



**COMMUNITY APPEARANCE BOARD
CITY COMMISSION CONFERENCE ROOM – 8TH FLOOR CITY HALL
100 NORTH ANDREWS AVENUE
FORT LAUDERDALE, FLORIDA
WEDNESDAY, MARCH 11, 2009 – 5:30 P.M.**

<u>BOARD MEMBERS</u>	<u>ATTENDANCE</u>	<u>CUMULATIVE</u>	
		<u>1/09-12/09</u>	
		<u>Present</u>	<u>Absent</u>
Ayisha Gordon	P	3	0
Franci Bindler (5:35)	P	3	0
Greg Stuart, Vice Chair (5:57)	P	2	1
Jason Johnson	P	3	0
John Castelli, Chair	P	3	0
Marilyn Mammano (5:37)	P	3	0
Pearl Maloney	A	1	2
Ron Fairchild	A	2	1
Ryan Paton	P	3	0
Pieter Coetzee	P	3	0
Randall Vitale	P	3	0
Shon Cash	A	2	1
Shelley Walker	P	2	0
Rick Murphy	A	1	1
Barbara A. Van Voast	P	1	0

As of this date, there were 15 appointed members to the Board, which means 8 would constitute a quorum.

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.

- **Welcome New Members and Introductions (if applicable)**

Chair Castelli welcomed new member Barbara Van Voast. Ms. Van Voast is a longtime resident of Fort Lauderdale, and previously served on the Community Appearance Board some years ago. She noted that the Board has “advanced

tremendously” since that time. She is an interior designer and the owner of Van Voast Interiors.

- **Approval of Minutes from February 11, 2009 Meeting**

Motion made by Ms. Mammano, seconded by Mr. Vitale, to approve the minutes of the February 11, 2009 meeting. In a voice vote, the **motion** carried unanimously.

At the request of Chair Castelli, the following items were taken out of order on the agenda.

- **WOW Gift Certificate Discussion**

Mr. Vitale reported that Home Depot will provide the Board with \$25 gift certificates for this purpose, given at three-month intervals. He noted that Assistant Store Manager Nadine Williams needs a letter from the City to begin this new program.

Ms. Bindler suggested asking Allied Kitchens if they would be interested in donating gift certificates to the WOW program. This business sells kitchen and bathroom renovation materials. She offered to reach out to this company regarding the WOW Awards.

Mr. Vitale recommended asking Allied Kitchens to become a sponsor of the Annual Event in lieu of sponsoring the WOW Awards. However, Chair Castelli pointed out that the homeowners who receive WOW Awards take great pride in their homes, and would probably make good use of a gift certificate from that business.

Secretary’s Report

Mr. Paton stated that there were 18 messages regarding the Annual Event, and seven applications due by Friday, March 13. He noted that the only questions to which he did not know the answers were whether or not a CO issued before April 1 was eligible for nomination. Chair Castelli advised that, as the date had been arbitrarily set by the Board, the answer was yes.

He continued that another caller had informed him the City had listed his renovation project as new construction, and the owner of the company submitted an application as such. Chair Castelli explained that if work had been done on an existing building, the walls had not been torn down, it occupied the same piece of property, and “before” and “after” photographs accompany the application, it could be listed as a renovation. The “before” picture is essential to this category.

New construction is classified as “completely new from the ground up,” according to Mr. Coetzee.

Mr. Paton recalled that the caller had asked him to move the project into the appropriate category if it did not satisfy the requirements of new construction. He agreed to contact the applicant and apprise him of the change.

Treasurer’s Report

Ms. Mammano informed the Board that the fiscal situation has not changed significantly from her February 2009 report; however, they do have more sponsors for the upcoming Annual Event.

Total sponsorships so far equal \$4100, she stated, and thanked the Board members for their work in recruiting recent sponsors.

The Board’s account balances are as follows:

- Checking: \$3159
- Savings: \$1284
- Sponsorships: \$4100
- Total: \$8544

She advised that these funds may be used at the Board’s discretion, for WOW Award prizes, the Annual Event, or other expenses.

At the February meeting, the Board had earmarked \$6700 for Laffing Matterz, Ms. Mammano recalled, but this money has not yet been spent for the venue. With this amount deducted from the total, the Board has \$1644 in its account.

Chair Castelli added that the \$6700 was a guarantee to Laffing Matterz for 100 guests to attend the event. He hoped that actual attendance of the Annual Event would be much higher.

- **Annual Event Discussion**

Chair Castelli stated that, as he wished the Board to be fiscally responsible, perhaps the Annual Event should be changed in 2009, considering both the current economic climate and the overall level of interest. He did not feel it would be appropriate to spend the amount of funds on this year’s Event that the Board had dedicated to that use in the past.

Should the seven additional sponsors send in their funds, the Board had still received only 13 applications, with two days remaining until the deadline. There

are 24 awards to give out, he noted, but an insufficient number of applicants. Last year, he recalled, there had been approximately 60 nominations.

Ms. Mammano felt the Board should still hold the Annual Event; however, rather than holding an Event that would be inferior to the previous year's, she proposed holding the Event in the City Commission Chambers, as they had done in an earlier year when funds and applications had been difficult to obtain.

She felt such an Event would have strong positive aspects, particularly that it would be free of charge. All area homeowners' associations would be invited to attend, food and drinks would be provided, and a City official could be invited to make a presentation. She added that this presentation could be tailored to meet the Board's function, perhaps discussing an urban design project for local neighborhoods, or greening of the City. She felt that a very pleasant Annual Event with a more populist theme could be developed.

Chair Castelli explained that he wanted various ideas to be discussed by the Board so they could arrive at a consensus regarding how to move forward. He felt a large Event would be inappropriate with only 13 applicants overall, but he also felt they should present the Board to the community in a positive manner and hold a somewhat different Annual Event that is open to the public.

Ms. Mammano added that the Event might also present an opportunity for the new City Commissioners to speak about the role of urban design in the City.

Ms. Van Voast felt this was a very good idea, and that inviting the homeowners' associations this year might produce more interest, and a greater number of applications, for the Annual Event in 2010.

Chair Castelli proposed including a PowerPoint presentation featuring the WOW Award winners of the last year. He agreed that the homeowners' associations could potentially become "the backbone of this Board."

Ms. Bindler suggested selecting and honoring a particularly active homeowners' association in the City. Ms. Mammano noted that the Council of Fort Lauderdale Civic Associations undertakes several projects throughout the year, including repainting of walls with graffiti and a cleanup at the former Southside School. She recommended featuring one of these programs.

Ms. Walker asked if staging the Annual Event at an outdoor location, such as Riverwalk, might be a possibility. Chair Castelli cautioned, however, that outdoor venues run the risk of inclement weather, and Ms. Mammano added that this would also mean bringing any necessary equipment.

Chair Castelli reiterated the positive aspects of a free Event, such as building up awareness and interest in the Board again. While he agreed to entertain the possibilities of other locations, he pointed out that the City Commission Chambers would be a free venue, where audiovisual equipment was easily accessible. He noted that while food could be made available in the Chambers, liquor must be served only in the patio.

Mr. Paton proposed holding the Event at the African American Studies Library, which would be a beautiful venue with a stage and stadium seating. It was pointed out, however, that the Library is not located within the City, and that there would be a charge to hold the Event at that location.

Vice Chair Stuart suggested that BankAtlantic Corporate Center had recently won a Community Appearance Award, and might be considered as a possible venue.

Chair Castelli concluded that the Board seemed to be at a consensus regarding a change in venue from Laffing Matterz to a venue that could host a free event.

Motion made by Ms. Gordon, seconded by Mr. Coetzee, that the Board not hold the 2009 Annual Event at Laffing Matterz, but select another venue. In a voice vote, the **motion** carried unanimously.

Motion made by Ms. Mammano, seconded by Ms. Gordon, to hold the 2009 Annual Event at City Hall, free of charge, with a program that incorporates some awards and presentations.

Mr. Coetzee asked if the sponsorship funds received so far have been used, noting that there might be the necessity of contacting the Event's sponsors. Chair Castelli stated, however, that they could send a letter to the sponsors, advising them of a change in venue and that the Event will be free, and the sponsorship funds would be spent in other ways.

Ms. Garcia noted that the original sponsorship letter had made no reference to the kind of Event the Board was planning. As no venue is mentioned in the letter, it was not a necessity to inform sponsors of this particular change. The information that might need to be corrected, she suggested, would be the mention of tickets to the Event, as tickets would no longer be required.

Chair Castelli did not feel sponsors would need to be notified, pointing out that the Huizenga Foundation did not want their name advertised. He offered to call each sponsor, however, to inform them of the changes.

In a voice vote, the **motion** carried unanimously.

Chair Castelli asked that Ms. Garcia check on the availability of the City Commission Chambers on May 7, 2009, the date for which the Annual Event is scheduled. She agreed to do so, and asked for an additional date to check in case May 7 is unavailable.

Ms. Mammano recalled that the applications state the Board reserves the right to make changes to the Annual Event. She recommended sending applicants a letter advising them that the Event will differ from what was originally planned, and that applications will remain on file for the 2010 Event.

Vice Chair Stuart noted that he had two potential additional sponsors at the Gold and Silver levels. It was suggested that they could still be recognized as sponsors of the Board. Chair Castelli indicated that sponsors could be recognized at the Event with logo banners if a program was not created.

Some discussion followed regarding whether or not to present a smaller number of awards than the 24 originally planned. Six of the applications were in the category of single-family residences, including two renovated properties and two that were newly constructed.

Chair Castelli expressed concern with giving awards "by default" to the few properties that had applied, pointing out that the awards given out at past Annual Events were engraved bronze plaques. Ms. Mammano proposed giving them certificates for participation.

While it was noted that the awards have served as the basis for the Annual Event in the past, Chair Castelli pointed out that this year's Event could provide a forum for panel discussions on urban design, honoring the work of the Council of Civic Associations, and providing a more populist Event overall, without a need to give awards.

Motion made by Ms. Mammano, seconded by Mr. Johnson, to present the WOW of the Year Award at this year's Annual Event. In a voice vote, the **motion** carried unanimously.

Chair Castelli requested the formation of a special committee to put a program together. Ms. Gordon, Ms. Mammano, Mr. Paton, Mr. Vitale, and Ms. Walker agreed to participate in this committee and decide, among other considerations, whether or not to present awards to the properties for which applications had already been submitted.

Ms. Garcia pointed out that with only a single Board meeting between the special committee's meeting and the Annual Event, it would be virtually impossible to arrange for a program. Ms. Mammano felt, however, that this could be achieved.

Chair Castelli advised that the difficulty of putting together a program lay in which individuals were chosen to participate: for example, if the new Mayor and the City Commissioners each spoke for a set amount of time, they might constitute a complete program on their own. Ms. Garcia agreed to check the Mayor's calendar to ensure that he would be able to attend the Annual Event.

The members of the special committee stated that they would let Ms. Garcia know when they planned to meet, so their meeting could be appropriately posted.

Liaison's Report

Ms. Garcia informed the Board that new legislation required her to announce how many members were on the Board at the beginning of each meeting, as well as the number of Board members who would constitute a quorum. It is also required that this information appear in the meeting's minutes.

She added that the advertisements for the Annual Event had been included in civic packets sent to homeowners' associations, civic association presidents, the City website, and the media for press release, in addition to the applications individually mailed. She recalled that Ms. Damiano had also suggested purchasing an ad in the local papers if more advertising was necessary.

She added that the WOW Award for March would be presented at the April 7, 2009 City Commission meeting, and the April WOW Award would be presented at the April 21 meeting.

WOW Awards

- **Vote on April WOW Nomination**

Ms. Bindler described a home in Imperial Point with tropical landscaping, an irrigation system, an entry gate, and gas lamps. She displayed pictures for the Board, explaining that the owners had also repainted the home and replaced its roof.

Motion made by Ms. Bindler and duly seconded to nominate this property for the April WOW Award. In a voice vote, the **motion** carried unanimously.

Chair Castelli confirmed that Vice Chair Stuart and Mr. Vitale will present a property from District 2 for the next WOW Award.

Mr. Vitale recalled that there had been discussion of keeping the WOW Award gift certificates at the \$50 level, and suggested that the Board purchase a \$25 gift certificate in addition to the \$25 gift certificate they already planned to provide.

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Ms. Garcia confirmed that the Board may do this with funds from their savings account, which currently contains \$1284, as City funds may not be used for gift certificates.

Motion made by Mr. Vitale, seconded by Ms. Gordon, to augment the \$25 gift certificate provided by Home Depot with an additional \$25 gift certificate to be purchased from the Board's funds. In a voice vote, the **motion** carried unanimously.

Chair Castelli asked that Ms. Garcia transfer sufficient funds to purchase one year's worth of additional \$25 gift certificates for the purpose of supplementing the WOW Awards.

There being no further business to come before the Board at this time, the meeting was adjourned at 6:33 p.m.

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