

**COMMUNITY APPEARANCE BOARD  
CITY COMMISSION CONFERENCE ROOM – 8<sup>TH</sup> FLOOR CITY HALL  
100 NORTH ANDREWS AVENUE  
FORT LAUDERDALE, FLORIDA  
WEDNESDAY, JUNE 9, 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	1
Marilyn Mammano, Vice-Chair	P	5	1
Valerie J. Amor	A	4	2
Franci Bindler	P	4	2
Tom Catalino	P	6	0
Sheila Franklin	P	6	0
Ayisha Gordon	P	4	2
Kenneth Green (6:20)	P	3	3
John T. Holmes (5:38)	P	2	0
Patrick R. Maloy	A	3	3
Larry "Ry" Nielsen (5:41)	P	4	2
Ryan Paton	P	5	1
Barbra Stern	P	3	0
Barbara A. Van Voast	P	4	2
Shelley Walker	A	5	1
Jimmy Witherspoon (5:52)	P	1	2
Victor Yue	P	6	0

As of this date, there were 17 appointed members to the Board, which means 9 would constitute a quorum.

**Staff**

Linda Gee, Liaison, Public Works Department  
Reina Gonzalez, Admin Assistant II  
Barbara Hartmann, 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 5:30 p.m. Roll was called and it was determined a quorum was present.

- **Approval of Minutes from May 12, 2010 Meeting**

**Motion** made by Vice Chair Mammano, seconded by Ms. Stern, to approve the minutes of the May 12, 2010 meeting. In a voice vote, the **motion** carried unanimously.

### **Chairperson's Report**

The following Item was taken out of order on the Agenda.

- **Event Overview**

Chair Stuart thanked the Board and Staff for their work in making the Annual Event a success.

Mr. Yue stated that everyone had done a great job, but they can improve on some aspects of the Event, such as including a slideshow of the bus tour and both "before" and "after" photos of nominated properties.

Ms. Van Voast suggested that intermission had not been a good idea, as the Event "lost people" during this time. Vice Chair Mammano agreed, adding that the flow of the event would have been smoother without a break.

There was agreement that the venue was "a phenomenal facility."

Ms. Bindler recommended that next year's Event have two drink stations.

Mr. Nielsen asked if there is a policy regarding "thank-yous." Ms. Gonzalez explained these are being done for Event sponsors, who will receive plaques. She advised that they will also be recognized by the City Commission at their June 15 meeting, which Board members are encouraged to attend. Ms. Gordon confirmed that she would pick up the plaques from the vendor.

### **Liaison's Report**

Ms. Gee reported that Ms. Gonzalez is the Board's new Liaison, effective at today's meeting. She thanked the Board for making her experience as Liaison a positive one.

- **Notebook Updates**

Ms. Gonzalez provided notebook updates for the Board members.

- **Board Resignations**

She advised that former Board members Lucy Harty and Emmett Kater had resigned for personal reasons.

- **Mayor's Challenge – 100,000 Hours of Community Service**

Ms. Gonzalez explained that hours devoted to Board issues may be included toward the Mayor's Challenge, such as the bus tour, time spent on the Annual Event, and time spent conducting Board business and attending meetings. The information may be logged at the Challenge's official website. Hours are retroactive to March 1, 2010, the time the Challenge started.

- **CAB Budget Review**

Ms. Gonzalez commended the Board on their planning, advising that the expenditure account has a balance of \$58. She suggested that they consider ordering more of the cards that are handed out to WOW Award nominees.

**Motion** made by Mr. Nielsen, seconded by Ms. Van Voast, to approve re-order.

Ms. Gonzalez continued that the subsidiary account has a balance of \$1573.28 remaining, which may be carried over into the following year.

- **New Member Orientation**

Ms. Gonzalez recalled that the Board had indicated they would like to work with new members and provide them with guidance and orientation. She suggested that more experienced Board members could talk to new members about the Board's mission.

Ms. Gordon and Vice Chair Mammano agreed that all members assume this responsibility to a degree, such as partnering with new members when selecting the WOW Award nominees. It was noted that the Better Meetings Academy is also helpful for new members.

New member Jimmy Witherspoon joined the meeting at this time (5:52 p.m.) and the Board members and Staff introduced themselves. Chair Stuart provided a brief overview of the WOW Award process and the Annual Event.

## **WOW Awards**

- **July WOW Winner Due June 9, 2010**

Ms. Van Voast provided photographs taken by Ms. Amor and read a brief description of the nominated property. The home, located on Riverland Road, has an ornamental garden that is also a certified wildlife habitat. The house features stained glass artwork. The garden has evolved over the past 15 years, and the owner is a master gardener.

**Motion** made by Mr. Catalino, seconded by Ms. Franklin, to select this property as the July WOW Award winner. In a voice vote, the **motion** carried unanimously.

Chair Stuart requested an update on the June WOW Award nominee. Ms. Gordon explained that Mr. Green has photographs of the home but was not yet present at the meeting. Chair Stuart stated they would revisit the June WOW Award if Mr. Green arrived at a later time.

- **August WOW Winner Due July 14, 2010**

Chair Stuart noted that Mr. Yue and Ms. Stern will select the August WOW Award nominee and present at the July 14<sup>th</sup> Board meeting. Ms. Gonzalez advised the Board that there is a City Commission meeting scheduled for August 17, 2010, but the Board has not yet determined if they will meet in August or take a recess.

- **September WOW Winner Due July 14, 2010**

It was decided that the September nominee would be selected from District 2 by Ms. Franklin and Mr. Catalino.

The Board agreed that they would not meet in August 2010.

- **Board Still Needs to Provide a February 2010 Winner**

**Motion** made by Ms. Gordon, seconded by Mr. Catalino, to waive the February 2010 WOW Award. In a voice vote, the **motion** carried unanimously.

- **Complete WOW Rotation for September-December 2010**

The Board members determined the following WOW rotation for this time period:

- September / District 2: Ms. Franklin, Mr. Catalino
- October / District 3: Vice Chair Mammano, Mr. Witherspoon
- November / District 4: Mr. Paton
- December / District 1: Chair Stuart, Ms. Bindler, Mr. Holmes

- **WOW Self Nomination Program Promotion**

Vice Chair Mammano explained the Board had received some recommendations through this program, and pointed out that Board members could call their District representative from the Council of Fort Lauderdale Civic Associations for suggestions. These representatives are familiar with the civic and homeowners' associations in their neighborhoods and can often point Board members in the right direction for nominations.

Ms. Franklin asked if there is a database of properties that have won WOW Awards in the past for each district. Vice Chair Mammano referred her to the WOW Award link on the City website, which lists winners by year and by community.

### **Annual Event**

- **Post-Event Tasks**
  - **Approval of Recognition of Sponsors and Keynote Speaker at the June 15 Commission Meeting**
  - **Sponsor / Keynote Recognition and Thank You Letters**

Ms. Gonzalez advised the Board that these letters had already been completed.

- **Plaque Order / Delivery**

Ms. Gordon had volunteered earlier to pick up the plaques for sponsors and bring them to the June 15<sup>th</sup> meeting.

- **Web Posting**

Ms. Gonzalez confirmed this has also been done.

### **Election of Officers**

- **Chair**
- **Vice Chair**
- **Secretary**
- **Treasurer**
- **Public Outreach Coordinator**

It was determined by the Board that the following individuals were nominated for the following offices:

- Chair: Mr. Stuart
- Vice Chair: Ms. Mammano
- Secretary: Mr. Yue
- Treasurer: Ms. Van Voast

- Community Outreach Coordinator: Mr. Paton

**Motion** made by Ms. Stern, seconded by Mr. Catalino, to elect the above officers as a slate. In a voice vote, the **motion** carried unanimously.

Mr. Green joined the meeting at this time (6:20 p.m.) and the Board returned to the July WOW Award discussion.

- **June WOW Winner Due June 9, 2010**

Photos of two properties from District 3 were shown as potential WOW Award winners. The Board selected the second property, a home built in 2007.

**Motion** made by Vice Chair Mammano, seconded by Mr. Catalino, to accept the second WOW Award nominee. In a voice vote, the **motion** carried unanimously.

The following Item was taken out of order on the Agenda.

### **New Business**

Mr. Holmes asked if a second WOW Award sign might be placed in front of the gatehouse of a gated community to “further advertise” the WOW program. He pointed out that this could lend prestige to the neighborhood.

Ms. Gordon noted that the WOW Award sign is “specific to the winner” and the second sign would not specify the winning property. Mr. Nielsen stated that this would be “a very limited sector of the community,” and if a sign is placed in front of an entire community, it diminishes the value to the individual.

Ms. Van Voast suggested a second sign could show that there is a “WOW House” in the community.

Chair Stuart said it would be possible to order signs that said, for example, “WOW Award House in this Neighborhood.”

Mr. Holmes felt realtors would appreciate the presence of these signs.

Chair Stuart noted that signs could be placed near entrance signs to other communities as well as in front of the house. He suggested it could be good for the neighborhood association.

Chair Stuart proposed that the members consider this topic prior to the next scheduled meeting and discuss it further at that time.

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

- **Meeting to Discuss Community Outreach Program Following Regular Meeting**

**Communication to the City Commission**

None at this time.

There being no further business to come before the Board at this time, the meeting was adjourned at 6:46 p.m.

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



City of Fort Lauderdale  
SPECIAL MEETING MINUTES  
Community Appearance Board Meeting  
Wednesday, June 9, 2010 – 6:30 p.m.  
City Commission Conference Room – 8<sup>th</sup> Floor City Hall  
100 North Andrews Avenue, Fort Lauderdale, FL 33301

**Board Members In Attendance**

Greg Stuart, Chair  
Marilyn Mammano, Vice-Chair  
Valerie J. Amor  
Franci Bindler  
Tom Catalino  
Sheila Franklin  
Ayisha Gordon  
Kenneth Green  
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Victor Yue

Community Appearance Board's Ryan Paton, Community Outreach Coordinator, presented to the Board the following business community outreach program:

**New Program Outline:**

The Community Appearance Board is recommending a new group of CAB Awards that will help improve the appearance of the City of Fort Lauderdale by partnering with local businesses.

The focus will be on encouraging Fort Lauderdale businesses to donate their services to beautification projects. In turn, the CAB will award recognition the companies for their contribution toward improving the local community.

Although the process has not been clearly defined yet, the Community Appearance Board would create a list of recommended projects that the businesses can participate in. These would not be major renovations, just beautifying, planting trees, flowers, applying mulch, removing eye sores, etc.

Typical projects will include:

- Remodeling parks
- Athletic fields
- Dog parks
- Playgrounds
- Graffiti Removal
- Removing/cleaning up dead plants/trees on certain high visibility areas
- Renovating City Centers (youth centers)—painting, mulching, etc.
- Beach clean-up

For example, Ryan Paton, Community Appearance Board Outreach Coordinator, was recently involved with a project at Franklin Park. Comcast came out with 500 employees and re-did the park. Companies want to participate in projects such as these, but often do not have, *or are not aware* of opportunities that they can pursue.

The Board is recommending four new Award Categories:

- #1--Super Business--(Example: Comcast, AT&T, Stiles, Citrix, Broward General, etc)--  
300+ employees
- #2--Large Business-- 100-299 employees
- #3--Medium Size Business-- 20-99 employees
- #4--Small Business--1-19 employees

The projects/opportunities will be selected from a list that the CAB will establish. The board will use its due diligence and overall expertise and carefully select opportunities based on an established criteria and CAB board ranking.

There is added value in these new awards since they are flexible. Meaning, if something is in need, the board can immediately add it to the list of categories.

Examples:

- We get hit by a Hurricane and need a massive amount of cleanup:
  - *The Board adds that opportunity/category.*
- Oil washes on our beach:
  - *The Board coordinates with the city's needs to offer a "clean up effort project"*

The board has a list of standard categories for the awards, but will also be "on call" to add/adapt to what is in most need.

Fort Lauderdale's business' complete their projects, and enter their completed team projects for an award. The Community Appearance Board will vote on the awards based on established criteria (yet to be determined).

These will turn out to be coveted awards. Each award would be named after pioneers that helped make Fort Lauderdale what it now is. At the award ceremony, we would ask (those who the awards are named after) or a family member, to present the award to that business, and say a few words of motivation.

To promote the program and engage companies to participate, the projects would be added to an entry form and sent to all of the board's business contacts, submit a press release, add the information to the City's Website, and Channel 78.

This program can help bring the City and business community together, and it gives individuals (employees of these companies) an opportunity to provide positive change within our City.

Recommendation was made by the Board and Staff Liaison that the proposed program should be reviewed by the City Attorney's Office.