

**CENTENNIAL CELEBRATION COMMITTEE**  
**MEETING MINUTES**  
**8<sup>TH</sup> FLOOR CONFERENCE ROOM**  
**100 NORTH ANDREWS AVENUE**  
**FORT LAUDERDALE, FLORIDA**  
**WEDNESDAY, JANUARY 7, 2009 – 3:00 P.M.**

**Cumulative Attendance**

| <b>Members</b>                  | <b>Attendance</b> | <b>Present</b> | <b>Absent</b> |
|---------------------------------|-------------------|----------------|---------------|
| E. Clay Shaw, Chair             | P                 | 3              | 0             |
| Patricia DuMont                 | P                 | 3              | 0             |
| Kristina Hebert                 | A                 | 1              | 2             |
| Jan Beth Idelman                | P                 | 3              | 0             |
| Charlie Palmer                  | P                 | 3              | 0             |
| Patricia Hale                   | A                 | 2              | 1             |
| Dr. Claire Crawford, Vice Chair | P                 | 3              | 0             |
| Beauregard Cummings             | A                 | 2              | 1             |
| Mary Rizor                      | A                 | 1              | 2             |
| Susan Massey McClellan          | P                 | 3              | 0             |
| Peg Buchan                      | P                 | 3              | 0             |
| Ina Lee                         | P                 | 2              | 1             |
| Lewis Tunnage                   | P                 | 2              | 1             |
| Wingate Payne                   | P                 | 2              | 0             |
| Birch Willey                    | P                 | 2              | 0             |

**Staff**

Shannon Vezina, Staff Liaison, Public Information Department  
 Jeff Modarelli, Director of Public Information  
 Dr. Elizabeth Hays, Chair, Education Advisory Board  
 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 it was determined a quorum was present.

• **Approval of Minutes**

**Motion** made by Ms. DuMont, seconded by Ms. Buchan, to approve the minutes of the November 5, 2008 meeting. In a voice vote, the **motion** carried unanimously.

**2. Chairperson's Report**

Chair Shaw stated that he had brought a list of the Committee's prospective goals, as submitted by members. These goals included education, coordination with and advisement of the City Commission, providing ideas, soliciting sponsorships, and raising funds. He asked if any members wished to add further goals for the Committee to this list.

Regarding the Committee's prospective mission statements, Chair Shaw admitted it was more difficult to consolidate these submissions into a single cohesive list. He noted that the City Commission had offered little guidance in the realm of the Committee's purposes and mission. He also pointed out that, as with the list of goals, education "kept floating to the top" as one of the more common aspects of all the mission statements submitted.

Chair Shaw continued that he had researched the upcoming Centennial of Palm Beach County, as well as that of the City of Dade and other nearby cities who had recently hosted such celebrations. He felt Fort Lauderdale could learn a great deal from other cities regarding what did or didn't contribute to a successful Centennial.

He recalled that Ms. Payne had conducted "massive research" into the Centennial of Fort Wayne, Indiana, and her experience would most likely prove to be helpful to the group.

Returning to the mission statement, Chair Shaw felt the Committee should not only look back at the City's history, but they should look forward to the future as well, which was another common theme among prospective mission statements.

He requested again that members offer any potential additions to the mission statements already submitted.

Ms. Lee suggested that the Committee brainstorm ideas that use the City's history as a starting point to move forward into the next 100 years.

### **3. Other Matters of Interest**

- **Craft Committee Mission Statement**

Chair Shaw introduced Connie Hoffmann of the Mercer Group, Inc., who was present to assist the Committee in defining what they wished to achieve.

Ms. Hoffmann stated that she was a great believer in planning, and added that at times, the act of envisioning an ultimate goal could be more difficult than the actual steps toward achieving it. Once this vision was clear, she felt the steps toward reaching a goal often fell into place much more easily. She often assists

in strategic planning sessions, she informed the Committee, because she believes so strongly in setting a clearly defined goal.

She did not feel it was necessary to spend a great deal of time defining the Committee's purpose, as the Resolution that established the Committee laid this out quite clearly. Instead, she recommended that they first discuss the group's vision. This was what the Committee wanted to achieve, she explained, or what the City itself wished to achieve as a result of the Centennial. Once the vision was defined, she suggested that they discuss "critical action steps" toward reaching this goal in the coming year.

Today's goal, she asserted, would be to clarify the Committee's vision and then come up with five critical steps necessary to make this goal a reality. She recommended that at future meetings, the Committee focus on each individual step, define specific tasks necessary to reach this step, and assign them accordingly.

Regarding the group's vision, Ms. Hoffmann asked if this would be a goal for the Centennial Committee or for the City's Centennial. She explained that the former would define the task of the Committee, while the latter would be the vision of what should happen in the City as a result of the celebration.

Mr. Willey felt the vision should define how the City would achieve "a great celebration" of its 100 years of history, rather than a goal for the Committee alone. There being no dissenting opinions from the Committee, Ms. Hoffmann agreed that this would be the focus of their discussion.

She continued that she had looked over the prospective mission statements submitted by Committee members, and had seen four prevalent common themes:

- Education regarding the City's history
- Inclusiveness and diversity in the community
- Past/present/future look at the City
- Necessity of a lasting impact of the Celebration, or legacy project

Ms. Hoffmann expanded upon this last point, noting that the submissions expressed a common desire for a legacy, such as a public project. She added that individuals or businesses might see such a project as an opportunity to invest in their community by donating their time or funds.

She suggested that the Committee break into groups and, keeping these common themes in mind, draft potential mission statements for the Centennial Celebration.

Ms. Payne expressed concern that the City might already have a vision statement or future plan in mind. She felt it would be inappropriate for the Committee to “tread on” any such plans.

Ms. Hoffmann felt that the City has its Comprehensive Plan, which is a technical plan documenting its future. To her knowledge, there was not a current “visioning process” beyond this.

Mr. Willey recalled that when Fort Lauderdale had lobbied to be listed as one of the “top ten cities in the country” in a 1984 contest, there had been specific mention of a vision for the City. He felt this might be a starting point for the discussion. It was pointed out, however, that any such vision had not been widely communicated to the public.

Ms. DuMont emphasized that such a vision should include many different aspects of the community, such as the various homeowners’ associations, diverse ethnic groups, the business community, and the City’s geographic makeup.

Mr. Palmer was unsure that it was the Committee’s job to lay out a vision for the future. He felt their particular charge was to develop a celebration that would educate the community about the City’s past and present, and that devising a “vision for the future” was a more all-encompassing task than the group should assume.

Ms. Lee felt their purpose was to act as a catalyst to further the process of developing a community vision.

Mr. Palmer reiterated that defining “where [the City] should go from here” was a task beyond the capabilities or charge of the Committee.

Ms. Hoffmann asked if the Committee concurred with Mr. Palmer’s assessment.

Chair Shaw felt there were so many facets to developing a vision for the City that such a venture could be potentially “troubling.”

Ms. Hoffmann recommended that the Committee separate into groups work on prospective wording for a statement that defined the role of the Centennial Celebration as they saw it.

Ms. Buchan felt the Committee should develop a mission statement for its own goals rather than for the City.

Chair Shaw felt this was a difficult charge with which to begin. He felt that before the Committee attempted to define a vision for the future, it would be wise to start by looking at the City's past and build upon that history.

Ms. Payne felt that the Committee should focus on what they hoped the Centennial Celebration would accomplish by the end of 2011, and what role the Committee itself would fill in achieving this goal. She explained that some committees take it upon themselves to organize all the events that would make up the Centennial Celebration, while others served as organizations that reached out to other groups, such as the marine industry or historical associations, and encouraged them to develop programs appropriate to such a celebration.

She felt the Committee should establish what they hoped the Centennial would achieve, and which role the group would assume in planning the events.

Vice Chair Crawford felt the "past, present, future" theme should be eliminated, as it would naturally be a part of the other three common goals. The development of a legacy project, in particular, implied looking toward the City's future.

Ms. Hoffmann felt it would be difficult for the Committee to define its own role until it established what the Celebration should involve and accomplish.

She suggested again that the Committee break into smaller groups, recommending that they first brainstorm a list of achievements they would like to see as a result of the Celebration and then discussing the relative merits of these prospective achievements. Once their list of goals was narrowed down to three or four possibilities, she stated, they could then decide whether the separate groups should attempt mission statements, or the entire Committee would regroup to undertake this task.

The Committee divided into working groups at this point.

At the conclusion of the workshop, each group chose a spokesperson to discuss what they had achieved.

Ms. McClellan described four main goals upon which her group had settled:

- Citizens should feel "energized" about the Centennial;
- The Celebration should be a catalyst to put a mechanism in place to envision a process for the future;
- There should be a physical "marker of the moment" for the City;
- All citizens and sectors of the City should feel united.

Ms. Payne stated that her group had developed "means and ends" to their goal, and listed their prospective ends:

- Educate residents of the City's history through a variety of means;

- Promote a sense of place for both the City and its individual neighborhoods;
- Provide for “legacies large and small.”

Mr. Palmer announced that his group had arrived at a primary goal: to involve citizens in learning the City’s history in a “fun, family-oriented” venue, resulting in an involved community and contributing to a tangible legacy in the end.

Ms. Hoffmann praised the groups for their work in establishing these goals. She recommended that an individual take the groups’ conclusions and draft one or two prospective statements for the Committee’s next meeting.

Moving on to the next step, she suggested that the Committee discuss what it could do, as a group, to reach these stated goals.

Chair Shaw pointed out that a common element from all three groups was a desire to foster a sense of community, or a “hometown feeling.” He felt attention should be paid to the City’s history, in particular, to capture this feeling. It was suggested that “hometown heritage” be made part of the Centennial Celebration’s “tagline,” if it was ultimately decided that a tagline was appropriate. Mr. Willey pointed out that Fort Lauderdale had begun as a small town before developing into a bigger town and then into a city, and noted that it could be difficult to maintain a hometown feeling when becoming a larger entity.

He stressed that the City’s heritage is key to the Celebration, adding that many of the City’s residents had not grown up in Fort Lauderdale and were not aware of its history.

Ms. Lee felt the fact that so many of the City’s residents had come from other areas and backgrounds contributed to the City’s diversity. She proposed including the City’s tourism trade as an important aspect of the Celebration, reminding the Committee that people from all over the world visited Fort Lauderdale. She felt their contribution to the City’s diversity should be included, as well as that of individuals who did not live in the City on a year-round basis.

It was noted that “hometown” did not necessarily apply to all the City’s residents, as the term is generally applied to the city or town of one’s birth or childhood. Mr. Palmer felt that if the City’s heritage was celebrated, it would not matter if it was the hometown of all residents or not.

Ms. Hoffmann commented on Chair Shaw’s suggestion that a sense of community, or belonging, should be fostered. “We Belong Together” was proposed as a slogan for the Celebration.

At this time, Dr. Elizabeth Hays, Chair of the Education Advisory Board, informed the Committee that this group hoped to involve the City's schools in the Centennial Celebration. She stated that she had some basic plans and ideas of what might be accomplished, pointing out that the event provided a good opportunity to educate students about the City's history.

She continued that the Education Advisory Board had arrived at the idea of school contests, possibly with sponsorships. For example, she suggested that a poetry or visual arts contest with a "past, present, future" theme might be appropriate. Public, private, and charter schools would be able to participate in these contests, the best of which would be featured City-wide.

Dr. Hays stressed the importance of children as the City's future, and emphasized that student contests would foster community involvement, beginning with parents. She hoped the Centennial Celebration Committee would be able to coordinate events, such as bringing together school- and industry-sponsored events in the community.

Chair Shaw felt involvement of the City's various advisory boards and committees would be ideal. The Committee could reach out to such entities as the Education Advisory Board, Marine Advisory Board, Beach Redevelopment Advisory Board, and many others.

Ms. Payne suggested that the Committee draft a letter to all the City's advisory bodies and similar organizations, apprising them of the coming centennial and the Committee's existence. These groups could be invited to attend meetings or receive emails from the Committee so they could begin to plan their own events or tie in existing annual events to the Centennial.

Dr. Hays informed the Committee that the Education Advisory Board worked with members of the School Board and other individuals involved with the school system, so information on events and contests could be easily disseminated to the City's schools. For example, she proposed that each school could select a winning entry for any given contest, and send this entry on to compete at a City level. She advised that some funds might be necessary for prizes on the school and City levels, but did not feel that this would involve an unmanageable amount of money.

She noted that some schools would decline to participate, but the offer to participate in the Centennial would be made to all the schools in the City.

Dr. Hays stated that as the Centennial would occur on March 27, 2011, the Education Advisory Board hoped to begin Centennial-themed contests in September 2010. Participation at the City level could begin after the schools' Christmas break, she proposed.

Ms. Hoffmann felt the Education Advisory Board could “spearhead” the schools’ involvement, and other advisory boards could plan and manage Centennial-themed events related to their particular areas of expertise.

Dr. Hays added that she is also Vice President of the Council of Fort Lauderdale Civic Associations, which also has a Centennial Committee which is primarily interested in involving the neighborhoods. She asked how the Centennial Celebration Committee plans to manage neighborhood outreach for its activities.

Ms. DuMont recalled that this was discussed at the Committee’s initial meeting. She suggested that Jeff Modarelli, new Director of Public Information for the City, could be a key contact to help spread the word of the upcoming Celebration to the City’s various advisory boards.

Ms. Lee felt that when the Committee had finalized its mission statement, a “major announcement” to the press was in order to make the public aware of the Committee’s formation and purpose, as well as the upcoming Centennial itself.

Ms. Idelman concurred, adding that potential sponsors should be contacted in advance so they could work with the Committee. This would also allow them sufficient time to plan an event sponsorship into their budgets.

Mr. Palmer asked if it would be best to plan a year-long series of events, or one large “blowout weekend” event. He continued that his group had felt a single family-oriented weekend of events, in a central location such as Holiday Park, was a potential goal; they had also discussed “neighborhood booths,” which highlighted the history of each neighborhood in the community. It could be arranged for trolleys to shuttle visitors to various event venues, such as Bonnett House, the Maritime Museum, the Stranahan House, and others. He felt this was preferable to a year-long celebration, which would “dilute” the impact of the Celebration.

Ms. Lee compared this idea to Winterfest, pointing out that Mr. Palmer’s suggestion could be an “umbrella event” for many already-existing or new events, promoting all the festivities as a whole. She concluded that while the Committee would not necessarily be responsible for all these events, they would be a “clearinghouse” for all Centennial-related events, promoting them as a group.

Vice Chair Crawford pointed out that the City already funds a Fourth of July event, which could have a focus on history in the Centennial year.

- **Confirm date for next meeting**

Ms. Vezina recommended February 4, 2009, as it will be the first Wednesday of that month. Chair Shaw agreed with this suggestion.

**4. Discussion Before Adjournment**

Chair Shaw asked Ms. Vezina if she could communicate with other City advisory bodies and find out if they had plans to participate in the City's Centennial. Ms. Vezina agreed to look into a way to coordinate this and the Committee could discuss it at the February 2009 meeting.

There being no further business to come before the Committee, the meeting was adjourned at 4:27 p.m.

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