

**COMMUNITY APPEARANCE BOARD
CITY COMMISSION CONFERENCE ROOM – 8TH FLOOR CITY HALL
100 NORTH ANDREWS AVENUE
FORT LAUDERDALE, FLORIDA
WEDNESDAY, MAY 11, 2011 – 5:30 P.M.**

BOARD MEMBERS	ATTENDANCE	CUMULATIVE	
		01/11-12/11	
		Present	Absent
Greg Stuart, Chair	A	4	1
Marilyn Mammano, Vice Chair	P	5	0
Franci Bindler	A	2	3
Tom Catalino (dep. 6:33)	P	5	0
Kelvin D. Curtis	P	3	2
Karen Doyle (arr. 6:10)	P	5	0
Sheila Franklin	P	5	0
Ayisha Gordon (arr. 6:00)	P	5	0
Kenneth Green (arr. 5:45)	P	3	2
John T. Holmes (arr. 6:00)	P	4	1
Larry "Ry" Nielsen	P	5	0
Ryan Paton	P	5	0
Cara Pavalock	P	5	0
Barbra Stern	P	4	1
Paula Tighe	P	1	0
Barbara A. Van Voast	P	5	0

As of this date, there were 16 appointed members to the Board, which means 9 would constitute a quorum.

Staff

Reina Gonzalez, Staff Liaison
Amanda Lebofsky, Recording Secretary, Prototype, Inc.

Communications to City Commission

None.

- **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.

New member Paula Tighe introduced herself to the Board. Ms. Tighe is an attorney specializing in real estate and commercial law and is a former Assistant City Attorney. She looks forward to working with the Board.

Mr. Green arrived at 5:45 p.m.

- **Approval of April 13, 2011 Meeting Minutes**

Motion made by Ms. Franklin, seconded by Ms. Stern, to approve the minutes of the April 13, 2011 meeting. In a voice vote, the **motion** passed unanimously.

- **Chairman's Report**

Vice Chair Mammano thanked Mr. Paton for his initiative in introducing the Neighborhood and Business Awards that will be presented at tomorrow's Annual Event. She felt there will be even greater interest in these awards next year. The Board recognized Mr. Paton's work with a round of applause.

Ms. Gonzalez provided a list of prospective attendees for the Event. There were 110 confirmed attendees, which was the same as in 2010.

- **Liaison's Report**

- **Notebook Updates**

Ms. Gonzalez advised that Ms. Tighe has been added to the phone list.

- **Member Updates**

She added that Ms. Davis has resigned from the Board, as she is moving out of state. Ms. Davis extended her gratitude to the board, and added that time she spent with the board she enjoyed very much.

- **Treasurer's Report**

- **Event Budget**

Ms. Van Voast said the PO to Bahia Mar has been issued. Expenses for sponsor plaques totaled approximately \$708. Ms. Gonzalez explained that this was an estimate, and the same acrylic plaques will be used for the community and business awards. The cost is \$58 a piece, although she noted that a better price may be available, as there are more than 10 sponsors. The 14 sponsors will be recognized at a City Commission meeting of June 21, 2011 following the Annual Event.

Vice Chair Mammano commented that many of the 2011 sponsorship was less than prior years and asked if the Board plans to spend the same cost as last year in appreciation plaques. Ms. Gonzalez advised that this decision would be up to the Board.

Ms. Van Voast noted that different levels of sponsorship offer different benefits. Vice Chair Mammano observed that at previous events, few sponsors gave less than \$250, and all received the acrylic plaque. Ms. Gonzalez said that they can look at alternative plaques that may be more cost effective.

Mr. Catalino said the sponsors who contributed lesser amounts could be recognized first, with certificates rather than plaques. Ms. Gonzalez explained that at previous City Commission meetings, sponsors were called to the front as a group.

Motion made by Mr. Catalino, seconded by Mr. Nielsen, that depending on what they donate, the Board should vote that the lower [donors] receive different plaques and the ones with more money get the other plaques.

Mr. Catalino **amended** his **motion** to include a cutoff sponsorship level of \$250 [for the acrylic plaques].

Vice Chair Mammano called the question. In a voice vote, the **motion** passed unanimously.

Ms. Van Voast continued that the bronze plaques for award winners came to approximately \$3,013 and the Centennial plaque to \$227. There are 21 award winners. Floral arrangements are \$300. Other expenses included a sponsor poster, printed invitations and programs, and postage.

Ms. Gonzalez explained that the goal is to have money left over after expenses, which happened in 2010. It will remain in the subsidiary account unless it becomes necessary to move it to the expense account with Board's approval.

Ms. Gordon and Mr. Holmes arrived at 6:00 p.m.

Ms. Gonzalez advised that there is an additional \$50 charge bringing total to \$275 for tech support at the Bahia Mar, which includes the podium and microphone, screen, support to set up; there will also be a scrolling presentation on a 32 in. monitor during the reception. A photographer has agreed to donate his time and will make a CD of his photographs from the event.

Ms. Gonzalez said the Mayor will be in attendance. It was not determined if the Mayor or Commissioner would be able to have photographs taken with the award

winners. Ms. Gordon emphasized that this participation has been very important to winners at past Annual Events, and felt the photographs would serve as incentives for future participation.

Vice Chair Mammano requested volunteers to staff the table near the door, as many attendees will be paying at the door. It was noted that Ms. Bindler had volunteered for this duty. Ms. Stern, Ms. Pavalock, Ms. Doyle, and Ms. Gordon agreed to help as well.

Ms. Gonzalez said name tags are pre-printed for Board members, City Commissioners, and any City Staff members who have confirmed they will attend. She suggested that other attendees could be asked to handwrite their nametags. Mr. Nielsen offered to print these nametags at home in order to save on Staff time.

Ms. Van Voast asked if the sponsors' nametags identify them as sponsors of the Event. Ms. Gonzalez noted that the nametags do not identify the sponsors, however, there will be a table that would be set up to feature sponsors' business cards, brochures, and other information. In addition a sponsor poster would be displayed at the event.

Vice Chair Mammano informed the Board that Wednesday, May 19, is the date for the State of the City Address and Advisory Board Reception, which will be held along the Riverwalk at 6 p.m.

- **WOW Awards**
 - **May WOW (District 2) – Due May 12, 2011**

Mr. Nielsen said he and Ms. Bindler had found three prospective award winners, but have not heard back from all nominees at this time. The property they felt was the most deserving is located in Dolphin Isles. It is a renovated ranch-style home that is County-certified native habitat for birds, wildlife, and butterflies, as well as native plants and trees. He described the property as "southwest mixed with south Florida."

Ms. Gonzalez clarified that the owners of the selected property are presently on holiday in Europe and will return in September. It was determined that the property could be the WOW selection at a later time.

Mr. Nielsen explained that none of the prospective winning property owners have responded to the efforts to select them for the May WOW Award; however, the neighbors have assured him that "it's going to be a 'go'" to give the property the award. Photographs of the property will be brought to the next Board meeting.

- **June WOW (District 3) – Due June 8, 2011**

It was determined that Ms. Tighe would partner with Ms. Gordon to select the June WOW Award winner.

- **July WOW (District 4) – Due July 13, 2011**

Mr. Paton and Chair Stuart would select the WOW Award winner for July.

Vice Chair Mammano recalled that there is no WOW Award for August, as the Board usually resolves to take that month off.

Motion made by Mr. Nielsen, seconded by Ms. Franklin, to take August off. In a voice vote, the **motion** passed unanimously.

Ms. Van Voast noted that “before” photographs of renovated winning homes are not shown at the CAB annual event. She felt it was often the difference made by renovations that creates the “WOW” effect for many homes. Ms. Gordon agreed if there are “before” photos, they should be shown at the time the property is nominated.

Ms. Gonzalez pointed out that not all homeowners have “before” photos. She noted that there can be “before” and “after” photos at the Commission presentation, but only one photo can be shown at the CAB annual event for the WOW portion of presentation. The Board has never before shown both “before” and “after” photos at the CAB annual event for the WOW finalists because there is not always a before photo available and the presentation needs to be balanced; she advised that the Board will need to make a decision on whether or not this will be changed. Ms. Gordon added that there will need to be consistency on this issue.

It was asked how many homes do not have “before” photographs. Ms. Gonzalez said while she did not have a specific number of these homes, there were several that did not have these photos.

Ms. Van Voast said she felt both photos should be available not only at the City Commission meetings, but at the Annual Event as well. Ms. Gonzalez said this has been done in the past during the Event presentation for renovations; for WOW Awards, only “after” photos are shown for reasons of consistency, as “before” photos are not always available.

Mr. Nielsen suggested that “before” photos could be shown specifically for the WOW of the Year Award winner. Ms. Gordon agreed that this would not create inconsistency.

Ms. Franklin pointed out that the WOW Award criteria do not mention renovations, but are based entirely on “curb appeal.” She did not feel it was appropriate to create a scenario in which a “before” photo would be required, and noted that many new houses are nominated for this award as well.

- **Annual Event: Thursday, 5/12/11, 5:30 p.m. to 8:30 p.m.**
- **Venue: Bahia Mar – 5:30 p.m. to 8:30 p.m.**
- **Greeters**

Ms. Gonzalez advised that the greeters should be at the venue by 5 p.m. in case attendees arrive early. Ms. Stern said there will be a need to have smaller bills on hand.

- **Presentation Will be in Ballroom**
- **Sponsor Display Table**

Ms. Doyle said the photographer may need some assistance, as he is not familiar with every City Commissioner. Vice Chair Mammano offered to help in this capacity.

Ms. Franklin asked how parking will be handled. Ms. Gonzalez explained that attendees will self-park and take a receipt; the receipt will be validated with a sticker at the greeting table so the attendee does not have to pay for parking. She emphasized that valet parking has a cost. Invitations state that there is “free self-parking.”

Ms. Gonzalez said she would arrive at the venue early. She noted City Centennial pictures will be displayed on easels during the Event, including pictures of the City’s 100-year-old buildings.

New Business

None.

Communication to City Commission

None.

Adjourn

There being no further business to come before the Board at this time, the meeting was adjourned at 6:35 p.m.