

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

<b><u>BOARD MEMBERS</u></b>	<b><u>ATTENDANCE</u></b>	<b><u>CUMULATIVE</u></b>	
		<b><u>01/10-12/10</u></b>	
		<b><u>Present</u></b>	<b><u>Absent</u></b>
Greg Stuart, Chair reapt	P	7	4
Marilyn Mammano, Vice Chair	P	8	3
Valerie J. Amor	P	7	4
Franci Bindler	P	8	3
Tom Catalino	P	8	3
Karen Doyle	P	2	1
Sheila Franklin	P	10	1
Ayisha Gordon (dep. 6:10)	P	7	4
Kenneth Green (dep. 6:04)	P	6	5
John T. Holmes	A	4	3
Patrick R. Maloy reinst	A	5	6
Larry "Ry" Nielsen reinst	A	6	5
Ryan Paton (dep. 6:00)	P	9	2
Cara Pavalock (dep. 6:04)	P	3	0
Barbra Stern	A	5	3
Barbara A. Van Voast (arr. 5:44)	P	9	2
Jimmy Witherspoon reapt	A	2	5
Victor Yue	A	9	2

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

**Staff**

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

**Communications to City Commission**

None.

**Call to Order**

- **Roll Call**

Chair Stuart called the meeting to order at 5:40 p.m. Roll was called and it was noted a quorum was present.

- **Approval of November 10, 2010 Meeting Minutes**

**Motion** made by Ms. Franklin, seconded by Vice Chair Mammano, to approve the minutes of the November 10, 2010 meeting. In a voice vote, the **motion** passed unanimously.

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

### **WOW Awards**

- **November Commission Presentation on 12/7/10**
- **December WOW Due**

Chair Stuart distributed before and after pictures of the nominated property, which is in the Coral Ridge neighborhood. The owners are longtime Fort Lauderdale residents who grew up in Coral Ridge.

Ms. Van Voast joined the meeting at 5:44 p.m.

**Motion** made by Vice Chair Mammano, seconded by Ms. Gordon, to accept the WOW nominee. In a voice vote, the **motion** passed unanimously.

It was noted that Ms. Stern and Mr. Maloy would be responsible for the January 2011 WOW Award nominee.

### **Annual Event**

- **Venue**
  - **Date: Thursday, 5/12/11 – 5:30 p.m. to 8:30 p.m.**

Vice Chair Mammano recalled that at a previous meeting, the Board had discussed holding the 2011 Annual Event at the same venue as in 2010. Now that a date has been selected, Vice Chair Mammano requested permission from the Board to reach out to a contact at that venue and obtain a quote.

Ms. Gonzalez advised that the Board needs to obtain three quotes on venues and follow the City's procurement process. She asked that one or two Board members participate in a Venue Committee. Vice Chair Mammano, Ms. Van Voast, and Ms. Doyle volunteered to serve on this committee. Ms. Gonzalez provided them with the 2010 venue specifications, and said if the committee passed along the names of prospective venues to her office, the venues will be contacted.

- **Speaker(s) and Program**

Ms. Gonzalez suggested that the speaker the Board selects for the Annual Event might discuss the City's Centennial. Vice Chair Mammano felt, however, that the members of the Centennial speakers' bureau would have made presentations "all over the City," and "may be a little stale" by the date of the Event. She suggested one alternative might be to reach out to the historian working with the Centennial Celebration Committee.

Other suggestions for possible speakers included architects who participated in designing the City; former City Commissioner Gloria Katz; or a member of the Visioning Committee, among other possibilities.

Chair Stuart said he would seek out three potential speakers and discuss the possibility of addressing the Annual Event. He said he hoped to find a speaker who would focus on the City's future ( the next 100 years).

- **Sponsorships**

Chair Stuart said last year's Board did an excellent job of raising money for the Annual Event. Ms. Van Voast confirmed that \$1573.28 currently remains in the Board's account.

Chair Stuart advised there are different levels of sponsorship available. For \$250, a sponsor's logo appears in the program and the individual or business is recognized at the Event. For \$500, sponsors also receive one ticket to the Annual Event and a ¼ page ad in the program. At the \$1000, or Silver, level, the sponsor receives two tickets to the Event and a half-page ad. At the \$2000 level, the sponsor receives four tickets and a full-page ad. Sponsors at the Platinum level, or \$3000, receive six tickets. He encouraged the Board members to seek out architects, builders, and developers as potential sponsors.

Ms. Gonzalez confirmed that a list of individuals or businesses contacted in the past is available. She noted, however, that the Board has greater success in securing sponsors when members speak to potential sponsors personally.

Ms. Doyle asked if the Board has considered offering "trade sponsorships," in which a business might contribute "a gift," such as gift cards that could be given to WOW Award winners, in lieu of cash. It was confirmed that the Board could do this.

Mr. Paton left the meeting at 6:00 p.m.

Ms. Gonzalez confirmed that the total cost of printing and mailing the sponsorship letters would be \$241.91. She advised that the Board would need to vote to allow her to proceed with printing and mailing, as well as a vote regarding the application postcards at a cost of \$398.46.

**Motion** made by Ms. Van Voast, seconded by Ms. Bindler, that we approve both the sponsor letters and the postcard expense, being approximately what it was last year or slightly more. In a voice vote, the **motion** passed unanimously.

Ms. Doyle suggested that it could be important to have a venue secured before the sponsorship letter is sent out, as all fundraising centers on the Annual Event. Ms. Gonzalez explained that it takes time for the City to receive quotes on prospective venues, but proposed that another letter could be sent out once the venue has been secured, if it is the Board's desire and approves additional cost.

Ms. Pavalock and Mr. Green left the meeting at 6:04 p.m.

- **Application Phone Line Monitoring**

Ms. Gonzalez said this line has been set up and needed a volunteer to monitor it. She said she would be willing to help monitor the line.

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

Ms. Gonzalez recalled that Mr. Nielsen had provided two gift cards from Chuck's Steak House for the November and December WOW Award winners. She said he had been able to purchase the cards at less than face value. The business was acknowledged at both the City Commission presentation and the website.

Vice Chair Mammano asked if it would be possible to purchase 12 gift cards from the restaurant. Ms. Gonzalez said we can if someone from the board obtains the total cost, and if the Board votes in favor of this purchase at the next meeting, she believed it could be done.

Vice Chair Mammano proposed that the letter to potential sponsors could also refer to WOW Award sponsors. Ms. Gonzalez said she would look into this possibility as an action item for the next meeting.

Ms. Gordon left the meeting at 6:10 p.m.

### **Liaison's Report**

- **Notebook Updates**
- **District Map**
- **CAB Name Tags Gift Card Program for the WOW Winners**

Ms. Gonzalez confirmed that all members now have CAB name tags.

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

Ms. Gonzalez advised that she had emailed the media list to Secretary Victor Yue, but has not yet received a response. She would reach out to him again.

She noted that the Coral Ridge newsletter had included one of the Board's WOW Award presentations, and Victoria Park has reached out to the Board with regard to featuring a winning property in its newsletter as well.

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

- **Community Outreach Program**

Vice Chair Mammano said the City Commission had approved the addition of the three community outreach awards; the Board must now determine how to solicit applicants for these awards. She encouraged any members who might be aware of appropriate community outreach efforts to bring them to the Board's attention.

Ms. Gonzalez said the Board needs to determine guidelines for the community outreach program so they are able to judge for awards. She asked if the Board's vision for the neighborhood award, for example, includes work such as landscaping or if the neighborhood association must "get together and...work on something." Vice Chair Mammano said the intent was to address property improvement that "doesn't fit in any of the categories."

She asked Chair Stuart if he felt the new awards should be included in the application, or if they should "run the first year and see what we get." Chair Stuart advised against including the new awards in this year's application.

Ms. Amor observed that with the exception of signatures, all the information included in the application could be filled out online. Ms. Gonzalez, advised that the application would need to be followed by a hard copy that includes a signature. She emphasized the importance of the physical copy, pictures, and signature.

Vice Chair Mammano asked how points are compiled if an individual excuses him- or herself from voting, as this would limit the number of points a project could be given. Ms. Doyle proposed that a random proxy could be selected from among the other members, and that individual's vote would count twice. Ms. Gonzalez suggested that this proposal could be placed on an upcoming agenda for a vote by the members.

Ms. Franklin asked if there is a conflict of interest when an Event sponsor has a connection to a nominated property. Chair Stuart said this has occurred in the past, but has not been an issue for the Board.

It was confirmed that the new awards would not be included in this year's application; however, the awards would be part of the Annual Event. Ms. Gonzalez recommended the Board plan to discuss, at a subsequent meeting, how voting on these awards would take place.

### **New Business**

Mr. Catalino said when he and Ms. Franklin had selected the Victoria Park WOW Award winner, they had reached out to several individuals whose properties were recommended by the neighborhood homeowners' association, but received only two responses. He asked if there was a possible solution to this difficulty.

Ms. Doyle proposed the Board members could send letters or emails to the presidents of homeowners' associations and let them know the Board will be looking for WOW Award winners. Vice Chair Mammano said this could be helpful, and added that she makes a presentation to the Council of Fort Lauderdale Civic Association each January, explaining the program. It was also suggested that the Board could reach out to realtors in the various districts.

### **Communications to City Commission**

None.

### **Adjourn**

There being no further business to come before the Board at this time, the meeting was adjourned at 6:32 p.m.

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