

**COMMUNITY APPEARANCE BOARD
CITY COMMISSION CONFERENCE ROOM – 8TH FLOOR CITY HALL
100 NORTH ANDREWS AVENUE
FORT LAUDERDALE, FLORIDA
WEDNESDAY, SEPTEMBER 9, 2009 – 5:30 P.M.**

BOARD MEMBERS	ATTENDANCE	CUMULATIVE	
		1/09-12/09	
		<u>Present</u>	<u>Absent</u>
Ayisha Gordon	A	6	1
Franci Bindler	P	7	0
Greg Stuart, Chair	P	6	1
Jason Johnson	A	5	2
John Castelli	A	6	1
Marilyn Mammano, Vice Chair	P	7	0
Pearl Maloney	P	2	5
Ryan Paton	P	7	0
Randall Vitale	A	5	2
Shon Cash	A	4	3
Shelley Walker	P	6	0
Rick Murphy	P	5	1
Barbara A. Van Voast	P	5	0
Robert McNair	A	0	4
Kenneth Green	P	2	0
Larry Nielsen (arr. 6:02)	P	2	0
Patrick Maloy	P	2	0
Bruce Johnson	A	0	1

As of this date, there were 18 appointed members to the Board, which means 10 would constitute a quorum.

Staff

Linda Gee, Staff Liaison, Public Works Department
Jennifer Picinich, Recording Secretary, Prototype, Inc.

Communications to City Commission

None at this time.

Call to Order

- **Roll Call**

Chair Stuart called the meeting to order at 5:43 p.m. Roll was called and it was determined a quorum was not present.

Chair Stuart advised that Mr. Vitale and Ms. Gordon had informed him they would be unable to attend tonight's meeting. Ms. Gee added that Pieter Coetzee had tendered his resignation from the Board.

- **Welcome New Members and Introductions**

New member Bruce Johnson was not present at tonight's meeting.

- **Approval of Minutes from July 8, 2009 Meeting**

It was noted that minutes could not be approved in the absence of a quorum.

Secretary/Treasurer's Report

- **Status of Accounts**

Mr. Murphy reported that the fiscal year will end on September 30, 2009. The Board had spent less than expected on plaques, and had some excess money; rather than have these funds taken away when the new fiscal year begins, he pointed out that Ms. Gee had suggested the Board purchase some additional WOW Award signs, as well as promotional cards for the WOW Award program, which could be distributed at community meetings or other events.

The Board will receive \$4000 in its operating account from the City on October 1, 2009, when the new fiscal year begins. The balance in the account would be \$133.28 after the purchase of cards and additional signs.

Chair Stuart stated that each Board member will be asked to raise funds in the future. He noted that when the City puts money into the operating account, the Board will have \$4133.28; the previous year, they spent \$8500 total, with \$5500 used specifically for the annual event. This means they must raise \$4100 by April 2010. He recognized that in the current economic climate, fundraising may not be as fruitful as it has been in past years.

- **WOW Web Inquiries Update**
 - **Transfer Email Address to New Secretary**

Mr. Murphy noted that there have been no WOW web inquiries. He has only recently had the email address changed from former Secretary Mr. Paton's name to his own.

He explained, for the benefit of newer Board members, that this is a process by which homeowners may nominate their own properties for a WOW Award,

although it is not the only way in which nominations may be submitted: they may be sent by neighbors or members of homeowners' associations as well.

Vice Chair Mammano observed that the Board had initially received good results from this process, although the responses have "fallen off" over time.

Community Outreach Coordinator's Report

- **Overview of Outreach Ideas**

Mr. Paton stated he had come up with ideas by which the Board might be made more effective. He explained that when awards are given to homeowners who already have attractive properties, there is no incentive for other members of the community to improve their homes. He announced he had proposals that would not make a great deal more work for the Board, but would involve coordinating events and offering new awards.

One new award he suggested is a Homeowner's Association (HOA) Award, which would honor improvements made to a streetfront appearance. Mr. Paton noted that in the current economic climate, HOAs are having difficulty collecting dues because of foreclosures. The Board could provide these organizations with lists of partners that offer manpower and/or resources to carry out projects, such as sodding, improving shrubs, and using native plants. An HOA that takes advantage of these proposed partnerships could submit "before" and "after" photographs to compete for the HOA Award. A separate award could recognize the business that donates the most time and/or effort toward helping HOAs.

Mr. Paton also suggested a "business of the year" that honors a business that "uses their employees to make the community a better place" by improving a property's appearance. The Board would help coordinate these efforts, and would present an award to the winning business' CEO at the Annual Event.

Vice Chair Mammano observed that she liked the idea of an award for businesses, as this represented "something new and unique." She noted, however, that the Community Volunteer Corps (CVC) assists homeowners' associations, and the Rotary Club contributes money and manpower to projects of this nature as well.

Ms. Walker asked if the business, or the Board, would determine an improvement site. Mr. Paton explained the business could propose both locations and plans, and the Board would honor them for this work.

Mr. Nielsen joined the meeting at this time (6:02 p.m.).

It was noted that if the business award is an annual one, it could be included in the Annual Event application process, and applications could be sent to organizations.

Chair Stuart asked if any members would like to work with Mr. Paton on establishing criteria for this award. It was decided that this subcommittee would consist of Mr. Paton, Ms. Maloney, Mr. Nielsen, Mr. Murphy, and Ms. Gordon.

Chair Stuart noted that, as a quorum was now present, the Board may approve the minutes of the July 8, 2009 meeting.

Motion made by Mr. Murphy, seconded by Ms. Maloney, to approve the minutes of the July 8, 2009 meeting. In a voice vote, the **motion** carried unanimously.

Chairperson's Report

- **Community Appearance Board – St. Petersburg, FL**

Chair Stuart informed the Board that he and Vice Chair Mammano had each received telephone calls from the CAB of St. Petersburg. He stated that their Board “works as a de facto ARCom [Architectural Review Committee],” which the Board might wish to discuss and determine if they are interested in taking a similar role. Chair Stuart advised that larger projects, which go before the Planning and Zoning Department and “come up to the City Manager’s Office,” might benefit from a peer review process, which the Board could offer if they are interested.

He asked that Vice Chair Mammano address the Board regarding St. Petersburg’s Historic Preservation program at this time, and then return to the discussion about elevating the role of the Board in reviewing “large-scale applications” for the Planning and Zoning staff.

Vice Chair Mammano distributed a handout on the Certified Local Governments (CLG) Program, noting that Fort Lauderdale is one of a “very few” cities that does not participate in this state-administered program. To become a certified local government, a city must have the following in place:

- a historical preservation procedure or board;
- criteria for designating historic properties;
- a historic preservation enabling statute;
- a law that regulates the entire process.

Once these criteria are in place, a city may apply to be a certified local government. Benefits of joining this program include eligibility for historic preservation grants from the State, as well as grants for education, surveys, archival research, and other opportunities. Vice Chair Mammano explained the

program is primarily for educational and historical research purposes. She felt the program would be beneficial from a community appearance perspective, as preservation of the City's architectural history will improve its appearance.

Vice Chair Mammano continued that she had recently attended a meeting of the Council of Fort Lauderdale Civic Associations, which had voted unanimously to support the City's application to become a certified local government. The City has prepared an application to participate in the program, and the new City Commission seems to take an interest in preservation.

She concluded that she wished to know if the Board felt it would be a good idea for her to contact the Historic Preservation Board and learn their position on the issue, and if the Board may do anything "appropriate or helpful" to the application process. If that is the Board's consensus, Vice Chair Mammano offered to bring further information, and perhaps recommendations, to next month's Board meeting.

She added that if the Board wishes to act in support of the City's becoming a certified local government, they might want to voice support of the Historic Preservation Board, which passed a resolution in 2007 urging the City to apply for this designation.

Mr. Nielsen recommended obtaining a "variety of input" for the Board on this issue, and added the members could also speak with their respective City Commissioners to learn whether or not they feel the Board's input might enhance certain projects. Chair Stuart agreed with this suggestion.

Vice Chair Mammano proposed inviting a member of the Historic Preservation Board to speak at next month's meeting. Hearing no objections, Chair Stuart agreed this would be appropriate. He also asked that Vice Chair Mammano find out if there are negatives associated with certified local governments, or find someone impartial to address the issue.

Liaison's Report

- **Notebook Updates**

Ms. Gee distributed an updated list of Board members, as well as a monthly rotation list for WOW Awards; there are three properties on which the Board would vote at tonight's meeting, she noted.

She recalled that at previous meetings the members had been looking for WOW Award signs, as there did not seem to be enough to go around; it had been recommended that they order new laminated plastic signs. She advised that former Board Liaison Monique Damiano had come up with designs that might

better promote the Board, and showed two examples. Each laminated sign would cost \$12, and would be given to the property owners to keep.

There are currently no sponsors for the WOW Award, Ms. Gee noted; since sponsorships often change, it would not be cost-effective to print a sponsor's name on the sign unless the sponsor requested this.

Motion made by Vice Chair Mammano, seconded by Ms. Walker, to order 30 WOW Award signs in a new design.

Mr. Nielsen pointed out that the sign reading "This house says WOW!" does not state that the property is an award winner. It was agreed that "Award Winner" could be added to the sign; Ms. Bindler also pointed out that "WOW" would be easier to read if it was not in italics, and recommended that the exclamation point be eliminated.

Vice Chair Mammano **amended** her **motion** to reflect the changes discussed above, and Mr. Nielsen seconded the **amended motion**.

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

Ms. Gee continued that during the bid process for plaques, the manufacturer was contacted directly and the City has saved roughly \$50 on the cost of each plaque. This was the reason there was extra money remaining in the Board's account. The bronze plaques are expected to arrive by the end of September.

She noted that the Board is also running low on gift cards for WOW Award winners, and added that some of the remaining funds be used to purchase additional gift cards. As Home Depot has not been responsive to the Board's request to extend its sponsorship, she proposed contacting another business to solicit a sponsorship. Home Depot, she recalled, had at one time donated \$25 gift cards for winners. Ms. Gee estimated there are six of these cards remaining, which would be enough for three months.

She advised the Board that the City cannot solicit sponsorships, but the Board may do so.

The potential sponsors cited by the Board were Lowe's, Bed Bath & Beyond, and Allied Kitchen & Bath. It was agreed that Board members would contact these businesses to solicit sponsorships. Ms. Bindler suggested asking for \$100 gift certificates/cards.

Ms. Gee also suggested using funds to prepare pamphlets or fliers that promote the Board, which could be distributed at various community or homeowners' association meetings and in City buildings. The cost for 3000 pamphlets would

be roughly \$300. She concluded that the remaining money in the Board's account could be divided between the expenses for pamphlets and gift cards.

She added that part of the funds would go toward working with a designer to ensure the Board's message comes across. The design work must be sent out so funds can be encumbered from this fiscal year, she noted.

Motion made by Vice Chair Mammano, seconded by Ms. Bindler, to use remaining funds for the development and production of a brochure promoting the Community Appearance Board and the purchase of gift cards from sponsors. In a voice vote, the **motion** carried unanimously.

- **CAB Email Address**

Ms. Gee stated that the Board now has its own email address with the City, communityappearanceboard@fortlauderdale.gov . This address will be used to send information to Board members, including agendas and minutes, in the future.

She explained that the Sunshine Law precludes any discussion of Board business by members outside the publicly posted meetings. A seminar to provide more information on the Sunshine Law, the 2009 Sunshine Seminar, will be held on Tuesday, September 29, 2009, at Florida Atlantic University. The seminar is scheduled from 8:30 a.m.-2:25 p.m. in the 10th floor conference room.

Chair Stuart added that the Better Meetings Academies held periodically by the City also provide a clearer understanding of the Sunshine Law. These are scheduled every other month by the City Clerk's Office, and it is asked that all new board or committee members attend. She advised that information regarding the next such meeting will be distributed to the Board members.

Ms. Gee concluded that the Sunshine Law makes public any information exchanged during meetings.

WOW Awards

- **Vote on July WOW Award**

Motion made by Ms. Walker, seconded by Vice Chair Mammano, that the July WOW Award from District 4 would now be the January 2010 award for District 2. In a voice vote, the **motion** carried unanimously.

- **Vote on August WOW Award**

Ms. Bindler distributed “before” and “after” photographs of a property in the Imperial Point neighborhood, which is the nominee for the August WOW Award. She advised that the homeowner’s work is not yet complete.

Motion made by Mr. Paton, seconded by Vice Chair Mammano, to approve the nomination for the August WOW Award. In a voice vote, the **motion** carried unanimously.

Ms. Gee advised that it is too late to add this award’s presentation to the September 15, 2009 City Commission meeting. It will instead be presented at the October 20, 2009 meeting.

- **Vote on September WOW Award**

Mr. Murphy distributed “before” and “after” photographs of a home in Victoria Park, which had been extensively renovated by the homeowner.

Motion made by Ms. Maloney, seconded by Mr. Paton, to accept the September WOW Award nomination. In a voice vote, the **motion** carried unanimously.

- **Vote on October WOW Award**

Mr. Green distributed copies of a photograph of the nominated property. The homeowners moved into the house in 1985 and have worked to improve it since that time.

Motion made, seconded by Mr. Murphy, to accept the October WOW Award nomination. In a voice vote, the **motion** carried unanimously.

- **November WOW Award due October 14, 2009**
- **WOW Signs**

Ms. Gee advised the new signs would be available by October 20, 2009.

- **WOW Yard Sign Inventory Tracking**

Chair Stuart pointed out that since new signs will be printed and owners may keep them, it is no longer necessary to track sign inventory.

- **WOW Promotional Cards**

Ms. Gee distributed the cards given to WOW nominee property owners to inform them that their property has been nominated.

- **Promoting WOW Program – HOA Meeting Presentations**

Vice Chair Mammano offered to undertake this effort again once brochures are available.

Annual Awards Ceremony 2009

- **Thank-you Letters for City Staff**

Vice Chair Mammano stated she would follow up on this Item.

- **Plaque Status / Delivery of Remaining Plaques**

Chair Stuart recalled that delivery of plaques is expected by the end of September 2009. Ms. Gee agreed to send an email to members advising them when these are available.

Annual Event 2010

Chair Stuart stated this issue would be revisited at a later meeting in the interest of time. He emphasized, however, the need to begin planning for the Event well in advance of May 2010.

It was requested that all members arrive on time in the future so meetings can begin and adjourn in a timely manner.

There being no further business to come before the Board at this time, the meeting was adjourned at 7:01 p.m.

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