

APPROVED

COMMUNITY SERVICES BOARD MEETING September 8, 2008- 7:00 P.M.

CITY COMMISSION CHAMBERS – 1ST FLOOR 100 N. ANDREWS AVENUE

	<u>Present</u>	<u>Absent</u>	<u>Board Members</u> <u>Cumulative</u> <u>From 10/07</u>	
			<u>(P)</u>	<u>(A)</u>
Marjorie Davis		A	0	9
William Goetz	P		8	1
Michael Kimmey		A	5	4
Avery Dial	P		9	0
Margaret Birch	P		8	1
Fenel Antoine		A	5	4
Emmett Kater	P		6	3
P.J. Espinal	P		5	4
David Maymon	P		7	2
Tunde Ogunlana		A	4	5
Christopher Priester		A	6	2
James Currier		A	2	2
Maureen Persi		A	1	2
Janice Hayes	P		1	0
Nadia Locke	P		1	0

Staff Present:

Angelia Basto, Administrative Support
Susan Batchelder, Assistant Community Development Manager
Jeff Modarelli, Director of Economic Development

Margaret A. Muhl, Recording Secretary

Call to Order

Vice Chair William Goetz called the meeting to order at approximately 7:09 p.m. Roll call was taken, followed by the Pledge of Allegiance.

Board and Staff Introductions

Susan Batchelder stated that Margarett Hayes was out of town, and therefore, she would be presiding at the meeting. She proceeded to introduce other staff members that were present. She also introduced Jeff Modarelli, Director of Economic Development, who was going to explain the Board's new duties involving tourism and cultural arts.

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New Board Member Updates

Vice Chair William Goetz proceeded to welcome new Board Member Janice Hayes.

Janice Hayes stated that she was currently a project manager and working in affordable housing. She hoped she would have a positive impact on this City, and thanked everyone for letting her serve on this Board.

Vice Chair William Goetz then proceeded to welcome new Board Member Nadia Locke.

Nadia Locke stated that her husband owned a marine service business in the City, and she had a vested interest in the community. She stated that she was an environmental engineer and her life revolved in this City.

Discussion on New Responsibilities For Cultural Arts and Tourism

Ms. Batchelder explained that Mr. Modarelli would be the liaison for this portion of the Board because it is not handled by HCD, and would provide an overview of the Board's new responsibilities.

Jeff Modarelli, Director of Economic Development, stated that he came to this City about 11 years ago and started in the Police Department. He then moved to City Hall as the Assistant City Clerk, Assistant to the City Manager, Director of Business Enterprises, and presently is the Economic Development Director.

Mr. Modarelli stated that he distributed a copy of the Ordinance that was approved by the City Commission that expanded the duties of this Board. Under Section 4 – Duties, it states:

“The expanded duties are: Act as the Advisory Board for Cultural Arts and Tourism by researching and developing cultural arts and tourism, and reporting findings and recommendations to the City Commission.”

Mr. Modarelli continued stating that in addition to this Board's normal duties, this will be an added duty, and he and the Economic Development Department would be the liaison to this portion of the Board. One of the ideas he had was that at every meeting there would be a section on the agenda in which he would come and provide a brief report, and this Board could discuss anything they wanted to provide regarding cultural arts and tourism. He added that he was also the liaison to the Economic Development Advisory Board, the Beach Redevelopment Advisory Board, and the Business Improvement District Advisory Board. He stated that they would like to have individuals come from various organizations such as the African-American Research Library or Performing Arts Center. They would supply ideas to help this Board “brainstorm” and make recommendations to the City Commission. He explained that this could be done in two ways. One would be to have them come and give a presentation. Secondly, there could sometimes be field trips to see what existed in this City. He explained that if there was a field trip, they would not be able to discuss matters of the Board, and they would just be listening to some type of presentation.

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Vice Chair William Goetz asked if there is any other Board that deals with Cultural Arts. Mr. Modarelli stated that there was not a Board that specifically dealt with such issues, and that was why the Commission brought this up so an emphasis could be placed on cultural arts. Vice Chair William Goetz asked for a definition of cultural arts. Mr. Modarelli stated it would be what this Board wanted it to be.

Vice Chair William Goetz stated that it was not clear to him what the Commission wanted this Board to do in regard to cultural arts. Mr. Modarelli stated that he believed the Commission wanted to research and develop cultural arts. He remarked that the Performing Arts Center did a great job, and that was probably an area that was under good leadership, but possibly the Board could look into the community and see what could be done better.

Margaret Birch stated that the City had a Cultural Arts Division, and asked if someone from that Division would be coming to make a presentation to the Board as to what they were all about and what they do.

Mr. Modarelli stated that he was not aware of a Cultural Arts Division at this City. He stated that the County had such a department.

Ms. Birch clarified that this Board was to be the cultural division for the City.

Vice Chair Goetz suggested that they would need a report regarding the state of cultural arts in this City. He asked where such a report would come from. Mr. Modarelli explained that such a report would come from various sources, but it could be done. Vice Chair Goetz stated that it was important that this Board educate themselves in this matter.

Ms. Espinal stated that Promenade in the Park at Holiday Park used to be arts and craft, but was not a fair which ended a while back. She stated that she travels around the State every weekend and sees various types of tourist and art activities along the beaches.

Ms. Birch asked exactly what Mr. Modarelli's job was in relation to this Board. Mr. Modarelli explained that he was the liaison, and it was the Board's duty to make recommendations to the Commission. Ms. Espinal asked if they needed details regarding an activity being held in another City would he be able to research that idea and provide information to this Board. Mr. Modarelli confirmed.

Mr. Modarelli stated that there were many things happening in this City at this time, and Parks and Recreation sponsored many events and many of those involve cultural arts. They are also on the pulse of tourism and work with the CVB. Therefore, Economic Development was already tied into these two areas, but what they want to do is inform this Board about what is happening, the Board could then inform each other, and they would be able to make some recommendations to the Commission as to could be done better. They need information first to see where the City stands before moving forward. He believes the best group to come in and make a presentation was the County's Cultural Arts Board. They are hoping to research first, and then see if there are possibilities to improve on cultural arts and tourism.

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Ms. Birch stated that if the City created its own Cultural Affairs Department would they then provide funds to award grants to various organizations so they could host such types of events.

Mr. Modarelli stated that the City did not create a Cultural Arts Division. Ms. Birch stated that whatever this Board does, it would be similar to the Cultural Arts Division created by the County. Mr. Modarelli stated that he was not sure of that. He further explained that the Commission wanted to take this Board and expand their duties to expand as he has explained it. He feels it would be a new journey for everyone involved so they could move forward. He does not believe it was the Commission's intent to set up an entire Division.

Ms. Birch asked if the City would cover the funding of any events recommended by this Board. Mr. Modarelli stated that it would go through the normal process. He explained that normally Parks and Recreation did the events.

Ms. Espinal stated she did not want this Board to rubber stamp things.

Mr. Kater arrived at approximately 7:30 p.m. left and then returned again at 7:35 p.m.

The Board now had a quorum present.

Ms. Espinal stated that it is her understanding that this Board would take an active part and look at ideas. She stated that when serving on the CLC, they always found activities that paid for themselves or were paid by a sponsor. In regard to research and development, she stated that she would want to do something that would not cost the City money.

Vice Chair Goetz asked if someone from the County's Cultural Arts Division could attend this Board's next meeting and make a presentation. Mr. Modarelli confirmed. Vice Chair Goetz asked if research could be done within the City structure as to who had responsibility regarding aspects of cultural arts. He also encouraged this Board to e-mail Mr. Modarelli any suggestions they had regarding presentations or topics for discussion, and then Mr. Modarelli could forward such suggestions to the Board Members. He further stated that the County had grants available, and some he believed were meant to encourage partnerships.

Ms. Hayes stated that since a presentation would be made from the County's Cultural Division, they should also have a presentation from the Broward County Tourism Division.

Ms. Birch suggested that a representative from the Parks and Recreation Department come to the Board's next meeting also. Ms. Espinal stated that she did not see a lot of cultural activities in the City. She suggested that they not continue to burden the Parks and Recreation Department, and possibly take some work off their shoulders.

Mr. Modarelli stated that as Director of Business Enterprises, one of his duties was the War Memorial Auditorium. He explained that there were many events that occurred there and presentations were given that could be defined as cultural arts.

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He explained that he had used the Parks and Recreation Department just as an example. He stated that there were many activities that were intertwined with other departments in the City that could be considered cultural arts and tourism.

Mr. Modarelli stated the intent of the Commission was to get this Board to understand what was happening in the City as it relates to cultural arts and tourism, and to try to help get the word out regarding these activities.

Mr. Dial stated that this City needs something City-wide that would encompass their residents, along with people in other cities and states, such as Cows on Parade in the City of Chicago. Afterwards, there was a marketing campaign and companies from all over purchased the cows for large amounts of money. It was extremely successful.

Vice Chair Goetz asked for some clarification regarding the tourism aspect.

Mr. Modarelli stated that in regard to tourism, the beach is a focal point, and he believed it would be good for him to report back as to what was occurring with the Beach Redevelopment Board.

Mr. Kater asked if this Board was to make decisions as to what they wanted the Parks and Recreation Department to do in regard to cultural arts and tourism. Mr. Modarelli clarified that the City Commission appoints this Board, and it was their decision to pass an ordinance to include the duty of cultural arts and tourism as part of this Board's duties. Since Margarete Hayes could not perform that duty due to the nature of her job function, the Economic Development Director would be the liaison to that portion of this Board's duties.

Mr. Kater stated that something had been mentioned earlier about this Board helping to get the word out. He did not believe that was this Board's responsibility. Mr. Modarelli clarified that this Board was appointed by the City Commission, and they are appointed to perform this duty. He explained that he was the liaison and was here to help the Board carry out their duty. He further explained that the ordinance became official Wednesday night, and therefore, that was why the Board was receiving their copy at this late date.

Mr. Kater clarified that the bottom line was that this Board was responsible for what was brought to them by Mr. Modarelli.

Vice Chair Goetz stated that he believed it would be a two-way street. He stated that the Board was going to have a lot to digest, and possibly it should be spread out into two meetings. He suggested that the presentation from the Cultural Arts Division be provided at next month's meeting, and so forth.

Mr. Kater stated that there were two important events going on in Broward County that this City has been ignoring over the years, and he believed that this Board should be more familiar with them. One was Martin Luther King Day, and the Sistrunk Historical Festival. He would like for this Board to see how to bring this project to the City in a more active role.

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Vice Chair Goetz stated that they would need to prioritize their recommendations due to limited funds being available. They also need to make sure that the events accomplish what they set out to do.

Ms. Espinal stated that they needed to discuss these new duties to see how things would fit in. She further stated that this Board could look for things that were already occurring, but attempt to "fertilize" them and improve on them without involving money. She thinks they need to not spread out the presentations so they would be able to get started and move forward with recommendations.

Vice Chair Goetz suggested that the presentations be done in two meetings.

Ms. Birch stated that they could critique how funds were being used for events already occurring because she did not think this Board should interfere with any department or their budget. She feels they could learn from the Parks and Recreation Department. She believed they also needed to look at marketing existing events in order to ensure that everyone was aware of such activities. They also need to do a better job in partnering with the Tourism Division. She believes that would help this Board to meet their goals.

Mr. Dial stated they needed to get away from being a policing function because the entire tone of an activity could change in that regard. He believes that research and development was an aid to a community, rather than a policing function.

Ms. Espinal stated that they would need to meet with the other groups involved in such activities.

Vice Chair Goetz stated that no one wanted to turn this into an investigative function, but they could offer constructive criticism if warranted.

Approval of Minutes

May 12, 2008 Minutes

Vice Chair Goetz stated that on page 2 of the May 12, 2008 minutes, it says "betting process," and he believes it should be "vetting process."

Motion made by Ms. Espinal to approve the minutes of the May 12, 2008 Community Services Board meeting as corrected. Vice Chair Goetz stated that the minutes would stand approve as corrected.

Ms. Batchelder stated that a motion and second were needed to approve the minutes. Vice Chair Goetz disagreed and stated that would be a good question for a meeting that was to be held tomorrow night. He went on to explain that as long as there was no objection, no formal motion was needed to adopt the minutes.

Mr. Kater stated that anytime a motion was made, there had to be a second because that was the Rules of Order, unless he was going to rewrite or improvise them. He proceeded to provide some examples of what he was stating.

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Mr. Dial suggested that a second be made to the motion so they could move forward.

The motion was seconded regarding approval of the May 12, 2008 minutes.

June 9, 2008 Minutes

Motion made by Ms. Birch to approve the June 9, 2008 minutes. Seconded by Mr. Kater. Board unanimously approved.

Good Of The Order

Ms. Batchelder stated that the Department had no pending taxi cab licenses or other similar licenses to come before the Board. They are completing the budgeting process and the appropriation portion of the 2008/2009 budget, and they would begin with the applications for the CDBG Program in February or March.

Ms. Espinal stated that the Better Meetings Academy has scheduled a meeting for tomorrow night. He stated they discuss how the Florida Sunshine Laws affect them conducting business. He believes the meeting would be held at 5:45 on the 8th Floor of City Hall. He believes that everyone should attend because it was very informative.

Mr. Kater stated that he hoped everyone was okay after Hurricane Ike. He asked if Mr. Goetz would please not argue when individuals are talking about something. This would enable them to move forward more easily on matters. It also might deter individuals from attending meetings. He stated further that Mr. Goetz was a great person, but he tends to pick on incidental matters.

Mr. Goetz encouraged Mr. Kater to attend tomorrow night's meeting.

It was asked how Chairman are appointed. Ms. Batchelder explained that it was done on an annual basis normally in October. Therefore, that would be on next month's agenda for this Board.

Other Business

None.

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There being no other business to come before this Board, the meeting was adjourned at approximately 8:05 p.m.

Respectfully submitted,

Margaret A. Muhl,
Recording Secretary