

**COMMUNITY APPEARANCE BOARD
CITY COMMISSION CONFERENCE ROOM – 8TH FLOOR CITY HALL
100 NORTH ANDREWS AVENUE
FORT LAUDERDALE, FLORIDA
WEDNESDAY, SEPTEMBER 1, 2010 – 5:30 P.M.**

BOARD MEMBERS	ATTENDANCE	CUMULATIVE	
		<u>01/10-12/10</u>	
		<u>Present</u>	<u>Absent</u>
Greg Stuart, Chair	P	6	2
Marilyn Mammano, Vice-Chair	A	6	2
Valerie J. Amor	P	6	2
Franci Bindler	P	6	2
Tom Catalino	A	6	2
Sheila Franklin	P	7	1
Ayisha Gordon	A	5	3
Kenneth Green	A	4	4
(Request to reinstate 9/21/10)			
John T. Holmes	P	4	0
Patrick R. Maloy	P	4	4
(Reinstated 8/17/10)			
Larry "Ry" Nielsen	P	5	3
Ryan Paton	P	6	2
Barbra Stern	P	4	1
Barbara A. Van Voast	P	6	2
Shelley Walker	P	6	2
Jimmy Witherspoon (via phone)	P	2	3
Victor Yue	P	8	0

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

Staff

Reina Gonzalez, Staff Liaison
Barbara Hartmann, Recording Secretary, Prototype, Inc.

Communications to City Commission

None at this time.

Call to Order

Chair Stuart called the meeting to order at 5:40 p.m.

- **Roll Call**

Roll was called and it was determined a quorum was present.

Chair Stuart explained that Mr. Witherspoon had requested to attend the meeting telephonically. The Board is required to vote to allow a member to participate in this manner. Ms. Gonzalez noted that a member attending telephonically would not be able to vote.

Motion made by Mr. Nielsen, seconded by Ms. Franklin, to allow Mr. Witherspoon to participate by phone. In a voice vote, the **motion** passed unanimously.

Mr. Witherspoon joined the meeting at this time.

- **Approval of Minutes: June 9, 2010**

Motion made by Mr. Nielsen, seconded by Ms. Franklin, to approve the June 9, 2010 minutes. The motion was not voted upon. Will be brought back to the Board on 10/13/10 meeting for a vote.

- **Approval of Special Fact Finding Meeting Minutes: June 9, 2010**

Motion made by Mr. Paton, seconded by Mr. Nielsen, to approve the June 9, 2010 minutes. The motion was not voted upon. Will be brought back to the Board on 10/13/10 meeting for a vote.

- **Approval of Minutes: July 14, 2010**

Motion made by Ms. Bindler, seconded by Ms. Stern, to approve the July 14, 2010 minutes. The motion was not voted upon. Will be brought back to the Board on the 10/13/10 meeting for a vote.

Chairperson's Report

Chair Stuart stated there was nothing to report at this time.

Liaison's Report

- **Notebook Updates**
- **District Map**

Ms. Gonzalez distributed updated contact information for the members, and provided updated district maps as well.

She recalled a request made by Ms. Van Voast that the WOW Award display in the City Commission chambers be moved to the right television display so that the WOW pictures can be seen more clearly by the audience. She reported that this had been done at the August 17 City Commission meeting.

Treasurer's Report

- **CAB Budget Review**

Ms. Van Voast said the current trust account balance is \$1573.28. She noted that a new budget proposal is scheduled to come before the City Commission on September 7, 2010 and September 21, 2010, and it is not yet known what the Board's allocation will be for the next fiscal year.

She continued and identified that the board members still have a total of 10 WOW Award lawn signs with the 6 that the City has there are a total of 16 WOW Award lawn signs available for use.

Ms. Van Voast stated two Annual Event award winners' plaques from 2009 were never received, and a vote from the Board is required to order these. The cost would be \$312.

It was determined that the plaques were not received by the winners. Mr. Nielsen stated he would like the Board to "ask more questions among ourselves" regarding what had happened to the plaques, as someone might be able to recall what had become of them.

Ms. Gonzalez pointed out that the two winners that did not receive the 2009 plaques had contacted the City regarding the plaques not being received.

WOW Awards

- **August WOW needs to be voted on.**

Mr. Yue recalled the August WOW nominee had been presented at the previous meeting, but had not been voted upon due to lack of quorum. Photos of the property were distributed.

Ms. Stern explained the property had been an "old, small cottage style house" and was purchased by a neighboring homeowner who wanted to "turn the house around." Renovations included converting a carport to a closed garage and removing a low-pitched roof. The result is a simple and elegant property.

Motion made by Ms. Walker, seconded by Ms. Van Voast, to make the property the August WOW Award winner. In a voice vote, the **motion** passed unanimously.

- **September WOW due.**

Ms. Franklin advised that she and Mr. Catalino are working on obtaining pictures of the property in which they are interested.

- **October WOW winner due September 1, 2010**

Mr. Witherspoon said he and Vice Chair Mammano had pictures of prospective properties and planned to discuss which one they would select to present to the Board. These would be presented at the next meeting.

- **November WOW Nominee**

Mr. Paton distributed before and after pictures of a property in River Oaks that has been remodeled. He said the home “made the neighborhood look nicer.” He presented his nominated property and write-up to the Board.

Motion made by Ms. Van Voast, seconded by Mr. Nielsen, to make [the property] a WOW Award for the month of November. In a voice vote, the **motion** passed unanimously

Mr. Nielsen asked if the Board was allowed to promote the WOW Award winners with a local newspaper, as he felt this would make a good feature item in the Neighborhood section of the paper. He suggested they could seek sponsorships for the feature, and the sponsor(s) could be recognized at the Annual Event. Ms. Van Voast recalled this had been mentioned at an earlier Board meeting, and approval had been granted by the City’s Public Information Office.

Ms. Gonzalez explained the Public Information Office had approved the Board’s request to reach out to newspapers. One possibility would be finding a sponsor for the article, in which case they would pay the newspaper; the second possibility would be asking the newspaper if they were willing to publish the article. Thus far they have not been able to convince a newspaper to carry the article without a sponsor.

Ms. Bindler suggested preparing a monthly press release to send to local newspapers and magazines. Ms. Gonzalez said WOW Award information is included in the civic packet that is mailed monthly to all homeowners’ associations.

Chair Stuart advised the Board must determine who will write the press releases.

Mr. Yue, as Secretary to the Board, was asked to handle the press release. Mr. Yue said he will arrange for a monthly PR release to be prepared if the City will provide a list of media contacts to whom the press release is to be sent.

It was agreed that the Board would review a list of potential media contacts at the October meeting and decide which ones should be sent the press release.

Chair Stuart thanked Mr. Yue for volunteering to produce the press release.

Ms. Gonzalez shared that all WOW write-ups are posted on the City's website the day after the Commission presentation. The write-ups can be included with the press release to be sent to the media contacts.

.

Other Matters of Interest or Concern

- **Community Outreach Program review and next step**

Mr. Paton stated they would discuss criteria for a new award to a business. Ms. Gonzalez advised the City Attorney's Office has reviewed the prospective award and asked questions, and would like the Board to respond to their questions.

Mr. Paton said the award would be given once a year at the Annual Event; if there is a large response, quarterly awards could be given out at the regularly scheduled Board meetings.

He explained the award would be named for an individual, and asked the Board for their suggestions on the person "who... did the most for Fort Lauderdale" or "enhanced our City." If the individual chosen is not living, a relative of his or hers could be asked to present the award.

Mr. Nielsen suggested using the award as a means to inform people about historical leaders of the community. Ms. Bindler said the question of naming rights would still apply.

Mr. Paton advised that the award would be given to "businesses that give something to the community," so it could be named for an individual who has given to the community. Mr. Nielsen pointed out that there are "many facets" to any individual who is nominated, particularly if that individual is still alive.

Chair Stuart requested that the members consider the proposal and bring back names for discussion at next month's meeting.

Mr. Maloy said the Board should seek guidance from the City Attorney's Office on this issue, as there may be legal ramifications naming an award for an individual or a corporation. Ms. Gonzalez agreed this should be done.

Mr. Paton asked that the members focus on two potential categories: people who have helped shape the City, and humanitarians.

He moved on to the criteria the Board will use to determine which company is given the award in each category. Mr. Paton explained categories could focus on nonprofits, City-owned properties such as parks, and cleaning up neighborhoods.

Chair Stuart noted that there are many aesthetic issues in the community. Mr. Paton offered the example of Comcast helping to keep local parks clean. Chair Stuart suggested Comcast would be a good first recipient of the award because of their community outreach.

Ms. Stern departed the meeting at 6:37 p.m.

Mr. Paton explained that Comcast had coordinated its efforts through the Volunteer Broward program, which pairs "somebody that wants to help and somebody that needs the help." He added that not only should the Community Appearance Board know what goes on in the community regarding its appearance, businesses "want to do it."

Chair Stuart advised that the City Attorney's Office would also like to hear more about the criteria for the award as well as "the participation side." Ms. Gonzalez explained the Board would need to vote on the criteria, which would then go back to the City Attorney's Office for approval. Once they have approved the Board's decision, the plans for the award would be sent before the City Commission.

Mr. Maloy suggested the following categories for consideration:

- Service;
- Beautification; and
- Restoration of a structure or facility.

He added that the size of the businesses could be broken out inside these categories, perhaps into four different sizes.

Ms. Gonzalez recommended that at the next meeting the Board could consider "how you're going to reach out" to find projects, as this is likely to be asked by one or more City Commissioners when the proposal goes before them. Mr. Paton suggested he could ask each Commissioner what they felt was the greatest need inside their respective districts.

New Business

None at this time.

Communication to City Commission

None at this time.

There being no further business to come before the Board at this time, the meeting was adjourned at 6:50 p.m.

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