



**COMMUNITY APPEARANCE BOARD  
CITY COMMISSION CONFERENCE ROOM – 8<sup>TH</sup> FLOOR CITY HALL  
100 NORTH ANDREWS AVENUE  
FORT LAUDERDALE, FLORIDA  
WEDNESDAY, FEBRUARY 11, 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 (5:41)	P	2	0
Chip Burpee	A	0	2
Franci Bindler	P	2	0
Greg Stuart, Vice Chair (5:41)	P	1	1
Jason Johnson	P	2	0
John Castelli, Chair	P	2	0
Marilyn Mammano	P	2	0
Pearl Maloney	P	1	1
Ron Fairchild	P	2	0
Ryan Paton (5:38)	P	2	0
Pieter Coetzee	P	2	0
Randall Vitale	P	2	0
Shon Cash	P	2	0
Ellen Fischer	A	1	1
Shelley Walker	P	1	0
Rick Murphy	P	1	0

**Staff**

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

**Call to Order**

- **Roll Call**

Chair Castelli called the meeting to order at 5:33 p.m. Roll was called and a quorum was present.

- **Guest Speaker Ashley Reed – American Cancer Society**

Chair Castelli invited Ms. Reed to address the Board at this time.

Ms. Reed thanked the Board for the opportunity to speak regarding the American Cancer Society's Relay for Life, which will take place in Carter Park. Ms. Reed stated that funds are raised at this event so free services may be provided to cancer patients in the community. The Relay for Life is an overnight event at

which teams assemble so one person from every team is on the track throughout the night. It will be held in June 2009.

As this is a rebuilding event in 2009, the American Cancer Society is in the process of assembling a committee to plan the relay. So far there are three members of this committee, Ms. Reed noted; she encouraged any interested parties to volunteer.

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

Chair Castelli introduced new member Shelley Walker, who has lived in Fort Lauderdale for many years and works in real estate, and Rick Murphy, an Alabama native who has lived in the City for three years and has recently retired.

- **Approval of Minutes from January 14, 2009 meeting**

**Motion** made by Ms. Mammano, seconded by Ms. Bindler, to approve the minutes of the January 14, 2009 meeting. In a voice vote, the **motion** carried unanimously.

### **Chairperson's Report**

- **Annual Event Discussion**

Chair Castelli urged the Board members to seek out sponsors for the Annual Event, reminding them that they cannot move forward in holding the event until sufficient money to reserve the venue is in the Board's account.

As it was pertinent to the current discussion, Chair Castelli requested that Ms. Mammano give the Treasurer's Report at this time.

- **Treasurer's Report**

Ms. Mammano reported that the Board holds the following balances in its accounts:

○ Checking:	\$5284
○ Contributions:	\$3750
○ Total:	\$9034

She noted that checking includes the \$4000 deposited into the account by the City, as well as \$1284 in rollover funds from 2008. The checking account is the Board's operating account, from which invoices and expenses are paid.

So far, 2009 expenses include a \$60 plaque (repaired from 2008), \$530 for applications, and \$250 for mailing fees by Tropical Ink. This fee covered the cost

of 799 setups, importing and certifying lists, ink-jet printing, tabbing, sorting, traying, and delivery to the Post Office. Postage costs were covered by the City.

It was noted that the Board voted to approve this \$250 charge at the January 2009 meeting.

Funds in the Contributions account consist of the \$3000 check received from the Huizenga Foundation, as well as two other contributions totaling \$750.

Ms. Mammano distributed copies of the Treasurer's Report to the Board. She then returned the floor to Chair Castelli.

Chair Castelli recalled that all Board members were given a list of the final expenditures from the 2008 Annual Event, noting that although ticket sales are still forthcoming, there are monies that must be spent on the event other than the reservation of the venue. He asked if Ms. Mammano, as Treasurer, felt the Board should move forward to secure the venue, Laffing Matterz, at this time.

Ms. Mammano pointed out that there are sufficient funds to reserve Laffing Matterz. Chair Castelli felt the money would be best spent by using \$6700 of these funds to secure the venue, then move forward by soliciting more sponsors and selling tickets.

**Motion** made by Ms. Mammano, seconded by Mr. Coetzee, to secure Laffing Matterz by paying the \$6700 necessary for a 100-guest guarantee.

Ms. Mammano asked Ms. Garcia if, assuming the motion is successful, the \$6700 must be taken out of the account at this time, or if it may be set aside to give the venue at a later date. Ms. Garcia advised that a purchase order must be issued to the City for these funds, which will be paid when the venue bills the City for the event. In the meantime, \$6700 in the Board's account is "earmarked" for this expense and cannot be used otherwise.

There being no further discussion, the **motion** carried unanimously in a voice vote.

Ms. Mammano informed the Board that this leaves only \$2334 for other Annual Event expenses until more sponsors are recruited. This will include the cost of the plaques, printing invitations and programs, and the deposit and rental fee for the tour bus to view nominated properties.

Chair Castelli returned to the sponsorship list included in the information packet for today's meeting. He reminded the Board that he had asked members at the January 2009 meeting to select businesses and/or individuals with whom they were familiar and seek them out as potential sponsors. Ms. Garcia added that

everyone represented on this list had previously received sponsorship letters as well.

Chair Castelli volunteered to call the people he had sought out as sponsors of the 2008 Event; he also suggested dividing the list and pairing off with another Board member to call a certain number of names. He invited members to share any other possible ways to seek out sponsorships.

Ms. Walker requested an explanation of the sponsorship process. Chair Castelli referred to the list of potential sponsorship levels included in the information packet, which vary in price from \$3000 to \$50 and offer different forms of recognition in the Annual Event's program. He noted that realtors, architects, developers, banks, and other community businesses have been sponsors in the past.

Chair Castelli asked that all members study the sponsorship list and email Ms. Garcia with the names they plan to contact. Ms. Garcia will then give these names to Chair Castelli, who will cross them off the list and make some "cold calls" on his own. He reminded the Board that sponsors were vital to putting on an Annual Event.

Ms. Garcia offered to send applications to any names and addresses that Board members might bring her. Chair Castelli noted that the Board must solicit applications as well as sponsors. Ms. Mammano added that she had distributed applications among members of the Fort Lauderdale Council of Civic Associations, and would continue to look for more places where they might be distributed.

### **Secretary's Report**

Mr. Paton reminded the Board that he and Mr. Johnson are sharing the responsibility of monitoring the application phone lines, but have had no new calls so far.

He added that he had not received emails concerning the WOW Awards and therefore had not sent out any auto-replies. Ms. Garcia advised that she would check with the Webmaster to ensure any such emails were coming to the appropriate address.

Mr. Paton offered to put together a thank-you auto-reply for Annual Event Award nominations as well. The Board assented that this was a good idea.

### **Liaison's Report**

- **WOW Award Gift Certificates**

Ms. Garcia cautioned that she only had enough WOW Award gift certificates to last through March 2009.

Chair Castelli reiterated that Causeway Lumber had not renewed its longtime sponsorship of the WOW Awards, through which they had provided a \$50 gift certificate to the winner each month. Mr. Coetzee suggested approaching real estate companies as potential sponsors; it was also noted that Mr. Johnson had previously suggested asking Sherwin-Williams, or another paint or hardware store, to become a sponsor. Furniture stores, such as Rooms to Go or IKEA, were also recommended, as were restaurants.

Ms. Mammano felt that purchasing gift cards from a well-known store, such as Home Depot, would "tide [the Board] over" until a new sponsor for the WOW Awards could be found.

- **Name Badges / WOW Award intro cards**

Ms. Garcia recalled that at a previous meeting, it had been decided that the Board would no longer provide name badges for its members; however, she offered information on how to purchase a name badge with the City's logo for \$6, should any members be interested.

She also brought WOW Award introduction cards, which could be given to homeowners when Board members nominated them for the WOW Award, for new members and continuing members who did not have any more cards.

Ms. Garcia added that she had included updated Board members' contact information in the members' packets, and asked that they email her the next if any of the information was in need of correction. Should changes be necessary, she would bring the corrected list to the March 2009 meeting, she said.

## **WOW Awards**

The March WOW Award nomination came from District 4 and was presented to the Board by Ms. Mammano and Mr. Coetzee. They nominated a home at 917 SE 14<sup>th</sup> Street, which they described as a modest house, tastefully landscaped. Ms. Mammano provided before-and-after photos, which showed the renovations that had returned a former duplex to a single-family home. The house had been completely gutted in this process, and now incorporates various green features, such as insulation made of old denim, high-efficiency central air conditioning, and a 500-watt solar power system, described in detail in the blurb to accompany the photos. The home's landscape was completely redone as well.

Chair Castelli explained the WOW Award process to the new Board members.

**Motion** made by Ms. Mammano, seconded by Mr. Vitale, to approve the WOW Award for this property for the month of March 2009. In a voice vote, the **motion** carried unanimously.

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

The distribution of WOW Award signs is as follows:

- Vice Chair Stuart: 2 signs
- Ms. Mammano: 1 sign
- Chair Castelli: 2 signs
- Ms. Gordon: 2 signs

Vice Chair Stuart suggested that WOW Award winners could be notified in the future that the WOW Award signs are City property and should be returned to the Board or the City rather than discarded. Ms. Mammano recommended asking the homeowners, when the awards are given to them, to return the signs.

Chair Castelli reminded the Board that March is the deadline for Annual Event Award applications, and the bus tour is set for March 21, 2009. At present, only two applications have been received; it was noted that if necessary, the application deadline could be moved to a later date, although Ms. Garcia cautioned that this would not leave sufficient time to create programs for the event.

The Annual Event will take place in May.

### **New Business**

Mr. Paton advised that he has prepared a two-page report on the Special Meeting topics discussed at the January 2009 Board meeting, but he had not yet sent a copy to Ms. Garcia. She will pass the report along to the Public Works Department, he added, noting that it could create a great deal of interest in the Board's activities.

### **Adjournment**

There being no further business to come before the Board at this time, the meeting was adjourned at 6:18 p.m.