

**COMMUNITY APPEARANCE BOARD
CITY COMMISSION CONFERENCE ROOM – 8TH FLOOR CITY HALL
100 NORTH ANDREWS AVENUE
FORT LAUDERDALE, FLORIDA
WEDNESDAY, NOVEMBER 10, 2010 – 5:30 P.M.**

BOARD MEMBERS	ATTENDANCE	CUMULATIVE	
		01/10-12/10	
		<u>Present</u>	<u>Absent</u>
Greg Stuart, Chair	A	6	4
Marilyn Mammano, Vice-Chair	P	7	3
Valerie J. Amor	A	6	4
Franci Bindler	A	7	3
Tom Catalino	A	7	3
Karen Doyle	A	1	2
Sheila Franklin	P	9	1
Ayisha Gordon	A	6	4
Kenneth Green (reinstated 9/21/10)	P	5	5
John T. Holmes	P	5	1
Patrick R. Maloy (reinstated 8/17/10)	P	5	5
Larry "Ry" Nielsen (reinstated 11/16/10)	P	6	4
Ryan Paton	P	8	2
Cara Pavalock	P	2	0
Barbra Stern	P	5	2
Barbara A. Van Voast	P	8	2
Jimmy Witherspoon	A	3	4
Victor Yue	A	9	1

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

Motion made by Mr. Paton and seconded by Ms. Franklin, to present the following to the City Commission and request the Commission approve the following three new award categories.

In a voice vote, the **motion** passed unanimously

The Community Appearance Board requests City Commission approval to create three additional recognition categories:

1. **Business Award**– This award will be presented to a local business that implements projects that improve the community's appearance.
2. **Neighborhood Association Award** – This award would be presented to a City of Fort Lauderdale Neighborhood Association. Neighborhood Associations may submit projects that demonstrate how the members joined together to improve the appearance of their community through a particular project.
3. **CAB Business Award** – For this award, the CAB will develop a project plan and guidelines, which includes a list of suggested projects. This award would be presented to a business or organization willing to implement the project. These projects would not be major renovations; instead they would encompass beautification type projects.

Attached is additional information regarding the three new proposed award categories.

The Community Appearance Board (CAB) will be presenting plaques to the winners at their Annual Event. The cost of each plaque is approximately \$70.00 and any communication costs of the new awards will be covered through sponsorship. There will be no additional cost to the City.

Call to Order

- **Roll Call**

Vice Chair Mammano called the meeting to order at 5:42 p.m. Roll was called and it was noted a quorum was present.

- **Approval of October 13, 2010 Meeting Minutes**

Motion made by Ms. Franklin, seconded by Ms. Van Voast, to approve the minutes of the October 13, 2010 meeting. In a voice vote, the **motion** passed unanimously.

- **Approval of October 27, 2010 Special Fact-Finding Meeting Minutes**

Ms. Gonzalez noted a correction to the attendance, as Mr. Green had been present at this meeting.

Motion made by Ms. Van Voast, seconded by Ms. Stern, to approve the minutes of the October 27, 2010 meeting. In a voice vote, the **motion** passed unanimously.

- **Appointments / Resignations**

Ms. Gonzalez stated that Ms. Walker had resigned from the Board due to personal reasons. Vice Chair Mammano noted that Ms. Walker's resignation will be a great loss to the Board.

Chairperson's Report

None at this time.

Liaison's Report

- **Notebook Updates**

Ms. Gonzalez distributed the updated phone number list to the members.

- **District Map**

Additional copies of the district map were distributed as well. Ms. Gonzalez noted that this map is also available online.

- **Two 2009 Winner Plaques**

Ms. Gonzalez recalled that these plaques, which were to be issued to two 2009 winners following the Annual Event, were not received by those individuals. She noted that these had been given to Mr. Maloy for delivery, and asked if he recalled their distribution. Mr. Maloy said these plaques were delivered to individuals who did not give sufficient contact information; after "several attempts to deliver," the plaques were then hand-delivered to the addresses of the properties that received the awards. He added that at least one of the individuals had been made aware of this delivery.

Ms. Gonzalez advised that she was recently contacted by one of the two parties, who reported they had never received the award. She asked the Board to determine whether or not to give the individuals new plaques, which will cost approximately \$312 combined, or contact them and state that records indicate the awards were given.

Mr. Nielsen observed that "the Board made every effort to deliver those plaques" to the recipients and had attempted to confirm delivery. Vice Chair Mammano

suggested that the Board could contact the individuals with a letter stating the plaques were hand-delivered to the addresses available.

Motion made by Mr. Holmes to do this. He added that if delivery dates were available, they could be included in the letters. Mr. Maloy said he could attempt to confirm these dates.

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

- **Mayor's Volunteer Challenge**

Ms. Gonzalez explained that if the Board wished, she could log members' volunteer hours when her own hours are logged online. Vice Chair Mammano opted out of this offer, as her hours are logged separately.

Motion made by Ms. Van Voast, seconded by Ms. Stern, to approve as above. In a voice vote, the **motion** passed unanimously.

- **CAB Name Tags**

Ms. Gonzalez recalled that the name tags had been requested at the September 1, 2010 meeting. She advised that it can be helpful to wear these when members are going to meet residents in an official capacity from the Board.

- **Media List for Secretary to Email WOW Winner Information**

Ms. Gonzalez said she would email this information to Mr. Yue.

Treasurer's Report

- **CAB Budget Review**

Ms. Van Voast reported that the Board has a remaining balance of \$1573.28 from the 2009-10 term. On September 21, 2010, the City Commission approved \$2600 for the Board's 2009-10 budget. Expenses for the WOW cards came to \$241.

Ms. Gonzalez recalled that at the September meeting, the Board had discussed the fact that \$50 gift cards are given to each month's WOW Award winners. Due to this year's budget constraints, there had been some discussion of whether or not gift cards would continue to be given. Other suggestions had included lowering the gift card amount to \$25.

Mr. Nielsen asked if Board members are allowed to solicit donations from companies that could provide gift cards. He proposed that members reach out to home goods stores with this request. It was noted, however, that these companies do not give out gift cards as donations. Mr. Paton suggested asking other businesses. Mr. Holmes said he did not feel it would be appropriate to ask local small businesses for donations.

Vice Chair Mammano recalled that the WOW Awards had been sponsored at one time by a specific local business. She recommended that they consider “just stopping” the practice of providing a gift card to the monthly winners. She felt this was preferable to giving a smaller amount.

Mr. Nielsen suggested the Board could help promote local small businesses by listing their names on the presentation each month as the provider of the gift cards. Ms. Stern proposed that other businesses, such as restaurants, might be more likely to provide a gift card than home improvement-related businesses.

Vice Chair Mammano suggested that the Board authorize the expense of \$100 for gift cards “to get us to December.” If a new sponsor has not been identified by December, they could revisit the issue and make a decision.

Mr. Nielsen stated if he could not find a sponsor for the WOW Awards in November and December within the next 10 days, he would purchase the gift cards himself and would donate them to the Board for the November and December Wow.

Mr. Green asked what the “sales pitch” would be to request sponsorship from a particular company. He pointed out that it would be beneficial to show potential sponsors what the sign would look like with their company name on it.

Ms. Gonzalez agreed the sign could not be reprinted on a monthly basis, but could be done if a sponsor made a one-year commitment to sponsor the awards. She added that she would ask if sponsor recognition could be made part of the WOW Award presentation each month at the City Commission meeting.

Ms. Van Voast observed that saving the potential costs of the gift cards and replacement plaques would bring the current budget balance to \$3,612.28.

WOW Awards

- **October Presentation on 11/16/10**

Ms. Gonzalez noted that this presentation has been prepared and the award winners have confirmed attendance.

- **November Commission Presentation on 12/7/10**

Mr. Paton said he had reached out to the November WOW Award winner, who plans to attend the December 7 meeting.

- **December WOW Due**

Ms. Gonzalez encouraged Chair Stuart, Ms. Bindler, and Mr. Holmes to meet and select the December WOW Award winner before the next meeting.

Ms. Stern and Mr. Maloy offered to provide the District 2 WOW Award nominee for January 2011, and Ms. Pavalock and Mr. Nielsen volunteered for February and District 3.

- **Gift Card Program for the WOW Winners**

It was noted this Item was previously discussed.

Annual Event

- **Approval of Event Application**

Vice Chair Mammano recalled that the Board discussed changes to the application at a previous meeting. Ms. Gonzalez suggested they review the award categories, as some of these did not have applicants.

She added that the City Commission would need to approve the community outreach awards that are yet to be determined, which could add one to three new award categories.

Motion made by Ms. Franklin, seconded by Ms. Van Voast, to accept the application with the same categories as we did last year. In a voice vote, the **motion** passed unanimously.

- **Discuss CAB Event Date**

Ms. Gonzalez explained the Board needed to come up with two potential event dates so they can be checked against the Mayor's calendar.

Motion made by Ms. Van Voast, seconded by Ms. Franklin, to hold the event on May 12 as the preferred date and May 19 as the backup. In a voice vote, the **motion** passed unanimously.

Vice Chair Mammano said it is possible the 2010 venue will be available again in 2011. It was decided the venue would be discussed further at the December meeting to ensure proper procurement policy is followed.

- **Discuss Sponsorship**

Vice Chair Mammano provided copies of the sponsor letter used to solicit sponsorships for the 2010 Annual Event. She explained that these are sent to many of the same people each year. Once the letters are sent out, members have the obligation of following up with people on the list with whom they are acquainted. Ms. Gonzalez said she could email a copy of this list to the Board members.

Vice Chair Mammano said the Board would send out the sponsorship letters “as soon as possible” as soon as it has been reviewed by Chair Stuart.

Ms. Gonzalez informed the new Board members that the City Commission thanks the sponsors and they are given plaques following the Annual Event. She noted that there are different sponsorship levels and provided that information. The Board received “a total of \$5000” in sponsorships for the 2010 Annual Event, and total expenses were approximately \$8000.

She noted that some of the costs associated with the Annual Event came to: venue / \$3097; plaques totaled \$413 for sponsors and \$2200 for award winners; and the tour bus was \$525.

Other Matters of Interest or Concern

- **Community Outreach Program Review and Next Step**

Mr. Paton suggested he may be able to seek out both nominees and potential sponsors for these awards prior to the Annual Event. He recalled that at the special meeting, it had been determined that there would be three separate new Community Appearance Board awards in the following categories:

- **Business Award:** This award will be presented to a local business that implemented projects that improve the community’s appearance.; this award would go to businesses that already work to improve the appearance of their community;
- **Neighborhood Association Award:** This award would be presented to a City of Fort Lauderdale Neighborhood Association. Associations may submit projects that demonstrate how the members joined together to improve the appearance of their community through a particular project. Mr. Paton explained that these groups could take “before” and “after” photos of locations, such as parks, that they worked to clean up within their neighborhood.

CAB Business Award: For this award, the CAB will develop a project plan and guidelines, which includes a list of suggested projects, and awards it to a business or organization willing to implement the project. These projects would not be major renovations; instead they would encompass beautification type projects.

Mr. Nielsen explained he was concerned at how the Board could present the award(s) to the City Commission as “self-supporting” awards that would be of no cost to the City until a sponsor or sponsors are known. Ms. Gonzalez said “these would not be awards that would be a structure change,” but would recognize efforts made by businesses to improve the community’s appearance.

It was clarified that the properties to be improved would need to be City-owned rather than private lots.

With regard to City Commission approval of the community outreach awards, Ms. Gonzalez explained that the Board would present the proposed awards via the meeting minutes request for City Commission approval at the City Commission meeting on December 7 and request approval of the addition of the three new categories. The next question would be whether or not the categories could be added to the 2011 Annual Event.

She noted that the third category may be more ambitious, as it would require the Board to generate a project and solicit businesses to undertake the project. The first two awards would involve identification and recognition of businesses and civic associations that improve the appearance of their community.

Vice Chair Mammano said in previous years the City Commission’s permission was not asked with regard to any of the awards presented. Ms. Gonzalez explained that the Commission is being approached due to the addition of new categories. She recalled that she had asked the City Attorney’s Office for input, and their reply was that adding new award categories would require the City Commission’s approval.

Mr. Nielsen said he felt the first two categories were “doable,” but noted that the addition of more awards would require the Board to raise more sponsorship money. Ms. Van Voast said there was a feeling that the Board would have “more relevancy in the community” if they helped make a contribution toward beautifying the City.

Vice Chair Mammano read the Board’s request to the City Commission, which described the three prospective awards. Ms. Gonzalez advised that there was a possibility the City Commission may only approve one or two of the three awards.

Motion made by Mr. Paton, seconded by Ms. Franklin, to take this to the Commission to request that they approve the three new award categories.

Mr. Holmes requested clarification of the term "civic association." It was noted that this term referred to civic associations recognized by the City. Ms. Gonzalez said she would clarify this language in the request.

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

Ms. Gonzalez said the request would be made on the afternoon of the December 7 Conference Agenda meeting. She asked that any interested members attend to represent the Board.

Other Members of Interest or Concern

None.

Communication to City Commission

Yes

There being no further business to come before the Board at this time, the meeting was adjourned at 6:54 p.m.

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

Community Appearance Board Proposed Award Categories

New Program Outline:

The City of Fort Lauderdale Community Appearance Board (CAB) is recommending the implementation of three new awards that will help improve the City's overall appearance.

A key component of this program is developing partnerships with local businesses and City of Fort Lauderdale Neighborhood Associations, and the focus is to encourage them to donate time, services and materials to beautification projects. In turn, the CAB will recognize these businesses and neighborhood associations for their community contributions through three new awards, which will be presented at the annual Community Appearance Awards' Annual Event.

The three new proposed awards are as follows:

1. **Business Award** – This award will be presented to a local business that implements projects that improve the community's appearance. Examples of the type of projects that would be recognized include:
 - Renovating a park
 - Organizing public space clean up/renovation projects
 - Assisting non-profit organizations with facility makeovers
 - Organizing environmental events such as beach and waterway clean ups, Florida-friendly landscape projects, etc.
2. **Neighborhood Associations Award** – This award would be presented to a City of Fort Lauderdale Homeowners Neighborhood Association. Neighborhood Associations may submit projects that demonstrate how the members joined together to improve the appearance of their community through a particular project.
3. **CAB Business Award** – For this award, the CAB will develop a project plan and guidelines, which includes a list of suggested projects, and awards it to a business or organization willing to implement the project. These projects would not be major renovations; instead they would encompass beautification type projects. Examples of the types of projects that would be recognized for this award include:
 - Eliminating neighborhood eyesores
 - Remodeling parks
 - Cleaning up athletic fields
 - Cleaning up or renovating of dog parks
 - Removing debris and litter following a hurricane or a flood
 - Removing/cleaning up dead plants and trees from high visibility areas
 - Renovating City facilities such as youth centers by repainting, mulching, etc.
 - Coordinating beach clean-up events