

**CENTENNIAL CELEBRATION COMMITTEE
MEETING MINUTES
8TH FLOOR CONFERENCE ROOM
100 NORTH ANDREWS AVENUE
FORT LAUDERDALE, FLORIDA
WEDNESDAY, NOVEMBER 5, 2008, 3:00 P.M.**

Members	Attendance	Cumulative Attendance	
		Present	Absent
E. Clay Shaw, Chair	P	2	0
Patricia DuMont (3:09)	P	2	0
Kristina Hebert	A	1	1
Jan Beth Idelman (3:19)	P	2	0
Charlie Palmer (3:13)	P	2	0
Patricia Hale	P	2	0
Dr. Claire Crawford, Vice Chair	P	2	0
Beauregard Cummings (3:30)	P	2	0
Mary Rizor (3:11)	P	1	1
Susan Massey McClellan	P	2	0
Peg Buchan	P	2	0
Ina Lee	A	1	1
Lewis Tunnage	P	1	1
Wingate Payne	P	1	0
Birch Willey	P	1	0

Staff

Shannon Vezina, Staff Liaison, Public Information Department
Carrie L. Sarver, Assistant City Attorney
Hilda Testa, Recording Secretary, Prototype, Inc.

1. Call to Order

• **Roll Call**

The meeting was called to order at 3:07 p.m. Roll was called and a quorum was present.

• **Approval of Minutes**

Motion made by Ms. Payne, seconded by Ms. Buchan, to approve the minutes of the October 1, 2008 meeting. In a voice vote, the motion carried unanimously.

2. Chairperson's Report

- **Welcome new members and introductions**

Chair Shaw introduced new member Wingate Payne, recognizing her as a former contributor to the *Miami Herald*.

He also introduced new member Birch Willey, former owner of the Hobby House and longtime Fort Lauderdale resident.

3. Liaison's Report

- **Overview of Sunshine Law**

Chair Shaw introduced Carrie Sarver, Assistant City Attorney, who was present to address the Committee regarding the Sunshine Law. Attorney Sarver advises the Historic Preservation Board and the Community Services Board as well. She offered to respond to any questions that members emailed her outside tonight's meeting, which, she stated, would not be a violation of the Sunshine Law. Questions could also be directed to her through Ms. Vezina, she said.

She provided the Committee with an overview of the Sunshine Law, which she described as unique to the State of Florida. She referred to the Better Meetings Academy Handbook, which she noted members may already have, as a valuable resource of information regarding this law. The Handbooks are also available through the City Clerk's office, she said.

There are three important elements to the Sunshine Law:

- Meetings must be open to the public;
- Notice for meetings must be posted;
- Minutes must be taken.

It is essential that whenever two or more Committee members meet, whether formally or informally, to conduct any kind of business that has or may come before the Committee, this may constitute a violation of the Sunshine Law. This rule applies even to unscheduled meetings at social events.

She stressed that the City takes violations of the Law very seriously, as it involves breaking a State statute.

Attorney Sarver noted that she had received some questions in advance of tonight's meeting, which she addressed at this time. One such question asks if a Committee might hold meetings outside City Hall. Attorney Sarver pointed out that meetings are not restricted to City Hall, as this stipulation is not named in the Resolution which formed the Committee; meeting at a regular time and location is, however, strongly encouraged as a matter of consistency. A meeting held at another site would need to be posted in advance to make the public aware of the location.

Another question asked if financial disclosures were required of Committee members. Attorney Sarver stated this was not the case. Such disclosures are required of members of such boards as the Historic Preservation, Unsafe Structures, and Planning and Zoning Boards, when the land use addressed by these Boards might conceivably be at odds with a member's financial gains.

Attorney Sarver offered to answer any questions from the Committee regarding the Sunshine Law. She added that questions may also be asked of Ms. Vezina, save any legal matters of which she might be unsure, and that she would leave appropriate contact information with Ms. Vezina in case Committee members needed to get in touch with her.

She also noted that the Resolution establishing the Committee states that they are an advisory body that may address the City Commission on all matters associated with the Centennial Celebration. They may also provide ideas and recommendations regarding the celebration's events. She advised that such ideas be developed as fully as possible at the Committee level before they are presented to the City Commission for approval.

Ms. Payne noted that many committees divided themselves into subcommittees to address specific aspects of their fields, and asked if these are also subject to the Sunshine Law, even if only one Committee member attends and the other participants are members of the community.

Currently, Attorney Sarver explained, the Committee would need approval from the City Commission in order to form subcommittees, as this is not provided for in the Resolution. If the formation of subcommittees is a necessary or desired step, she stated that Ms. Vezina would need to place the matter on the City Commission's agenda so this change could be discussed. If subcommittees are then allowed, the Sunshine Law would indeed apply to any communication between Committee members; however, if only one member was represented in a subcommittee and no communication takes place regarding Committee business, there would be no violation.

Chair Shaw thanked Attorney Sarver for her time and participation. He strongly advised the Committee to refrain from emailing one another, encouraging them to contact Ms. Vezina instead.

- **Follow up on items from October 2008 meeting**

Ms. Vezina recalled that she had provided the Committee with a brief history of the City, for which she credited the Florida Historical Society for much of the information.

She reminded the Committee that handouts for the current meeting are also available, and were not mailed to members in advance. These were handed to members at this time.

- **Inviting guest speakers to upcoming Committee meetings**

Ms. Vezina raised the issue of inviting non-Committee members to future meetings, which had been discussed, as many members knew contacts who had been involved with similar celebrations and could share their experiences and best practices.

She noted that a speaker from Pompano Beach, which had hosted a centennial celebration of its own, had been proposed as an addition to the Committee's agenda in the future, whether at the December meeting or at a time early next year.

Chair Shaw recalled that at the previous meeting, it had also been suggested that the Committee involve the Fort Lauderdale Art Institute, perhaps asking for their assistance in developing a logo for the Committee. He introduced guest Morgan Braunstein, a student of Illustration at the Art Institute, who showed the members some sketches of possible logos. Ms. Braunstein asked the members to contribute any specific ideas or direction for further development of a logo.

Ms. Buchan noted that an anchor logo had been proposed at the previous meeting, and added that the Institute might be able to provide the Committee with a logo at no cost. She stated that she was aware the Committee might choose to move in a different direction regarding development of a logo, such as holding a contest for a design; however, since they had not yet selected a course of action, she had encouraged Ms. Braunstein to attend.

It was noted that the City of Fort Lauderdale's official logo was the product of a contest, and had been designed by a high school student. Ms. Idelman proposed, however, that while children's art might be used in developing signage for events, it might be best to leave the design and reproduction of a Committee logo to someone with a higher level of experience.

Dr. Crawford referred to a publication provided by the Association of State and Local History, which provided ideas on planning community events. After reading its recommendations, she suggested that the Committee divide into subcommittees with different purposes, such as the following:

- Marketing;
- Education, divided into K-12 and up;
- Community involvement (drawing on the help of other groups, such as neighborhood associations);
- Ways and means;
- Signature Events;
- History and content (involving local historians).

These subcommittees would work together, she said: for instance, once a set of historic themes had been selected, this might give greater direction to a marketing subcommittee, particularly in relation to development of a logo.

Ms. Buchan referred to another publication, *FOCUS ON*, which provided a list of themes of particular local/regional interest. She felt this would be a good resource for the Committee, especially as its focus on current events would provide a tie between the past and future themes previously discussed for the Centennial Celebration.

Ms. Payne informed the Committee that she had gathered information on centennial (and other) celebrations in other communities and compiled a list of some "common ingredients" of their respective committees, many of which were similar to Dr. Crawford's suggestions.

She stated that the overall group function is often that of a steering committee, establishing the timing of various events and selecting the overall theme, as well as the logo and marketing. They also take on most of the work with neighborhood organizations, taking regularly scheduled events and giving them a centennial twist. Often, she continued, they work directly with the City to organize "signature events," usually the beginning and ending festivities; this could also mean establishing a "link" of sorts between events, such as Fort Wayne's rider on horseback, which appeared at all events.

Another key component was a “legacy project,” she said, again referring to a Legacy Park constructed in Fort Wayne as an example. She referred to the Waterworks Project as a possible legacy event for Fort Lauderdale.

Funding for events is usually provided through the city or contributed by local industry, and often an executive director is hired or the city “loans” the committee an individual to fulfill this task, she advised. Some cities hire event planners as well, who also assist with marketing.

Ms. Buchan was very interested in the concept of a legacy project, which she described as “very exciting.” She felt many of the Committee members had strong ties to their various communities and could perhaps request input on ideas from outside the Committee. She suggested the Committee focus on a legacy project that makes a strong statement about Fort Lauderdale.

Chair Shaw added that other organizations, such as the Rotary Club, could be encouraged to develop community projects as well, as was done for the United States Bicentennial.

Ms. Buchan agreed with this proposal, which she said would make everyone in the community feel they were leaving a legacy.

Chair Shaw felt these were ideas that could be presented to the City Commission for perusal, in keeping with the Committee’s advisory capacity.

Mr. Willey asked if the City had given any indication regarding what they might be able to provide for the Committee, such as public relations or a person to oversee events.

Chair Shaw advised that the Committee did not have a specific mission statement, but had been established by the City after members of other bodies expressed interest in the formation of such a group. He felt the Committee could come up with its own mission statement along with the logo, perhaps featuring what they felt was “the greatest thing about Fort Lauderdale.”

Mr. Palmer recommended that they decide whether their event(s) would happen over a particular time period – a weekend, a week, or a month, or a year-long series of events, perhaps. Chair Shaw agreed that this should be the Committee’s decision, and felt the best way to proceed was to continue to collect ideas from other cities, as well as reach out to the community at large to find out what residents would like to see.

Ms. Rizor agreed that a direction was more important for the Committee at this point than organizing into subcommittees.

Ms. Vezina pointed out that the Resolution cites "events and activities to take place between January 1, 2011, and December 31, 2011, that celebrate the 100th anniversary of the founding of the City of Fort Lauderdale." While she stated that she did not wish to speak for the City Commission, she did not feel that group had any expectations yet regarding the length of time invested in a celebration, and would most likely review and determine whether or not to accept the Committee's ideas.

Mr. Cummings felt Chair Shaw's suggestion of gathering information from other cities was a good one, and added that perhaps the Committee could meet with various homeowners' associations, as discussed at the previous meeting, to find out their input.

Ms. Buchan asked if there was an opportunity to create an RFP to reach out to marketing groups, although it would necessarily be on a pro bono level, to help drive the creation process. Ms. Payne felt the Committee still needed a greater sense of direction before this could be done, deciding first on an outline for the celebration.

Ms. DuMont advised that professional groups might want to participate and have their own ideas, and an RFP might provide them with an opportunity to do so.

Chair Shaw referred to the idea of working with the City's schools, suggesting that the Committee compile a publication, featuring City history, that the schools could give their students to read. He also recommended field trips to historic sites in the City, which he felt would bring the history alive to the students.

Mr. Palmer recalled a series of school programs he had helped compile for Silver Ridge Elementary School, which might still be available for updating and use. The City's Indian origins were highlighted, he said, as was local nature and wildlife, such as the Florida panther. He added that he had done some research on Major William Lauderdale, and suggested that at some point perhaps a statue of that historical figure might be considered.

Mr. Willey expanded upon this, stating that perhaps the very early history of Florida might play a role as well, with attention to various Indian tribes and figures such as Ponce de Leon. It was suggested as well that some of Florida's

Indian tribes might wish to contribute time, money, or information to the centennial festivities.

Mr. Palmer proposed that weekend re-enactments of aspects of the City's history could be held in Holiday Park.

Mr. Cummings returned the discussion to the setting of a purpose for the Committee.

Chair Shaw felt education would be the best starting point, beginning with the compilation of a history of the area. The proposed centennial projects by service clubs, homeowners' associations, and other interested groups would be a next step, he added; they could serve as individual group projects that tied in to the celebration at large. He then recommended at least one major project that would involve the entire City.

Ms. Buchan recommended asking if the local newspaper could give the Commission, or a spokesperson, a regular column once a week, through which the group could thank those who assisted with its projects as well as mention its upcoming events. She felt this would be an effective means of outreach to ask for others' input as well, and might draw potential sponsors and advertisers to the festivities. She recalled that this had been done by the *Miami Herald* in the time leading up to the Whitbread Race.

Dr. Crawford reiterated that these goals might best be accomplished by breaking up into subcommittees. She also felt it was important to have the input of a historian or historians to give the Committee direction on themes to celebrate.

Mr. Willey recommended dividing the City's history into three eras, which could be the basis for three separate events: the period before 1911, 1911 through World War II, and World War II to the present.

Ms. Payne felt it was important that events look to the City's future as well as to its past. She proposed this as a possible basis for the Committee's mission statement.

Mr. Willey challenged the Committee to bring individual takes on the mission statement to the December 2008 meeting. From this, he said, aspects of the many statements might be combined into one.

Mr. Palmer felt the purpose of the Committee, such as "a big party" for the City, exciting the population about their history, or an educational series of events,

was as important as a mission statement. He recommended adding this to Mr. Willey's idea of individual prospective mission statements to be incorporated.

Ms. Hale felt this exercise would also lead the Committee to establishing important details, such as a timeline or the nature of the festivities.

Ms. Payne suggested that the statements be submitted to Ms. Vezina on a set date prior to the next Committee meeting, so she could compile them for review at the meeting. It was decided that the statements could be sent by Wednesday, December 3, 2009, to be discussed at the January 2009 meeting.

4. Other Matters of Interest

- **Confirm date for next meeting**

It was confirmed that the Committee's next meeting be scheduled for Wednesday, January 7, 2009, at 3:00 p.m.

5. Discussion Before Adjournment

Chair Shaw proposed that a list be compiled of other community boards and groups that might want to partner with the Committee, such as historical societies and museums.

Ms. Buchan felt the presence of a professional facilitator at the January 7, 2009 meeting might speed along the crafting of a mission statement and objectives. She stated she would attempt to bring in a person to perform this duty pro bono for the Committee.

6. Adjourn

There being no further business to bring before the Committee, the meeting was adjourned at 4:16 p.m.