

**COMMUNITY APPEARANCE BOARD
CITY COMMISSION CONFERENCE ROOM – 8TH FLOOR CITY HALL
100 NORTH ANDREWS AVENUE
FORT LAUDERDALE, FLORIDA
WEDNESDAY, NOVEMBER 9, 2011 – 5:30 P.M.**

BOARD MEMBERS	ATTENDANCE	CUMULATIVE	
		01/11-12/11	
		<u>Present</u>	<u>Absent</u>
Barbra Stern, Chair	P	9	1
Marilyn Mammano, Vice Chair	P	8	2
Franci Bindler (arr. 5:45)	P	7	3
Tom Catalino (dep. 6:28)	P	9	1
Kelvin D. Curtis	P	7	3
Karen Doyle (arr. 5:58)	P	9	1
Ayisha Gordon (arr. 5:56)	P	8	2
Kenneth Green (reappointed)	A	5	5
Christine Jones	A	2	2
Michelle Klymko	P	4	1
Marla Neufeld	P	2	0
Larry "Ry" Nielsen	P	9	1
Ryan Paton	P	8	2
Cara Pavalock	P	9	1
Kyle Sawchuck	P	2	0
Greg Stuart	A	7	3
Paula Tighe (arr. 5:45)	P	5	1
Barbara A. Van Voast (arr. 5:45)	P	10	0

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 Stern called the meeting to order at 5:36 p.m. and roll was called.

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

- **Jamie Castoro – Sustainability Board member – visiting the CAB to discuss the possibility of both Boards working on a “Sustainability Award” to be presented by CAB at a future Annual Event**

Ms. Castoro explained that the Sustainability Board is tasked with helping to make the City more sustainable from a citizens' perspective. One of their suggestions was that an award similar to the WOW Award be presented to homeowners making sustainable improvements to their properties. The Sustainability Board had asked Ms. Castoro to reach out to the CAB to learn if the two advisory bodies could work together on this possibility.

Mr. Paton recommended that presenting a WOW Award for sustainability once each year would work very well. He offered the examples of local businesses with solar panels and wind turbines.

Mr. Nielsen asked if the Sustainability Board, and the City, have defined the term “sustainability” or stipulated criteria for it. Ms. Castoro said her Board's report includes criteria that could be condensed into a short list. She added that the Sustainability Board does not receive funding from the City.

Vice Chair Mammano stated she was in favor of a sustainability-based WOW Award, suggesting that it could be similar to the business and neighborhood awards offered by the Board. Ms. Gonzalez explained these awards to Ms. Castoro, adding that a sustainability award would also need to both beautify and improve the community. The sustainable improvements would have to be visible from the roadways.

She continued that the cost to the Board would include the price of a plaque, which meant the Boards would need to decide which kind of award they wished to give. Ms. Gonzalez explained the process by which the business and community awards had been added to the Annual Event, including development of criteria, and review by the City Attorney's Office and City Commission.

Ms. Van Voast, Ms. Bindler, and Ms. Tighe arrived at 5:45 p.m.

Vice Chair Mammano commented that that the Board's original mission was to recognize community beautification, and noted that it could be time to proceed beyond beautification alone and encourage members of the community to make sustainable improvements to their properties. She advised that they might ask the City Commission to include this as part of the Board's mission. Ms. Gonzalez noted that adding a sustainability award could increase sponsorships for the Annual Event.

Mr. Nielsen observed that the issue of sustainability has come up many times in the past year, as many WOW Award winners have included certified habitats. He suggested that they could review County guidelines for habitat certification with the potential sustainability award in mind.

Ms. Gonzalez advised that while the previous year's Centennial Award had been a special occasion, it would be best to ask the City Attorney's Office and the City Commission for their blessing before a sustainability award is developed. She added that she had spoken with the Sustainability Board's liaison, who understands that it may not be possible to give this award at the 2012 Annual Event.

Ms. Castoro said she would discuss the potential award and its criteria with the Sustainability Board and would plan to come back to the CAB at a later date with more information.

- **Approval of Minutes from October 12, 2011 Meeting**

Ms. Gonzalez noted a correction to the minutes: Chair Stern, Ms. Pavalock, and Mr. Holmes had delivered the remaining winners' bronze plaques to the property owners.

Motion made by Ms. Pavalock, seconded by Mr. Nielsen, to approve the minutes of the October 12, 2011 meeting as corrected. In a voice vote, the **motion** passed unanimously.

Chairperson's Report

Ms. Gordon arrived at 5:56 p.m.

Chair Stern stated that Ms. Van Buren, Mr. Holmes, and Ms. Franklin have resigned from the Board. All three former members reported that they had enjoyed their work with the Board.

Treasurer's Report

The balance in the Board's subsidiary account is \$2248.28. Ms. Gonzalez said the City's contribution will be \$4000.

Liaison's Report

- **Notebook Updates**

Ms. Gonzalez advised there were no updates for November.

WOW Awards

May WOW (D2) – Karen Doyle and Ry Nielsen – Completed

June WOW (D3) – Ayisha Gordon and Paula Tighe – Completed

July WOW (D4) – Greg Stuart and Ryan Paton – Completed

August WOW (D1) – Barbara Van Voast and Sheila Franklin – Commission presentation 11/15/11

September WOW (D2) – Franci Bindler and Ry Nielsen – Completed

October WOW (D3) – Marilyn Mammano and Karen Doyle – Commission presentation 12/6/11

November WOW (D4) – Barbra Stern and Michelle Klymko – due on Board meeting of 11/09/11

December WOW (D1) – Barbara Van Voast and Christine Jones (volunteered) – due to the Liaison on 12/4/11

Ms. Doyle arrived at 5:58 p.m.

Chair Stern provided photographs of the November WOW Award nominee. The property is located in the Riverside Park neighborhood and dates back to 1925. The homeowners have cultivated a West Indies feel, including window treatments, Old Florida tiles, natural fencing, and fountains in the front and back. Period fixtures are included on the inside of the home as well. The property also includes a carriage house behind the residence.

Mr. Nielsen asked if the Fort Lauderdale Historical Society confers an award for historic and preserved properties. Ms. Gonzalez recalled that in the past, the Board purchased gift certificates or cards from Home Depot to present to WOW Award winners; however, since that time, a local restaurant provided two free gift certificates and the Board purchased ten additional ones. She asked if the members would like to continue providing awards from the same restaurant or if they would like to choose a different business for upcoming WOW Award prizes.

The Board members discussed other possible businesses. Ms. Doyle said she had spoken with a manager at Home Depot, who said he would try to supply eight \$50 gift certificates; the Board could purchase the remaining four. She concluded that she would follow up so the Board would know how to proceed by the December 14 meeting. Mr. Nielsen would reach out to other businesses as well.

Mr. Paton suggested that the Board might donate small trees or native plants to award winners for inclusion in their yards. Vice Chair Mammano recalled that the City has an Adopt-a-Tree program, and suggested that the City could provide a commemorative tree at little or no cost to the Board. Mr. Catalino added that the City has a “Right Tree, Right Place” program that lists which trees may be added

to landscaping. He agreed that planting a tree would be a more lasting reward than a gift certificate.

Motion made by Ms. Van Voast, seconded by Mr. Catalino, to accept the November WOW Award nominee. In a voice vote, the **motion** passed unanimously.

It was determined that Ms. Neufeld would partner with Ms. Van Voast to select the December WOW Award nominee.

Next Year's Event 2012

Annual Event Date – Thursday, May 10, 2012

Discuss game plan to get applicants

Discuss game plan to get sponsors

Reached out to five venues to get quotes (11/2/11)

Postcards announcing applications available online (12/14/11 – Board review)

Postcards to be mailed approximately 12/19/11

Press Release

Ms. Gonzalez noted that the members were provided with the following sponsorship levels:

- Platinum: \$3000 for a full-page advertisement in the event program and six tickets to the Annual Event;
- Gold: \$2000 for a full-page advertisement and four tickets;
- Silver: \$1000 for a half-page advertisement and two tickets;
- Bronze: \$500 for a quarter-page advertisement and one ticket;
- Copper: logo included in the event program and sponsorship recognition at the Annual Event.

Chair Stern recalled that sponsors of last year's Annual Event had been very complimentary regarding the Board's outreach to and recognition of them.

Ms. Gonzalez said letters would be mailed out to past sponsors in December 2011. Ms. Doyle said she would reach out to the photographer from the 2011 Annual Event. Ms. Bindler suggested the Board consider seeking a national sponsor.

Mr. Catalino left at 6:28 p.m.

Ms. Gonzalez advised she had requested quotes from the prospective venues discussed at the October meeting, and the venues have been allowed two weeks to respond.

Ms. Van Voast said she was waiting for additional information from the Ferrari showroom, which was also discussed as a possible venue at the October meeting. She is seeking a response from the business owner.

Chair Stern said the postcards are being designed and will be reviewed at the December Board meeting. Ms. Gonzalez said the goal is to mail the postcards by the week of December 19. Sponsor letters are also expected to be sent out in December. She added that the members will be given a list of prior sponsors so they can reach out to these individuals and businesses personally; new candidates for sponsorships can also be added to the list.

Applications for neighborhood, business, and general awards have been posted online since October. Ms. Gonzalez encouraged the members to let potential business and neighborhood candidates know where these are posted.

New Business

Chair Stern noted that the Board was seeking a Secretary, as Ms. Franklin had resigned. It was determined that Ms. Doyle would serve as Secretary.

Communication to City Commission

None.

Adjourn

There being no further business to come before the Board at this time, the meeting was adjourned at 6:36 p.m.

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