

**COMMUNITY APPEARANCE BOARD
CITY COMMISSION CONFERENCE ROOM – 8TH FLOOR CITY HALL
100 NORTH ANDREWS AVENUE
FORT LAUDERDALE, FLORIDA
WEDNESDAY, JULY 13, 2011 – 5:30 P.M.**

| BOARD MEMBERS | ATTENDANCE | CUMULATIVE | |
|-----------------------------|-------------------|-----------------------|----------------------|
| | | 01/11-12/11 | |
| | | <u>Present</u> | <u>Absent</u> |
| Barbra Stern, Chair | P | 6 | 1 |
| Marilyn Mammano, Vice Chair | P | 7 | 0 |
| Franci Bindler | P | 4 | 3 |
| Tom Catalino | P | 7 | 0 |
| Kelvin D. Curtis | A | 4 | 3 |
| Karen Doyle (arr. 5:42) | P | 7 | 0 |
| Sheila Franklin | P | 7 | 0 |
| Ayisha Gordon | A | 6 | 2 |
| Kenneth Green | A | 3 | 4 |
| John T. Holmes | A | 4 | 3 |
| Christine Jones | A | 0 | 1 |
| Michelle Klymko | P | 2 | 0 |
| Larry "Ry" Nielsen | A | 6 | 1 |
| Ryan Paton | P | 6 | 1 |
| Cara Pavalock | P | 6 | 1 |
| Greg Stuart | A | 5 | 2 |
| Paula Tighe (arr. 5:41) | P | 3 | 0 |
| Amber Van Buren | P | 2 | 0 |
| Barbara A. Van Voast | P | 7 | 0 |

As of this date, there were 19 appointed members to the Board, which means 10 would constitute a quorum.

Staff

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

Communications to City Commission

None.

Call to Order

- **Roll Call**

Chair Stern called the meeting to order at 5:40 p.m. and roll was called.

- **Welcome New Members and Introductions**

Chair Stern observed that new member Christine Jones was not present at today's meeting.

- **Approval of Minutes from June 8, 2011 Meeting**

Motion made by Ms. Franklin, seconded by Mr. Catalino, to approve the minutes of the June 8, 2011 meeting. In a voice vote, the **motion** passed unanimously.

Chairperson's Report

Chair Stern thanked Ms. Gonzalez for her help with the Annual Event and the recognition of its sponsors. She said she had delivered the recognition plaques to some sponsors who had been unable to attend the City Commission meeting at which they were recognized, and they had commented on the Board's outreach to them and expressed interest in sponsoring the Event again in the future.

She added that The Sapphire continues to publicize the fact that they were awarded the WOW of the Year Award, which brings attention to the Board's efforts.

Ms. Gonzalez noted that photos of the sponsors are featured on the City's website.

Treasurer's Report

- **Transfer from Subsidiary Account was \$2340 to Cover Winner Plaques and WOW Signs**

Ms. Van Voast advised that the account began with \$1573 and took in \$6515 in sponsorships and ticket sales. With the subtraction of expenses and the addition of the transfer from the subsidiary account, this left the Board with \$2248.28.

Motion made by Vice Chair Mammano, seconded by Ms. Bindler, to approve the Treasurer's Report. In a voice vote, the **motion** passed unanimously.

Ms. Gonzalez explained that the Board members had voted to approve the expense of \$2100 for plaques; however, the complete purchase required \$2340. She advised that the Centennial Award plaque cost slightly more than the other winners' plaques.

Liaison's Report

- **Notebook Updates**

Ms. Gonzalez provided notebook updates for the members, noting that with the newest member, the Board will have a membership of 19.

WOW Awards

May WOW: Karen Doyle and Ry Nielsen – to be presented on September 20, 2011.

Ms. Stern asked if the owners of a property discussed at the June meeting had been contacted and would be able to attend the City Commission meeting recognizing them. Ms. Doyle said the original meeting date had been changed by the City Commission, and the homeowners will be away on the new date. Ms. Gonzalez said she would email Ms. Doyle the Commission's meeting dates in September, when the homeowners might be able to attend.

- **June WOW: Ayisha Gordon and Paula Tighe – Due July 13, 2011**

Photos of the nominated District 3 property were distributed to the Board members. Ms. Tighe reported that the property is in the Lake Aire area. The home is "very clean and pristine," and its present tenant is repainting the house and landscaping the yard.

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

- **July WPW: Greg Stuart and Ryan Paton – Due July 13, 2011**

Mr. Paton said he had found a small house featuring grasses and native plants in District 4, and would provide photographs the following week. Ms. Gonzalez noted that the Board would have to vote on this property at the September meeting, and recognize the owner at a September City Commission meeting as well.

The Board members discussed the WOW Award rotation. Vice Chair Mammano and Ms. Doyle offered to find the next WOW Award nominee from District 3; Ms. Franklin and Ms. Van Voast volunteered to find a nominee from District 1; and Chair Stern and Ms. Klymko would find a nominee from District 4. Ms. Gonzalez advised that there would be double presentations at the two September City Commission meetings, as there will be only one Commission meeting in July and one in August.

Annual Event

- **Recognition of Sponsors and Speakers at the June 21, 2011 Commission Meeting – Update**

Ms. Stern recalled that the Annual Event sponsors had been recognized at this meeting, and many of the sponsors were in attendance.

- **Winners' Bronze Plaques Status**

Ms. Gonzalez reported that these plaques would ship on August 18th. She said she would reach out to the Board members upon the arrival of the plaques, and hopefully they could be delivered prior to the September meeting.

Next Year's Event 2012

- **Discuss a Tentative Date**
- **Update Applications Online**
- **Discuss Game Plan to Get Applicants**
- **Discuss Game Plan to Get Sponsors**
- **Discuss Possible Location**

Chair Stern explained the Board would discuss ideas for the 2012 Event and "work backward with some dates." She referred the members to the application, advising that once the proposed changes are updated online, members could encourage property owners to go ahead and nominate their properties well in advance of the Event.

Ms. Doyle noted that many similar competitions require a small fee for entering. She also recommended that categories with only a single entry should not award a prize. She suggested that the application could include a disclaimer stating that categories with fewer than two entries would not be awarded.

Vice Chair Mammano recalled that the prevailing theory was that someone taking the time to submit an application should not be discouraged, but agreed that the Board has struggled with this issue in past years. She noted that if there is a lone entry in a category, it has sometimes been combined with entries in a similar category in the past.

Ms. Doyle continued that the builders' associations with which she has worked do not make distinctions based upon square footage, but instead uses appraised value as a distinction, as it is a more like comparison. She suggested that the categories might include, for instance, properties valued at over \$1 million.

Chair Stern pointed out that when the WOW of the Year Award is selected, some houses will never be aesthetically comparable with others and are less likely to

win, based upon current standards. She proposed that they might rethink these standards.

Ms. Doyle suggested that there could be a WOW of the Year Award for each District. Ms. Gonzalez agreed this was a good suggestion, as long as there is a full 12-month rotation among the Districts. Also, there will be additional cost for the three additional plaques.

She continued that the Board would need to vote on any potential change to appraised value on the application, and would also need to provide her with their selected value categories so the application could be amended. If this change was made, she would not be able to get the new application online as quickly as originally intended. She pointed out that the WOW Award, however, could be changed, as there is no application process for this award.

Ms. Pavalock cautioned that the current downturn in home values could discourage some individuals from nominating their properties. Chair Stern added that some activities in the housing market, such as foreclosures, bring down the values of surrounding properties. Ms. Pavalock explained that her suggestion was to come up with another way of using property values as a basis for categories.

The Board members discussed the pros and cons of changing the categories to a property value-based system. Ms. Pavalock noted that some individuals would not like to see their property values made public in the current economic climate. Ms. Gonzalez agreed with this, advising that fluctuations in the housing market over the past few years have made property values volatile and subject to change. Chair Stern pointed out that most individuals submitting their properties in the single-family residence category are homeowners rather than contractors, and might be more sensitive to stating their property values.

Ms. Gonzalez confirmed that submissions in the renovation categories must have done the renovations during the last two years. Vice Chair Mammano asked if a category might be developed for older renovation projects that are worthy of recognition. Chair Stern noted that adding another category would mean further amendments to the application, so the Board would need to vote on these changes at a later date rather than at today's meeting. Mr. Catalino and Ms. Bindler did not feel the application required any further changes at this time. Ms. Bindler stated that there would be no equality of applicants if property values were used in the categories.

Ms. Doyle advised the Board of different builders' organizations in the area from whom they might be able to generate a response for next year's Event, and proposed that an application fee might be appropriate for professional entries.

Ms. Gonzalez advised that this would require City Commission approval of a change to the Ordinance governing the Annual Event.

Motion made by Ms. Bindler, seconded by Mr. Catalino, to approve the application with the changes. In a voice vote, the **motion** passed 10-2 (Ms. Doyle and Ms. Tighe dissenting).

Chair Stern stated there were minor revisions made to the neighborhood and business recognition awards.

Motion made by Mr. Paton, seconded by Ms. Klymko, to approve the changes to the neighborhood and business recognition awards. In a voice vote, the **motion** passed unanimously.

Ms. Gonzalez said she had made minor changes to the postcards sent to potential applicants and attendees. She advised that the Board should also consider the potential date of the event, noting that for the past two years, for example, the date has been set for a Thursday in May. It was decided that this would be discussed further at the September Board meeting, along with the game plan to solicit applications and sponsors.

Vice Chair Mammano recalled that Laffing Matterz was a successful venue in the past. While the event was more expensive, she characterized it as “spectacular” and pointed out that it had generated a good deal of press for the Board. Chair Stern noted that the event in its present format can become “a long evening,” and a dinner event could be a positive change.

Ms. Bindler noted that the 2011 event had featured two keynote speakers. Chair Stern agreed that this may have contributed to a longer event, and emphasized that the event should be about the attendees and nominees, including those nominees who do not win. Vice Chair Mammano suggested that the new City Manager could be invited to be the keynote speaker at the 2012 event.

New Business

Mr. Catalino recognized Chair Stern, Vice Chair Mammano, Ms. Franklin, Mr. Paton, and Ms. Van Voast for their hard work toward the Annual Event.

Communication to the City Commission

None.

Adjourn

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

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