

**COMMUNITY APPEARANCE BOARD
CITY COMMISSION CONFERENCE ROOM – 8TH FLOOR CITY HALL
100 NORTH ANDREWS AVENUE
FORT LAUDERDALE, FLORIDA
WEDNESDAY, DECEMBER 14, 2011 – 5:30 P.M.**

BOARD MEMBERS	ATTENDANCE	CUMULATIVE	
		01/11-12/11	
		<u>Present</u>	<u>Absent</u>
Barbra Stern, Chair	A	9	2
Marilyn Mammano, Vice Chair	A	8	3
Franci Bindler	P	8	3
Marni Canavan	P	1	0
Tom Catalino (dep. 6:29)	P	10	1
Kelvin D. Curtis	P	8	3
Karen Doyle	A	9	2
Ayisha Gordon (arr. 5:50)	P	9	2
Kenneth Green	A	5	6
Christine Jones (arr. 5:45)	P	3	2
Michelle Klymko (dep. 6:28)	P	5	1
Marla Neufeld	A	2	1
Larry "Ry" Nielsen	P	10	1
Ryan Paton (arr. 5:50)	P	9	2
Cara Pavalock	P	10	1
Kyle Sawchuck	A	2	1
Greg Stuart	P	8	3
Barbara A. Van Voast	P	11	0

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

It was noted that no quorum was present at the beginning of the meeting. Upon Ms. Jones' arrival at 5:45 p.m., it was noted that a quorum was present.

Staff

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

Communications to City Commission

None.

Call to Order

The meeting was called to order at 5:40 p.m. and it was noted a quorum was not yet present. As Chair Stern and Vice Chair Mammano were not present, it was agreed by consensus that Mr. Stuart would chair the meeting.

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

- **Jamie Castoro – Sustainability Board member – Follow-up visit to the CAB to discuss the possibility of both Boards working on a “Sustainability Award” to be presented by the CAB at a future event.**

Ms. Castoro explained that the Sustainability Board was interested in working with the CAB on a Green Design and Construction award, such as a business or a home with visible sustainable design, such as solar panels, xeroscaping, rain barrels, or other amenities.

She continued that the Sustainability Board had been somewhat confused about the fundraising aspect of the Annual Event, and she had been asked to provide them with more information on this, as the members felt they could raise sufficient funds to cover the cost of a plaque.

Ms. Gonzalez briefly described the Annual Event, noting that it is scheduled to be held on May 10, 2012. She noted that while the Sustainability Board may not be able to raise funds if this is not stipulated in their Charter, members of that Board could make a donation toward the cost of a plaque, for which they would be considered a sponsor of the Annual Event. Ms. Castoro added that the Sustainability Board had also discussed creating its own award, which could be presented in lieu of a plaque.

Ms. Jones arrived at 5:45 p.m.

It was determined that Ms. Castoro or another member of the Sustainability Board would meet with the CAB in February 2012. Ms. Gonzalez noted that before a joint award could be presented, the Boards would require review by the City Attorney's Office and approval by the City Commission .

- **Roll Call**

The Board members present stated their names for the roll call. It was noted that a quorum was now present.

- **Approval of Minutes from November 9, 2011 Meeting**

Motion made by Mr. Nielsen, seconded by Ms. Klymko, to approve the minutes of the November 9, 2011 meeting.

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

Chairperson's Report

Ms. Gonzalez advised that Ms. Tighe had resigned from the Board due to a work conflict.

She continued that the postcards for the upcoming Annual Event show the two Properties of the Year from the previous year's event, and include the date of the upcoming Event. The postcards will be mailed out on the week beginning December 19, 2011. She added that she would bring extra postcards to the January 2012 meeting, and could add new addresses to the database if the members would like postcards to be mailed to additional individuals or businesses.

Mr. Paton and Ms. Gordon arrived at 5:50 p.m.

Treasurer's Report

Ms. Van Voast noted that there is \$2248.28 in the Board's subsidiary account. Ms. Gonzalez observed that the City's contribution has since been added to the account, although it is not yet reflected in the total amount. She recalled that the City's contribution goes toward printing and other costs rather than the cost of the venue or the event itself.

Liaison's Report

- **Notebook Updates**

Ms. Gonzalez stated that requests for quotes from prospective venues have been sent out; however, some venues had declined to provide a quote because the date is taken or there is outside space only.

Ms. Van Voast reported that the Ferrari dealership was willing to rent their space as a venue, although they were not able to lower their price for the Event; however, she is looking into a Mercedes dealership as a potential venue. The members briefly discussed other possible venues from which quotes might be solicited.

Ms. Gonzalez reminded the members that three quotes are necessary in order to comply with the City's policy. The Board is required to select the lowest responsible bidder. She noted that members may not individually negotiate the price with potential venues, as all bidders must be given the same exact specifications.

Mr. Stuart introduced new member Marni Canavan. Ms. Canavan is a realtor and a returning Board member.

WOW Awards

October (D3) WOW – Marilyn M. & Karen D. – Commission presentation 12/6/11

November (D4) WOW – Barbra S. & Michelle K. – Commission presentation 12/20/11

December (D1) WOW – Barbara V. & Christine Jones – due to the Liaison on 12/14/11

It was determined that the December WOW Award nomination would be presented to the Board in January.

- **WOW Certificates – Discuss Expenditure for 12 Months**

Mr. Catalino advised that if the members decided to provide the winners with trees, there are specific species of trees that may be planted within the City. He distributed a brochure listing tree species. Ms. Gonzalez suggested that the brochure could be included in the packet given to WOW Award winners. The Board agreed.

Mr. Nielsen said he had spoken to a local restaurant (Chuck's Steak House) which had provided gift certificates in the past. It was determined that the Board would make the decision on what to purchase at a subsequent meeting, as there are still two certificates remaining. Mr. Nielsen advised that the restaurant would offer the Board two certificates for free when ten certificates are purchased.

Mr. Stuart noted that in addition to Mr. Nielsen, Ms. Gordon and Ms. Van Voast would also reach out to local restaurants to ask if they were interested in providing certificates. They would inform the Board of their results at the January meeting, when a certificate donor would be selected.

Next Year's Event 2012

- **Annual Event Date – Thursday (5/10/12)**
- **Discuss game plan to get applicants**
- **Discuss game plan to get sponsors (Sponsorship levels, Letter, List)**
- **Reached out to 5 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**

It was noted that some of these Items were previously discussed during the meeting.

Mr. Stuart recalled that the previous year had been a difficult one in which to seek out sponsors, and many sponsors had made no contributions until shortly before the event. He observed that this may be a similar year. He encouraged all members to contact sponsors and bring this information back to the January meeting.

Ms. Gonzalez said the sponsor letters would be emailed to members and formal letters would be mailed out to sponsors. She added that a vote was required for the post card expenditure. Although she did not have an exact quote for the cost at this time, she estimated it would be approximately \$600.

Motion made by Ms. Van Voast, seconded by Ms. Bindler, to go forward and do what needs to be done for the printing of the postcards, and the fee not to exceed \$700. In a voice vote, the **motion** passed unanimously.

Ms. Gonzalez advised that the press release would be done immediately after the postcards have been mailed out. Mr. Stuart asked that the Board members be sent copies of the press release.

New Business

Mr. Nielsen stated that after several meetings that discussed the mission of the WOW Award, it appeared that the members had widely differing views on the nature of the award. He had spoken with Ms. Gonzalez, as well as with his City Commissioner, and suggested that the Board consider an additional optional WOW Award, which would be presented on an as-available basis. This award would recognize business properties within the City that are well-maintained but would not necessarily qualify for an award at the Annual Event.

He explained that his intent was to acknowledge businesses that contribute to the aesthetics of the community, The proposed award would give the Board an opportunity to recognize properties that did not reflect new construction or renovation, but were nevertheless maintained to a high standard.

He concluded that the proposed award would cost the Board no money, and they might not be obliged to provide a sign. The property would be posted on the City's website, and the business could use the award to promote itself however they chose. He noted that his City Commissioner was fully supportive of this idea.

Mr. Stuart asked if the award could be limited to local businesses rather than franchises or chains. Mr. Nielsen agreed that the award should be "homegrown."

Mr. Stuart explained that many small local businesses try to keep up their property despite financial limitations. Mr. Nielsen agreed that while there is a place in the community for franchisees who take excellent care of their properties, it would be best to focus on locally owned businesses.

Ms. Van Voast stated she felt the businesses should be provided with a sign. Mr. Stuart suggested a sign they could put in the window. Mr. Nielsen explained that he had not wanted to propose an additional expense.

Ms. Gonzalez pointed out that the Board's by-laws state the WOW Award is for residential properties, which would mean a change would be required. Mr. Nielsen said his Commissioner had also recommended that the Board ensure there is no overlap with any existing business appearance awards. Ms. Gordon agreed that the Board would need to determine and put into writing their criteria for a business WOW Award.

Ms. Klymko left the meeting at 6:28 p.m.

Mr. Catalino left the meeting at 6:29 p.m.

Mr. Stuart requested that this discussion be an Agenda Item at the Board's January meeting, and that an attachment stating the criteria for the prospective award be sent to the members prior to the meeting.

Ms. Gonzalez referred to the previous **motion** regarding postcards, asking that it be amended to reflect a maximum amount of \$1000.

Motion made by Ms. Van Voast, seconded by Ms. Bindler, to amend her motion from \$700 to under \$1000 dollars maximum for the postcards and sponsorship letter printing, mailing, and postage. In a voice vote, the **amended motion** passed unanimously.

Communications to the City Commission

None.

Adjourn

There being no further business to come before the Board at this time, the meeting was adjourned at 6:33 p.m.