

**COMMUNITY APPEARANCE BOARD  
CITY COMMISSION CONFERENCE ROOM – 8<sup>TH</sup> FLOOR CITY HALL  
100 NORTH ANDREWS AVENUE  
FORT LAUDERDALE, FLORIDA  
WEDNESDAY, JANUARY 13, 2010 – 5:30 P.M.**

<b>BOARD MEMBERS</b>	<b>ATTENDANCE</b>	<b>CUMULATIVE</b>	
		<b>01/10-12/10</b>	
		<b><u>Present</u></b>	<b><u>Absent</u></b>
Greg Stuart, Chair	P (5:38 arr.)	1	0
Marilyn Mammano, Vice-Chair	P	1	0
Valerie J. Amor	P	1	0
Franci Bindler	A	0	1
Tom Catalino	P	1	0
Sheila Franklin	P	1	0
Ayisha Gordon	P (5:40 arr.)	1	0
Kenneth Green	A	0	1
Bruce Johnson	P	1	0
Patrick R. Maloy	A	0	1
Robert McNair	A	0	1
Rick W. Murphy	P	1	0
Larry Lee Nielsen	A	0	1
J. P. Ottino	A	0	1
Ryan Paton	P	1	0
Barbara A. Van Voast	P	1	0
Shelley Walker	P	1	0
Victor Yue	P (6:22 dep.)	1	0

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.

**Communication to City Commission**

**Motion** made by Ms. Mammano, seconded by Ms. Gordon, requesting a sub-committee be established to develop a new annual award category for businesses that have made a significant contribution to the appearance of the City of Fort Lauderdale. In a voice vote, the **motion** passed unanimously.

- **Roll Call**

The meeting was called to order at 5:35 p.m. by Vice-Chair Mammano. Roll was called and it was determined a quorum was not present.

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

Tom Catalino introduced himself and stated he had served on the Board 10 years ago under Mayor Naugle. He owns a landscape company, lives in Victoria Park and has lived in Fort Lauderdale for over 21 years. He is originally from Pittsburgh.

Chair Stuart joined the meeting at 5:38 p.m., thereby making a quorum. He welcomed Mr. Catalino to the Board.

Valerie Amor introduced herself and stated she is an architect and real estate broker with her own companies where she does architectural design and consulting. She serves on many committees regarding the green industry and sustainability, and she is working on a green jobs training school.

Chair Stuart gave an overview of the purpose and responsibilities of the Board.

- **Approval of minutes from December 9, 2009 meeting**

**Motion** made by Mr. Murphy, seconded by Ms. Walker, to approve the minutes of the December 9, 2009 meeting. In a voice vote, the **motion** passed unanimously.

### **Secretary/Treasurer's Report**

- **November account update**

Mr. Murphy stated there were no new expenses or income to report. The balance remained at \$3,983.28

### **Chairperson's Report**

- **CAB expanded role status**

Chair Stuart reported there was discussion at the City Commission meeting regarding expanding the role of the CAB.

Mr. Paton stated he spoke to Commissioner Rogers and expressed that the Board could be doing more for the community. Mr. Paton shared with the Board an article regarding Coconut Creek's Community Appearance Board, which had implemented changes similar to what Mr. Paton has been advocating. The Coconut Creek Board picks a family on a quarterly basis that needs help to

improve the appearance of their home in order to improve the appearance of the community. Similarly, Mr. Paton's idea is to have businesses submit their projects to the CAB, whether it is a park, basketball court or school for example, to improve the appearance of Fort Lauderdale. The Board would select a business to receive an award. Mr. Paton hopes the Board receives approval to do the program, which he stated he would "spearhead." He added that 500 Comcast employees worked to redo a park in Fort Lauderdale.

Mr. Yue inquired who coordinates the efforts in the City for the needed projects. Ms. Mammano responded there is a Citizen's Volunteer Corps sponsored by the City of Fort Lauderdale that coordinates the work of volunteers on various projects such as cleaning up parks, cleaning the beach and painting over graffiti.

Ms. Franklin inquired who pays for the materials to do the homes. Mr. Paton responded that businesses do the work to benefit from the "tax breaks." He added that the Coconut Creek program received \$40,000 from the City's Affordable Housing Trust Fund.

Ms. Gordon thought the idea was great and the Board "just needs to come up with the plan and get it done."

- **CAB Subcommittees status**

Mr. Johnson inquired if there was a sub-committee working on the program. Ms. Gee explained that the Board would need a motion regarding what the Board wants the sub-committee to do and if the City Commission grants approval, a resolution would become part of the Board. She added that the formal request would go into the Communication to the City Commission who would direct City Staff to do a resolution if they approve. The Commission expressed they were "open to it" but needed the Board to narrow the scope of what it is the Board wants the sub-committee to do and then provide the financial information of what the program will cost the City.

Chair Stuart pointed out that to provide minutes would be expensive and also the time it would take for City staff to work on the program would have to be considered as well. He asked Mr. Paton to articulate what the Board would be requesting, and the Board could then discuss and make a motion before the end of the meeting so that Ms. Gee could move forward to have the request placed on the City Commission's agenda for their February 16 meeting.

### **Liaison's Report**

Ms. Gee presented the WOW program cards that were printed and she provided them to the members.

She stated that Ms. Damiano had worked on the award application for the Annual Event including the artwork. The application would be "ready to go" once a date was selected.

Ms. Gee told the new members she would provide WOW signs to them for presenting to award winners at the City Commission meetings. She provided the information cards to them for presenting to the homeowners they nominate which inform the homeowner about the WOW program.

She said the same artwork Ms. Damiano used on the Annual Event award application could be used on the Board's ads or postcards.

Mr. Catalino suggested targeting different areas of the City each month. Chair Stuart responded the WOW process is done by District. Ms. Gee added that the rotation is shown in the manual and each month is assigned a different quadrant of the City.

### **WOW Awards**

- **February WOW Winner due January 13, 2010**

Chair Stuart stated that he and Mr. Nielsen had selected the February nomination. They had chosen a house and Mr. Nielsen had taken pictures. The information was not available for the members to vote on, due to the absence of Mr. Nielson.

- **March WOW Winner due February 10, 2010**

Ms. Franklin reported that she and Mr. Maloy were assigned to select a nomination for the March award; however, she had been unable to contact Mr. Maloy. Chair Stuart requested a volunteer to work with Ms. Franklin on the March award and Mr. Patton stated he would.

### **Annual Event**

Chair Stuart stated that Ms. Mammano had reviewed the application for Annual Event awards.

**Motion** made by Ms. Mammano to approve the modified application for the Annual Awards.

She stated a major concern being that it is clear that the property owner who is the recipient of the award and that the plaque be given to the property owner. Certificates would be given to others such as the architect, landscaper, etc. She added that the modified application makes this clear.

Ms. Gordon seconded the **motion**. In a voice vote, the **motion** passed unanimously.

Ms. Gee stated the application would be on the website as soon as the date for the Annual Event is selected, so that the due date for the application can be included.

Ms. Walker added that the City Commission has to approve the venue. She listed the three possible venues:

1. Bahia Mar
2. Museum of Art
3. Westin Beach Resort, Fort Lauderdale (Old Sheraton Yankee Trader)

She stated that the most economical site would be the Bahia Mar. The fee would be \$24.00 per person including food, a cash bar and no separate fee for the room.

Ms. Gee stated she would contact the three venues for their bid so that a purchase order could be obtained. She explained that a City Staff person is required to collect the bids.

Chair Stuart inquired if there was minimum number of people required for the \$24.00 per person price at Bahia Mar. Ms. Walker responded she had given them an estimate of 130 people. She added that Bahia Mar was available on May 6 or May 13.

**Motion** by Ms. Van Voast, seconded by Mr. Yue, to accept and submit the three bids for the date of May 13, 2010. In a voice vote, the motion passed unanimously.

Ms. Walker stated that equipment provided by Bahia Mar would include a podium, microphone and portable sound system. The Board would need to provide the screen and the laptop computer. The parking fee is \$5.00 for self-parking and \$10.00 for valet parking.

Chair Stuart addressed the need for fundraising. Ms. Gee confirmed that the Board could use the \$3,800.00 in their account toward administrative costs only. Chair Stuart listed the sponsors he was contacting. He stated the Board needed to decide how many tickets would be given to sponsors, based on the amount of their donation. Ms. Gordon and Ms. Mammano had each confirmed a sponsor for \$500.00.

Chair Stuart listed the levels of sponsorship that had been used in the past. There was consensus to continue using the same structure.

Ms. Gee stated that if Bahia Mar required a P.O. [Purchase Order] to reserve the room, she would not be able to get the P.O. until the money was in the account. Therefore, the sponsorship money would need to be placed into the account and be transferred into the operating fund so she could have a P.O. issued to Bahia Mar. Ms. Walker stated she would find out the required amount for the deposit. Ms. Gordon added she would be able to obtain the \$500.00 from her sponsor by the following week.

After discussion regarding whether or not to include parking in the ticket price, the Board decided to price the tickets at \$30.00 each including parking.

Mr. Johnson suggested that the Board “settle up” with Bahia Mar afterwards for the total parking fees based on the number of cars that park for the event. Ms. Walker agreed to speak to Bahia Mar to confirm the arrangement.

**Motion** made by Ms. Mammano, seconded by Ms. Walker, to set the ticket price at \$30.00 including parking. In a voice vote, the **motion** passed unanimously.

Ms. Walker suggested that members contact Chair Stuart with information regarding sponsors they obtain. Ms. Gee reminded them that the information could be provided to Chair Stuart from the members as a one-way communication of information. Ms. Van Voast inquired if there was a handout to provide to potential sponsors. Chair Stuart responded that Ms. Gee would provide the information that could be printed or sent electronically.

Ms. Gee stated that the checks from sponsors should be made out to The City of Fort Lauderdale Community Appearance Board.

Chair Stuart suggested sending the letter from the City to previous sponsors and that members also contact potential sponsors personally. Ms. Gee agreed to email the letter to Chair Stuart who would review for changes and then email the letter back to Ms. Gee.

Chair Stuart suggested someone from his staff to speak on the topic of the Long Range Transportation Plan and its impact to the City. Mr. Murphy requested Chair Stuart forward the information to him as he has other suggested speakers to follow-up on. Ms. Mammano stated she had given the suggestion of a speaker regarding “how the City could go green.” Mr. Murphy stated he would speak to the recommended candidates and would bring the information back to the Board to make the final decision next month.

Ms. Van Voast suggested having information available at the Annual Event regarding “going green” for attendees to take home with them. In addition, information regarding Mr. Paton’s suggested program could be made available.

Ms. Mammano stated she had prepared a letter to be placed in the monthly association newsletters. There would have been a charge to place an ad, but an article is free, so she would try to get the “article” into all of the newsletters.

Ms. Gee stated she would need someone to help with the postcards. Chair Stuart stated he would pick them up and deliver them to Ms. Bindler who would work on them. There would be approximately 300 postcards to be labeled for mailing.

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

Pearl Maloney was present and stated she had come to the meeting to say goodbye and to express her appreciation for having worked with the other members. She stated she did not want to be reinstated due to her travel schedule. The members thanked her for all of her help on the Board.

### **New Business**

Mr. Paton addressed the Board with his suggestion for a new award category as follows:

- Information would be sent to business contacts by email with no cost to the Board.
- The Board would meet with City officials to find out what the needs were.
- The Board would put together the categories for the businesses to assist with.
- Everything could be coordinated through a third party, such as Volunteer Broward.
- The businesses would be doing all the work, thereby “cleaning up the City.”
- At the end of the year, the Board would give four awards, such as for large, medium and small businesses, and individual businesses.
- The program would accomplish cleaning up the City at no cost to the City.
- Local businesses would “get a chance to make a name for themselves.”
- The program would provide “great advertising.”

**Motion** made by Ms. Mammano, seconded by Ms. Gordon, to establish a sub-committee of the Community Appearance Board to develop a new annual award category for businesses that have made a significant contribution to the appearance of the City of Fort Lauderdale. In a voice vote, the **motion** passed unanimously.

### **Communication to City Commission**

**Motion** made by Ms. Mammano, seconded by Ms. Gordon, to establish a sub-committee of the Community Appearance Board to develop a new annual award category for businesses that have made a significant contribution to the appearance of the City of Fort Lauderdale. In a voice vote, the **motion** passed unanimously.

### **Adjournment**

There being no further business to come before the Board at this time, the meeting was adjourned at 6:43 p.m.

[Minutes prepared by J. Picinich, Prototype, Inc.]