

**FINAL  
CENTENNIAL CELEBRATION COMMITTEE  
MEETING MINUTES  
8<sup>TH</sup> FLOOR CONFERENCE ROOM  
100 NORTH ANDREWS AVENUE  
FORT LAUDERDALE, FLORIDA  
WEDNESDAY, OCTOBER 1, 2008, 3:00 P.M.**

**Cumulative Attendance**

<b>Members</b>	<b>Attendance</b>	<b>Present</b>	<b>Absent</b>
E. Clay Shaw, Chair	P	1	0
Patricia DuMont	P	1	0
Kristina Hebert	P	1	0
Jan Beth Idelman	P	1	0
Charlie Palmer	P	1	0
Patricia Hale	P	1	0
Dr. Claire Crawford, Vice Chair	P	1	0
Beauregard Cummings	P	1	0
Mary Rizor	A	0	1
Susan Massey McClellan	P	1	0
Peg Buchan	P	1	0
Ina Lee	P	1	0
Lewis Tunnage	A	0	1

**Staff**

Shannon Vezina, Staff Liaison, Public Information Department

**1. Call to order**

- **Roll Call**

The meeting was called to order at 3:00 p.m. Roll was called and a quorum was present.

**2. Chairperson's Report**

- **Welcome members and introductions**

The Committee members introduced themselves at this time.

**3. Liaison's Report**

- **Purchasing Policies and Procedures**

Kirk Buffington, Director of the Department of Procurement Services, spoke to the Committee to familiarize them with the City's procedures related to purchasing.

The new Committee, he noted, will receive funding that they will wish to spend on promotions and other items or events related to the Centennial Celebration. The Office of Procurement is there to assist with any spending decisions related to professional services, artwork, promotions, or other considerations.

The basis of competitive spending is an open and fair competitive process that allows vendors to participate in the expenditure of City funds, Director Buffington stated. Any expense greater than \$1000 must go through a bid process. Expenditures of less than \$1000 are at the discretion of the Committee.

Ms. Vezina noted that the Committee's budget comes out of the City's General Fund and is presently \$5000 for fiscal 2008-09, which runs through September 30, 2009.

Mr. Palmer and Ms. Idelman joined the meeting at this time.

Chair Shaw requested that a member of the City Attorney's Office attend the next meeting so the Committee could be briefed more extensively with regard to the Sunshine Law.

- **Parking Permits**

Ms. Vezina distributed parking permits to the Committee members, noting that any individual who did not get a permit today would receive one in the mail.

#### **4. Other Matters of Interest**

- **Elect Vice Chair**

Chair Shaw asked if the Committee felt comfortable electing a Vice Chair at this time, or if the matter would be best deferred to the next meeting. No objections to an election were heard.

Chair Shaw asked Dr. Claire Crawford if she would volunteer to serve as Vice Chair. With no objections, Chair Shaw confirmed her election to the position.

- **Preliminary Discussion of Centennial Celebration**

Dr. Crawford pointed out that the date of the City's incorporation was March 27, 1911, and festivities could work toward a conclusion upon the Centennial's anniversary, if so desired.

She noted that Wingate Payne, a City resident recently retired from the *Miami Herald* and active in the Historical Society, had suggested some considerations for the Committee's focus for the Centennial, including:

- Knowledge and appreciation of the City's past, understanding of its present, and vision for its future;
- Pride and a sense of achievement in building lasting legacies;
- A sense of pride in the City, deriving from the knowledge of local history and a better understanding of present reality and future potential;
- Unity, gaining a common knowledge to strengthen ties to neighborhoods in the City.

Vice Chair Crawford continued that during her discussion with Ms. Payne, they had arrived at a possible title for the Centennial celebration: "Fort Lauderdale: A City of Neighborhoods." She clarified that this was simply a suggestion for the direction the Committee might want to take.

It was suggested that the City's diverse neighborhoods be a major aspect of the overall celebration, to encourage the various communities' participation.

Vice Chair Crawford also recommended that the Committee involve various partners from the community, including museums or the Convention and Visitors' Bureau in particular. She added that the Cultural Council has informed its member groups that the Centennial is coming up, in order that they might plan appropriate cultural activities related to the overall celebration.

Different cities celebrate their Centennials in various ways, she continued: some might have one large festival, while others celebrate in stages. She noted that in Pompano Beach, the City had printed buttons in recognition of its Centennial, as well as banners and other advertisements.

Vice Chair Crawford said Ms. Payne had suggested a finale focusing on the City's present and future, perhaps with a "Family Day," featuring presentations and exhibits by the City's Water Works Department.

Mr. Palmer felt the Committee should start with the City's beginnings, and proposed inviting the great-great-grandson of Major William Lauderdale to attend the festivities. He recommended presenting Major Lauderdale's descendant with a Key to the City, and/or naming or renaming a park or other area in honor of the City's founder.

He noted that a statue of Major Lauderdale, located at Forest Ridge in Pine Island, was designed after a picture provided by the Major's descendant. As Mr. Palmer is the owner of the statue, he felt it might be possible to relocate it to Holiday Park for the Centennial. He also supposed a new statue could be commissioned for the occasion.

Ms. Lee stated her main interest in serving on the Committee is the City's future, with a focus on creating a vision for the City's next 100 years. She suggested that the Committee should strive to bring together the various elements of the City, such as its neighborhoods and businesses, and create a "think tank" that focused on the next 100 years and looked at how the City's present could achieve this vision.

She also noted that bringing "creative marketing" representatives to the Committee could be a means to this end, as they would encourage the City's various Departments and public committees to work together toward a common end.

Mr. Cummings asked the Committee's other members to elaborate on what constituted a neighborhood inside the City. Chair Shaw felt the various neighborhood associations in place were one possibility, although not all communities had such organizations.

Mr. Palmer stressed the need for the Committee to remain an apolitical body, refraining from involvement in any ongoing issues in the City. He felt the proposed "look to the future" might be better suited to a shorter-term view, such as 25 years instead of 100.

Ms. DuMont offered that the Committee's success could depend on the creativity of the personalities it attracted.

Mr. Palmer felt if the goal was to involve a significant number of citizens in the celebration, the activities should focus on catching the interest of a large and diverse populace – something to which the entire City could relate.

Ms. DuMont added that, if money was needed from the business community, Ms. Lee's forward-thinking suggestion would provide a background in which partners and funds could be solicited.

The Greater Fort Lauderdale Chamber of Commerce is also approaching its 100<sup>th</sup> anniversary, she pointed out, which could possibly become part of the City's larger celebration.

Mr. Palmer asked if the ultimate goal of the Committee was to establish a single major event, or a spectrum of activities, lasting perhaps a week. It was generally agreed that this decision would be one of the Committee's responsibilities.

Ms. DuMont recalled that previous successful City endeavors, such as the establishment of an African-American Research Library and Cultural Center, had encouraged the participation of various neighborhoods and businesses, who had come up with their own related events. This meant everyone in the community had the chance to participate, she said, and she hoped this Committee could be similarly inclusive. She noted that the participating communities were "energized" by their opportunity to be part of the celebration.

Chair Shaw requested that Ms. Vezina an overview of the City's history for the Committee, noting "benchmarks," both positive and negative. He also recommended the novel *A Land Remembered* by Patrick Smith to Committee members as a window into the State's history.

Ms. Vezina read a copy of the resolution that created the Committee:

*"Be it resolved the City Commission of the City of Fort Lauderdale, Florida, does hereby establish the Centennial Celebration Committee of the City of Fort Lauderdale, Florida. For the purposes of this resolution, the Centennial shall refer to the 100<sup>th</sup> anniversary of the establishment of the City of Fort Lauderdale, which will occur during the calendar year 2011. Purposes and duties of the Centennial Celebration Committee shall be as follows: to advise the City Commission on any and all matters with respect to the events and activities related to the City of Fort Lauderdale Centennial in 2011; to provide ideas and recommendations for the implementation of those ideas to the Commission for events and activities to take place between January 1, 2011 and December 31, 2011, that celebrate the 100<sup>th</sup> anniversary of the founding of the City of Fort Lauderdale; to solicit sponsorships and donations and conduct fundraising to provide financial assistance for the Centennial events and activities; and to hear citizens, neighborhood, or community input on Centennial activities, and recommend appropriate action to the City Commission."*

Chair Shaw felt the Committee was already on track in following the resolution. He suggested dividing the City into areas so members could advocate for involvement of the various neighborhoods and ensure a more inclusive celebration.

Ms. Hebert asked if a workshop format might be appropriate, in which business leaders, potential sponsors, and members of the public could participate and contribute ideas for events they would like to see. She suggested that local businesses might be interested in sponsoring workshops of this nature.

Ms. McClellan recalled that the Historical Commission had organized an "Oral History Day" at the Broward Center for the Performing Arts, which featured speakers of different generations who had grown up within the Fort Lauderdale community. She felt one of the Committee's responsibilities might be to establish a calendar of important dates in the City's history, and events could be planned to commemorate these dates.

Chair Shaw proposed organizing a meeting between City Staff and members of the Historical Society to develop a possible timeline of events. As all Committee plans must be approved by the City Commission, he felt it was important to begin planning as soon as possible to allow for the time necessary for the approval process. He added that the U.S. Conference of Mayors and League of Cities might be able to provide some leadership as well.

Chair Shaw inquired if Advisory Boards were required to meet at City Hall. Ms. Vezina clarified that Committees must meet in a public space and provide adequate public access. It was suggested that rather than change meeting locations, speakers could be invited to address the Committee, although Vice Chair Crawford spoke in favor of moving the meeting to different locations as a manner of reaching out to various communities in the City.

Chair Shaw noted that the parking permits were for City Hall's employee parking lot only, and were not valid for use at nearby parking meters prior to 6:00 p.m. Ms. Vezina said she would clarify the matter before the Committee's next meeting.

Ms. DuMont suggested that the Committee look into creation of a logo tying in with the City's planned logo for the Centennial Celebration. She recommended that at a later date, when the Committee has more fully established its goals, a "tagline" reflective of the chosen mission statement would be an appropriate addition to this.

Chair Shaw agreed the Committee should develop a logo within the next six months.

Ms. Lee felt this would be a good opportunity to involve local marketing firms, perhaps establishing a competition within the Art Institute for the design of the logo.

Ms. Buchan advocated involvement of local schoolchildren at some level. Chair Shaw felt this was an excellent idea.

- **Schedule Next Meeting**

Chair Shaw stated he would attempt to set the next meeting for the same weekday and time, Wednesday at 3:00 p.m., subject to availability of a meeting room. Ms. Vezina added that the first Wednesday of each month provided adequate availability. She added that the Resolution does not specify that the Committee must meet on a monthly basis. Chair Shaw noted that if a meeting is not deemed necessary, it may be cancelled.

It was noted that under the Sunshine Law, individual members could not remain in touch via email regarding Committee business. Any updates must come from the Liaison's office, Chair Shaw and Ms. Vezina clarified, and all communication must remain one-way. Discussions could not be held privately between two or more Committee members, Ms. Vezina explained.

Ms. Vezina made her contact information available to Committee members, so anyone wishing to have information distributed among the group could send it to her for dissemination.

## **5. Discussion Before Adjournment**

Mr. Palmer asked if a list was available of historic books about the Fort Lauderdale area. Ms. Vezina stated she did not have a copy, but a library might provide a resource. Several Committee members had individual titles in mind, although some were noted to be out of print. Ms. DuMont asked Vice Chair Crawford if she might compile a list of these titles; Mr. Palmer suggested some might be part of the Mayor's library.

It was noted that there are two additional seats on the Committee that are currently vacant.

**6. Adjournment**

There being no further business to come before the Committee, the meeting was adjourned at 3:56 p.m.

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