Foundation in response to the sponsorship letter sent to them. He encouraged the Board to continue to solicit sponsors for the Annual Event, coming up in May.

He explained that while a good deal of money must be raised, some revenue will be generated from ticket sales as well. He added that Ms. Mammano would cover this topic in more detail during the Treasurer's Report.

Chair Castelli asked Ms. Garcia if Laffing Matterz would re-submit insurance forms for the upcoming Event. She replied that Laffing Matterz would need to submit a current form, and the current proposal states that they will do so.

- **Review and Assign Additional Tasks per "CAB Event Checklist"**

Turning to the Annual Event Checklist, Ms. Garcia drew the Board's attention to the monitoring of application phone lines, for which an additional volunteer was still needed. Mr. Johnson volunteered to handle the phone line, and Mr. Paton stated he would assist Mr. Johnson with this task. Ms. Garcia provided Mr. Johnson with login information for the phone line.

Mr. Coetzee joined the meeting at this time (5:38 p.m.).

Ms. Bindler asked if the December 2008 WOW Award winner would still need to fill out an application for an annual award. It was noted that the homeowner would automatically be entered into the "WOW of the Year Award" category; an additional application would only be necessary if the person wished to enter their property into another category.

Chair Castelli added that if a building had won an award at the 2008 Annual Event, it would not be eligible for the same award in 2009, unless it was for a different project. If they had been nominated in 2008 but did not win, however, the same property could be nominated again in 2009.

Returning to the Checklist, it was noted that Mr. Paton would maintain a spreadsheet with attendee information for RSVPs. Mr. Paton recalled that the previous year, some RSVPs that had been sent to Laffing Matterz were given to

the Board only days before the Event took place. Chair Castelli encouraged communication with the venue so the correct number of tables and seats could be properly arranged. Extra seating was provided for guests who bought their tickets at the door, Chair Castelli recalled. The venue can seat 175 guests.

Ms. Garcia requested that Chair Castelli give the new members a brief overview of the Board's responsibilities.

Chair Castelli explained that the Board serves two major functions: one is giving out a monthly WOW Award, for which Board members volunteer to select nominees from the different Districts. He added that this would be clarified further toward the end of the meeting, when the property nominated for the February 2009 WOW Award was presented for the Board's approval.

He described the Annual Event as "the big event" for the Board, pointing out the different categories in which buildings could be nominated. The 2009 Event is to be held at Laffing Matterz, and is preceded by a reception with cocktails and hors d'oeuvres, followed by a dinner with entertainment and the awards ceremony itself. Winners receive an engraved bronze plaque.

The 2009 Event is scheduled for May 7.

Chair Castelli continued that applications to nominate a property are submitted via the internet or by written application. When these are received, the Board plans a bus route that will take them to visit each property. This year's bus tour is scheduled for March 21, 2009, beginning at 9:00 a.m. A secret ballot is cast after this tour, which is tabulated by Ms. Garcia, and winners are not known by anyone except the Chair and Vice Chair until the actual Event takes place.

Mr. Johnson addressed the method of voting, asking if votes would be cast during the tour itself, or if the Board would later look at all the properties in their appropriate categories to appraise them side by side before voting.

He recalled that the previous year, he had felt it was difficult to judge properties during the tour, as the bus route did not take the Board through one category at a time. He suggested a Powerpoint presentation be put together to refresh the Board's memory of the properties in their particular categories, and votes be cast after the tour at a Board meeting.

Chair Castelli pointed out that this would be particularly appropriate for buildings in the Renovation category, as "before" and "after" photographs were necessary for accurate judging. He added that this had been a difficulty on the previous year's tour.

It was proposed that the Board meet immediately after the tour for this purpose. Ms. Garcia also suggested that she could reserve a room for the Board on the Monday following the tour, if they wished.

Chair Castelli also asserted that it was not necessary to have participated in the tour to be able to vote for the awards, again as photographs of the buildings were available. Ms. Gordon disagreed, stating that seeing the properties had played an important role in the voting process in the past.

It was noted that the tour could not be arranged so properties were visited by category, as this would be extremely time-consuming.

Ms. Gordon pointed out that votes are written in pencil on the bus, and Board members have the option to change their vote if they saw a property later on that was more impressive than a property that had already been visited. She was unsure that a fair vote could be cast "some hours later," after the tour was concluded.

As no members moved to change the voting process, it was agreed that this would remain the same. Mr. Johnson stated, however, that he had not felt last year's process was entirely fair, although he agreed to leave the same process in place.

Chair Castelli felt one way to ensure fairness in the procedure was to curtail conversation about the individual properties during the tour. Additionally, Ms. Fischer suggested that members could take their own pictures of the properties as they went along, to facilitate the process for themselves as the day went on.

### **Treasurer's Report**

Ms. Mammano stated that the Board's budget for the upcoming year was estimated as follows:

- Ticket sales: \$5000
- Sponsorships: \$10,000
- City budget: \$4000
- Remaining 2008 funds: \$1284

The Board's estimated expenditures are based on 2008 expenditures. Ms. Mammano felt, based on the revenue estimates listed above, they would have sufficient funds for 2009, and perhaps some money left over, assuming they reach the estimated goals for ticket sales and sponsorships.

Chair Castelli again emphasized the need to work aggressively to secure sponsorship funds.

Ms. Mammano stated that actual revenue so far included the City budget of \$4000, remaining 2008 funds of \$1284, and the sponsorship check from the Huizenga Foundation, totaling \$8284 in the bank for the checking and savings accounts combined.

She continued that \$60 had been spent on a trophy left over from 2008, and \$530.06 had gone to print the applications. The City, it was noted, prints the sponsorship letters and pays postage for outgoing mail.

Ms. Mammano stated that the main difficulty this year was the same one the Board had faced in 2008: they could not reserve the venue until sufficient sponsorship money had been received to cover the entire cost.

Ms. Garcia estimated that the Board had spent approximately \$8370 on the venue for the 2008 Annual Event.

Ms. Mammano advised that the City does not allow the Board to send a "half deposit" or make other arrangements of this nature: the entire amount must be in the Board's account before a check may be sent to the venue. Ms. Garcia added that the City does not allow the Board to send a deposit fee to the venue; the entire amount must be sent after the event.

Chair Castelli added, for the benefit of the new members, that there are other regulations that govern the Board's regular activities, such as the Sunshine Law. He reiterated that emails regarding Board business may not be sent or replied to between Board members, but must be sent through Ms. Garcia's office. In addition, all monies must go through the City account, and requisitions and purchase orders are necessary for purchased items.

Ms. Mammano requested an update on the bid status for an Event venue. Ms. Garcia informed the Board that three bid requests had been submitted thus far. She added that she would elaborate further on this during the Liaison's report.

Ms. Mammano encouraged the new members to add names to the list of potential sponsors if they wished, and Ms. Garcia pointed out that if the person's name and address were emailed to her office, she would put together a sponsorship letter for them.

Chair Castelli recalled that at the previous meeting, the Board had elected to send out sponsorship letters more than once. Ms. Mammano read the following passage from the initial letter: "We hope you will consider becoming a sponsor of the 2009 Community Appearance Awards. A member of the Community Appearance Board will be in touch with you after the holidays to answer any questions you may have."

Ms. Garcia stated that she had included an updated sponsor list in each member's information packet, so the Board members could use the list to follow up with potential sponsors, and that the names crossed off the list were the letters returned to her office as sender. She informed the Board that she had brought these letters with her, in case a Board member knew how to get in touch with the individuals and the address could be updated.

Ms. Cash asked if a sponsor could have a property nominated for an award, or if this was considered a conflict of interest. Chair Castelli replied that there would be no conflict, as the Board often does not know, when voting, who the property owners might be.

Ms. Garcia referred to the list of past sponsors, explaining that they had been sent sponsorship letters, and all builders who had requested C.O.s in 2008 would also be receiving sponsorship letters.

Chair Castelli pointed out that different levels of sponsorship are available if any Board members wished to suggest names to add to the list.

### **Secretary's Report**

Mr. Paton stated that there was "nothing new to report" on the phone lines at this time. He reiterated that he and Mr. Johnson would split the responsibilities of monitoring these lines. Ms. Garcia confirmed the correct extension number.

- **Event Invitations for Paid Sponsors**

Ms. Garcia stated that she had asked Ms. Damiano how tickets were provided to sponsors who had already donated money. She suggested creating a card to send to paid sponsors in their follow-up invitations, which would state that the sponsor was entitled to a particular number of tickets and provide a phone number for further information. This would replace the RSVP card that would otherwise be sent, as these sponsors had already paid.

Chair Castelli recalled that in 2008, individual Board members contacted sponsors to inform them that a reservation had been made in their name, ask them how many persons would be at their table, and let them know how many tickets they were entitled to at their level of sponsorship. Ms. Garcia agreed that this gave a "more personal" touch.

Chair Castelli noted that at the lower sponsorship levels, free tickets would not be provided this year. These sponsors would still be invited to the event and encouraged to purchase tickets.

It was decided that it was not necessary to send a card to paid sponsors in their follow-up letters.

- **Sponsorship Follow-Up**

Ms. Garcia reported that there will be a charge of \$250 to label, stamp, and mail out all applications. This includes applications to previous winners, the C.O. list, and others. She wanted to ensure that the Board would be willing to pay this fee.

She added that if this expenditure was approved, she would also try to submit additional sponsorship letters in the job price, which would require that the letters be mass-printed rather than featuring personalized greetings. She asked if the Board felt it would be appropriate for her to address letters to "Dear Sir or Madam."

She did not have the C.O. list at present, but informed the Board that invitations would go to everyone who received a C.O. in 2008, which was "hundreds." Requests for sponsorship would go out only to the businesses that requested C.O.s, not to individual owners.

Chair Castelli did not feel that it would be necessary to personalize the letters' greetings, with the general assent of the Board.

**Motion** made by Ms. Bindler, seconded by Ms. Mammano, to spend \$250 for mailing services. In a voice vote, the **motion** carried unanimously.

Ms. Garcia offered to provide the Board with a list of all persons from whom she had solicited a sponsorship, for follow-up purposes.

On January 8, 2009, Ms. Garcia confirmed that she had sent out three bid requests for the event venue. These had gone to Laffing Matterz, Howl at the Moon, and Mai Kai.

Mai Kai had returned her call, she said, and stated they could be rented for an evening, to seat up to 300 guests, for \$15,000. They had two smaller rooms that held 60 or 40 guests as well.

She had not received a response from Howl at the Moon at this time.

The bid was returned from Laffing Matterz, offering \$67 per person. This included hors d'oeuvres, meals and salad, with a choice of seven different entrées, and coffee, tea, and soft drinks would be served.

Chair Castelli confirmed that the cost per person was the same as in 2008.

Ms. Garcia stated she would need an additional bid, since the Mai Kai did not respond in writing. She suggested requesting a bid from the Hard Rock Café, which met with the Board's approval.

She confirmed that bid responses could be faxed or emailed to her office.

- **Update on 12/02/08 Special Meeting**

Mr. Paton recalled that he, Ms. Mammano, and Mr. Vitale had met to discuss ways to broaden the Board's responsibilities, and they had generated some ideas. He noted that the meeting's minutes are included in this month's information packet.

One possibility that had been discussed was helping homeowners who might not be able to afford to improve their homes. He suggested working with partners, such as Sherwin-Williams, Home Depot, or Lowe's. Mr. Paton reported that Sherwin-Williams, for instance, had "hundreds of gallons" of paint that often had to be disposed of when unsold; they often sell this leftover paint at a low price, or donate it if necessary. He felt that hardware and supply stores likely do this as well. Mr. Paton pointed out that this endeavor would involve no work on the Board's part, but would simply be "opening doors" for people to take advantage of an opportunity. He added that individual contractors might be willing to assist a homeowner who was not physically capable of undertaking an improvement.

Other companies that could donate their time, he added, were lawn service or tree removal companies, who could assist in removing eyesores or dangers. These businesses would be recognized as partners in the Board's effort. Mr. Paton also proposed working with the Parks and Recreation Department, who might be able to recycle removed materials into mulch. This could potentially beautify an eyesore, at no cost.

Ms. Bindler noted that this was similar to a "rebuilding" program sponsored by Leadership Broward. Mr. Paton pointed out that the Board would not be doing the actual work. He added that Ms. Mammano had recommended asking civic or neighborhood associations if they were aware of individuals who might need assistance in maintaining their property.

Chair Castelli asked how such a program might be implemented. Mr. Paton felt the program might be featured as a brief advertisement on a local cable channel, at little or no cost.

Chair Castelli asked if approval would be necessary for such a program. Ms. Garcia commented that she would look into this.



Mr. Paton recommended making this a category for the Board next year, for which a "Home Improvement Award" would be given.

Ms. Fischer remarked that for marketing purposes, the Homeowners' Associations had an excellent newsletter. She felt this would be a "great vehicle" for such a project.

Mr. Paton reiterated that the Board's role would be to set up the partnership between volunteers who would be doing the work and recipients of the program.

Chair Castelli suggested that this program be kept separate from the Annual Event, perhaps by a six-month stretch, as the Event took up a good deal of the Board's time and energy. They would also be able to show a presentation on the project during the Annual Event.

It was noted that an application process would probably be necessary for a program of this nature.

Mr. Coetzee expressed concern for the logistics of the project – for example, availability of the paint and the Board's role in gathering supplies. Chair Castelli clarified that Mr. Paton and others would "refine" the idea and write down their final plans for it. He felt the outreach aspect of such a program would be the most difficult: for example, how to reach the people in need of assistance, or how to organize getting them the necessary product.

Mr. Coetzee suggested giving individuals a voucher from the Board and pre-arranging how they might go about obtaining it.

Ms. Garcia recommended putting together an outline on the project so she would have something to present to City Staff, who would assist her in finding out where to take it from there.

Mr. Paton pointed out that the paint in question was "mis-tinted" and would only be thrown away if it could not be sold; it was not being prepared for the Board or anyone else for purchase. He added that mis-tinting occurred on a daily basis.

Chair Castelli advised that if the Board applied for a 501-C-3, the store or company that donated paint could be given a tax write-off.

Ms. Bindler felt a memorable, "catchy" name for the program was important.

### **Liaison's Report**

- **Gift Certificate Reminder**

Ms. Garcia advised the Board that she only had gift certificates for the February and March 2009 WOW Award recipients.

- **CAB Meetings Online Calendar**

She continued that the CAB calendar has been uploaded, and meeting dates are now available online.

- **Event Invitations for Paid Sponsors**

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She confirmed that bid responses could be faxed or emailed to her office.

- **Notebook Updates**

Ms. Garcia asked if it would be appropriate to email notebook updates to Board members instead of bringing them to the meetings to hand out. She stated that she would do this whenever an item in the notebook is changed. The board members confirmed that this process was fine with them.

## **WOW Awards**

- **Vote on February WOW Nomination**

Ms. Gordon and Ms. Maloney had selected the nominated property from District 3, and Ms. Gordon distributed photographs and a written description to the Board.

The home is in the Lake Aire Community, located at 1720 NW 26 Terrace. Ms. Gordon informed the Board that the home was built in 1962. It began as a three-bedroom, single-bath home, and as the family increased, additions were built onto the property. The home now contains six bedrooms and four baths, all added by the homeowner.

Ms. Gordon added that she hoped to take additional pictures of the property, but if this was not possible the Board could use the photographs already provided.

She explained to the new members that the WOW Award is presented at the City Commission monthly meeting. The winner receives a certificate from the City Commission and a \$50 gift certificate from the Board. They are recognized on the City website the following day, and a WOW Award sign is placed on the property for display.

**Motion** made by Ms. Gordon, seconded by Ms. Mammano, to accept this property as the winner of the February 2009 WOW Award. In a voice vote, the motion carried unanimously.

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

Chair Castelli asked which Board members had the remaining WOW Award signs. It was determined as follows:

- Ms. Bindler's sign is currently with the winner of the December 2008 WOW Award;
- Chair Castelli has two signs;
- Ms. Gordon has one sign;
- Ms. Maloney has one sign.

Ms. Garcia asked if she should send the sponsorship letter and pertinent information to Board members, so they would have the opportunity to suggest other persons as potential sponsors.

Chair Castelli requested that all members respond to Ms. Garcia's emails reminding them of the meeting by letting her know if they would or would not be able to attend. This would inform the Board ahead of time if a quorum would be present, he explained.

Mr. Fairchild stated that he gets other Board emails from Ms. Garcia's office, but does not receive these reminders.

Chair Castelli suggested that the subject line of the email be very specific, asking that members respond to inform Ms. Garcia that they could or could not attend.

Ms. Fischer asked how she and Ms. Cash would be assigned to a District and a WOW Award. Chair Castelli directed the new members to the information packet tab labeled "WOW Award Info," and explained what was involved with selecting a property for a prospective WOW Award.

### **Adjournment**

There being no further business to come before the Board at this time, the meeting was adjourned at 6:38 p.m.

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

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