

**COMMUNITY APPEARANCE BOARD  
CITY COMMISSION CONFERENCE ROOM – 8<sup>TH</sup> FLOOR CITY HALL  
100 NORTH ANDREWS AVENUE  
FORT LAUDERDALE, FLORIDA  
WEDNESDAY, JANUARY 11, 2012 – 5:30 P.M.**

<b>BOARD MEMBERS</b>	<b>ATTENDANCE</b>	<b>CUMULATIVE</b>	
		<b>01/12-12/12</b>	
		<b><u>Present</u></b>	<b><u>Absent</u></b>
Barbra Stern, Chair	P	1	0
Marilyn Mammano, Vice Chair	P	1	0
Franci Bindler	P	1	0
Jason Blank	P	1	0
Marni Canavan	P	1	0
Tom Catalino	P	1	0
Kelvin D. Curtis	A	0	1
Karen Doyle (arr. 5:59)	P	1	0
Ayisha Gordon (arr. 5:43)	P	1	0
Kenneth Green	A	0	1
Christine Jones	P	1	0
Michelle Klymko	A	0	1
Marla Neufeld	P	1	0
Larry "Ry" Nielsen	A	0	1
Ryan Paton	P	1	0
Cara Pavalock	P	1	0
Kyle Sawchuck	P	1	0
Greg Stuart	P	1	0
Barbara A. Van Voast	P	1	0

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

It was noted that a quorum was present at the meeting.

**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 5:40 p.m. and roll was called.

- **Approval of Minutes from December 14, 2011 Meeting**

**Motion** made by Ms. Van Voast, seconded by Mr. Catalino, to approve the minutes of the December 14, 2011 meeting. In a voice vote, the **motion** passed unanimously.

### **Chairperson's Report**

- **New Member Jason Blank**

The Board welcomed Mr. Blank to the meeting. He is a public defender and lives in east Fort Lauderdale, and looks forward to working with the Board and advancing its goals.

Chair Stern asked that the members add to the list of individuals or organizations who could be asked to sponsor the upcoming Annual Event. She encouraged them to make personal contact with potential sponsors whenever possible, as this has made a difference in the past.

Ms. Gordon arrived at 5:43 p.m.

Chair Stern added that the information packet also includes information on different sponsorship levels and advertising costs.

### **Treasurer's Report**

- **Balance in the Subsidiary Account: \$2498.28**

Ms. Gonzalez noted that the current balance includes one sponsor who has already made a contribution toward the Annual Event.

### **Liaison's Report**

- **Notebook Updates**

Ms. Gonzalez advised that the contact list has been updated to include new members.

### **WOW Awards**

- **December 2011 (D1) WOW – Barbara Van Voast and Christine Jones – due to Liaison on 1/11/12**

Ms. Van Voast showed photos of the nominated property. The home is owned by longtime Fort Lauderdale residents, who have made several improvements, including landscaping with Japanese blueberry trees and royal palms.

Ms. Gonzalez briefly explained the WOW Award process for Mr. Blank. She added that the December WOW Award winner would be submitted for inclusion on the City Commission's February 21, 2012 meeting.

**Motion** made by Ms. Van Voast, seconded by Ms. Canavan, that the Board accept this house for the December WOW Award. In a voice vote, the **motion** passed unanimously.

- **January 2012 (D2) WOW – Kelvin Curtis and Tom Catalino – due to Liaison on 1/11/12**

Mr. Catalino advised that the January WOW Award nominee has not yet been selected. He would provide Ms. Gonzalez with information on a nominee no later than February 8, 2012.

### **WOW Award Certificates – Discuss Expenditures for 12 Months**

Ms. Doyle arrived at 5:59 p.m.

Chair Stern recalled there had been prior discussion of working with local businesses that would provide gift certificates for WOW Award winners. It was determined that no certificates had been provided at this time, although some members were in the process of reaching out to potential providers. Chair Stern observed that there is one gift certificate remaining, which will be presented to the December WOW Award winner. Ms. Gonzalez stated they could discuss the issue further at the February 8 meeting.

She added that Mr. Catalino had provided information from the City Forester on suitable trees that could be planted in Fort Lauderdale; a brochure on these trees would be included in every WOW Award winner's folder.

### **Annual Event 2012**

- **Annual Event Date – Thursday 5/10/12**

This date was confirmed.

- **Discuss Game Plan to Get Applicants**

Vice Chair Mammano reported that she had given a presentation at the Council of Fort Lauderdale Civic Associations meeting and encouraged those in attendance to submit applications for the Annual Event. She said she would also send a blast email to members.

Chair Stern recalled that the Board had previously reached out to businesses that had filed Certificates of Occupancy (COs) within a particular time period and might be interested in submitting applications for the Annual Event. Ms. Gonzalez said she would obtain a list of these properties.

It was discussed that the Board members could reach out to properties that might be nominated in the neighborhood improvement category, as this category had no applications at present.

- **Discuss Game Plan to Get Sponsors (Sponsorship Levels, Letter, List)**

Chair Stern noted that the sponsorship letters had already been discussed.

- **Reached Out to Five Venues to Get Quotes (11/2/11) – Finalize**

Ms. Gonzalez advised that several venues were contacted to submit bids, and four quotes were received. The lowest quote came from Bahia Mar. She explained that City regulations state the lowest bid must be honored, and recalled that Bahia Mar was the previous year's venue and did a really nice job, as and the event was very successful.

Mr. Stuart proposed that the Board consider including the name of a sponsor in the heading for the Annual Event, which would make it possible for the sponsor to cover the cost of the venue. Ms. Gonzalez said she would look into this. It was observed that this would be a higher sponsorship level than the current Platinum level, which is \$2500, as the sponsor's name would be included on all materials associated with the event, including postcards and sponsorship letters.

Mr. Catalino commented that this plan might not meet with City approval, as the City provides some of the Board's funds. Ms. Gonzalez confirmed that the City funds are provided specifically for costs other than the Annual Event, such as printing and other expenses. Chair Stern said this would be a consideration for 2013 rather than the current year.

- **Postcards Announcing Applications Available Online (12/26/11 – Mailed)**

Chair Stern noted that postcards have been sent, and that a date must be selected for the Board members to tour the nominated properties. Ms. Gonzalez

stated that the ideal date is April 7, which would allow sufficient time to receive all applications; however, she noted that this date coincided with a holiday, which could be problematic. She emphasized the importance of having a majority of the members present, as they will need to vote following the tour. Chair Stern briefly explained the tour for the new members, noting that it is an all-day event.

Ms. Gordon asked if it would be possible to have the winners' plaques ready to hand out at the Annual Event itself. Ms. Gonzalez explained that this is very difficult, as the funds raised through ticket sales have been used to pay for the plaques. She noted that the vendor supplying the plaques would need eight weeks in advance to engrave the winners' names.

Vice Chair Mammano commented that the current deadline is February 10; however, the Board typically extends this deadline in order to get more submissions. It was determined that the tour would be held on March 31.

Ms. Doyle asked if it was necessary to give awards in categories that had only one entry. Ms. Gordon pointed out that properties have to meet a specific score in order to win an award, which meant not all properties with only one entry would have a winner.

### **New Business**

- **WOW Business**

Ms. Gonzalez recalled that Mr. Nelson had suggested a WOW Award for businesses at the December meeting. She advised that he would like to consider this possibility further, and would discuss this possibility with the Board at the next meeting.

### **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 6:40 p.m.

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