

**CENTENNIAL CELEBRATION COMMITTEE
MEETING MINUTES
8TH FLOOR CONFERENCE ROOM
100 NORTH ANDREWS AVENUE
FORT LAUDERDALE, FLORIDA
WEDNESDAY, APRIL 1, 2009 – 3:00 P.M.**

Cumulative Attendance

Members	Attendance	Present	Absent
E. Clay Shaw, Chair	P	5	0
Patricia DuMont	P	4	1
Kristina Hebert	A	2	3
Charlie Palmer	A	4	1
Patricia Hale	P	4	1
Dr. Claire Crawford, Vice Chair	P	5	0
Beauregard Cummings	A	2	3
Mary Rizer	P	2	3
Susan Massey McClellan	P	4	1
Peg Buchan	A	4	1
Ina Lee	P	3	2
Lewis Tunnage	P	4	1
Wingate Payne	P	4	0
Birch Willey (dep. 4:03)	P	4	0

As of this date, there were 14 appointed members to the Board, which means 8 would constitute a quorum.

Staff

Shannon Vezina, Staff Liaison, Public Information Department
John P. Seiler, Mayor of Fort Lauderdale
Carrie Sarver, Assistant City Attorney
Hilda Testa, Recording Secretary, Prototype, Inc.

1. Call to Order

• **Roll Call**

Chair Shaw called the meeting to order at 3:00 p.m. Ms. Vezina noted that a quorum was present, and roll was called.

• **Approval of Minutes**

Motion made by Ms. DuMont, seconded by Ms. Hale, to approve the minutes of the February 4, 2009 meeting. In a voice vote, the **motion** carried unanimously.

2. Liaison's Report

- **Creation of Subcommittees**

Ms. Vezina introduced Carrie Sarver, Assistant City Attorney, who was present to provide more information regarding the Sunshine Law and communications between Committee members. She also recalled that a discussion of subcommittees had arisen at the February 4, 2009 meeting, and added that Assistant City Attorney Sarver could also discuss the establishment and operation of subcommittees.

Ms. Sarver offered to answer any questions the Committee might have, noting that the intent of the Committee is to begin the planning process for the City's Centennial. She explained that the formation of subcommittees would require the permission of the City Commission. Committees, she pointed out, are established by a Resolution; for the Committee to obtain the authority to establish subcommittees, the issue would have to appear as a Conference Item before the City Commission. At the regular City Commission meeting, this authority would then have to be passed in the form of a Resolution.

She advised that for those Board members who are less familiar with the Sunshine Law, it is important to note that the Law applies to subcommittees as well as to the Committee at large. Whenever two or more members meet to discuss Committee or subcommittee business, the meeting would need to be held at City Hall, notice must be posted, and the meeting must be open to the public. In addition, if a regular Committee meeting broke into various subcommittees, minutes must still be taken for each subcommittee.

Chair Shaw asked if a further Resolution would be necessary if, following a regular Committee meeting, he asked a few members to remain behind and discuss a particular issue with him. This would not mean a subcommittee was appointed, he noted. In addition, he was aware that the Sunshine Law also applied in this situation.

Assistant City Attorney Sarver clarified that this would be the same as a continuation of the regular meeting, as it must still be open to the public and minutes must still be taken. Chair Shaw agreed with this, but asked if a Resolution from the City Commission was necessary before this meeting could take place.

Assistant City Attorney Sarver explained that if this meant the same group of people met more than once to work on the same task, it would be the same as establishing a subcommittee, and would require City Commission approval. If,

however, any interested members were invited to attend voluntarily, the meeting must be posted as if it were a “general meeting” of the entire Committee.

Chair Shaw felt the best solution would be a “broadening” of the original Resolution that created the Committee, empowering the Committee to form subcommittees as it saw fit. Assistant City Attorney Sarver stated that she would look into the possibility of amending the original Resolution, although she noted that she would like to discuss the issue further with other City Attorneys for clarification.

She added that she was unsure whether such a Resolution might need to state how many members may serve on a subcommittee, or if the subcommittee’s function must be defined.

It was asked if, for instance, a member chaired a “focus group,” in which no other Committee members were present, but individuals from outside the Committee with expertise in that particular area participated. Assistant City Attorney Sarver pointed out that in this case, two Committee members would not be discussing official business; the member chairing the focus group could discuss the issue freely with the non-members and could bring shared information back to the Committee. As no two Committee members were participating, this meeting would not need to be posted.

Ms. Payne asked if the City Commission’s permission was necessary, if the Committee “went ahead with” a specific subcommittee Resolution, rather than the broadening of authority Chair Shaw had suggested, and invited members of the public to participate and sit on that subcommittee. Assistant City Attorney Sarver explained that it was her understanding that only current Committee members could sit on subcommittees, and any members of the public in attendance would be participating unofficially.

Ms. Payne asked if such a meeting required a recording secretary, or if a subcommittee member him- or herself must take minutes. Assistant City Attorney Sarver confirmed that a recording secretary should be present and an audio recording must be made, although she added that she would double-check this information to ensure clarity.

Ms. Vezina noted that the Sunshine Law applies to two or more members informally discussing Committee business, which could include email and casual conversation. Assistant City Attorney Sarver pointed out that even if there was a website on which Committee members could post comments and respond to one another, this would also violate the Sunshine Law.

Ms. DuMont asked how Committee members were to communicate with one another with restrictions of this nature in effect. Assistant City Attorney Sarver

responded that any such communications must be public, as in a posted meeting.

She agreed that the Law could be “burdensome,” particularly regarding fundraising and other cooperative events.

- **Vision**

Chair Shaw stated that he felt the Committee should reach out to various groups, such as the Stranahan House and the Historical Society, to learn if they were interested in planning their own events during particular months throughout the Centennial year. He felt this would be an important step toward inclusion of “significant groups” who deal with the City’s history, and would allow them to work independently of the City toward the upcoming celebration.

If the Committee approves this idea, Chair Shaw added, he would raise the issue under the City Commission’s Discussion Agenda, and if it met with their approval as well, the Committee could begin this outreach, or ask the Mayor if he would like to send letters to some of these various groups to gauge their interest.

He continued that Nova University had shown interest in participating, and noted that they had a recorded interview with Ivy Stranahan that could be part of the celebration. He felt there could be other recordings of this nature that featured the City’s pioneers.

Mr. Willey asked if any of the City entities who might be interested had been contacted. Chair Shaw stated that they had not. Mr. Willey suggested that perhaps the Committee could inform them of its existence, and learn how they might wish to participate.

Chair Shaw observed that the Historical Society had first raised the issue of the upcoming Centennial with the City, so they are aware of the Committee and might be willing to work together.

Ms. Lee felt this was a “great idea,” but believed this discussion fell into the category of marketing the event, and she was not sure the Committee had reached a point where this discussion was workable. She proposed that once this is done, and perhaps a marketing firm could be engaged, pro bono, to assist with planning, other groups could more easily “see how they would fit in” to the overall Celebration.

Ms. Payne felt these other groups could remain in contact with the Committee, or more specifically with Chair Shaw, so they could be “aware of the planning.” She added that perhaps, in lieu of subcommittees, each Committee member could serve as a liaison to various types of groups: for instance, as community liaisons

for the various parts of the City, or members with expertise in marketing, fundraising, and other objectives could work toward these goals. She felt if this was done, members would begin to “take ownership” of these concerns.

Assistant City Attorney Sarver did not see an issue with community focus groups as long as members were not speaking on behalf of the Committee, but were specifically gathering information. As only a single Committee member would attend each group, there would be no conflict with the Sunshine Law.

Chair Shaw asked how the participation of outside groups were to be made official Centennial events, using the example of a church raising funds for an antique organ as a potential part of the overall celebration. Ms. Payne asked as well if these groups could, for instance, come before the Board and ask to use the Centennial Celebration’s logo, or link to a proposed website listing participating events.

Assistant City Attorney Sarver agreed that having individual groups attend a meeting was a good idea, as the Committee could then establish whether they wished the groups’ events to be part of the celebration’s calendar. The Committee would then recommend these proposals to the City Commission, who would have the “final okay” regarding their inclusion.

Ms. Lee asked if these events must have insurance as sanctioned City events. Assistant City Attorney Sarver stated that she would need to discuss this with Risk Management at a later date for clarification, as the City had not been involved with an event of this nature before. She stated she would email the Committee when this discussion had taken place.

She added that if any members had further questions, they should reply to her email.

Chair Shaw thanked Assistant City Attorney Sarver for attending the meeting.

Ms. DuMont advised the Committee that member Peg Buchan had intended to invite Christine Madsen, who owns Mad for Marketing and is active in the Fort Lauderdale community with businesses and nonprofit organizations. Ms. DuMont continued that she had informed Ms. Madsen that the Committee was seeking possible pro bono marketing, and Ms. Madsen had expressed interest in helping the Committee. At Chair Shaw’s request, Ms. DuMont agreed to follow up with Ms. Madsen; Ms. Vezina added that she could add this discussion to an upcoming Agenda if she was notified.

Ms. Lee asked if the Committee must adhere to the same rules as when RFPs are sent out, and must invite other prospective marketing businesses to address the Committee even if the work would be pro bono and no money would be

exchanged. Ms. Vezina gave a quick overview of the City's RFP process and suggested that it might be best to continue in this manner, but agreed to obtain legal clarification.

Chair Shaw formally extended an invitation for Ms. Madsen to address the Committee, and stated they would come to a decision after that point.

Vice Chair Crawford advised that after seeing the list of objectives, she had made a list of possible subcommittees, and asked if she might distribute these for discussion by the Committee at large. She felt members might want to talk about their possible areas of interest on the list, and this would "move [the meeting] along."

Chair Shaw counseled, however, that it might be best to "put this on hold" until the issue of broadening the Committee's founding Resolution had been further clarified. After that time, they could discuss whether or not they wished to move forward with subcommittees. Chair Shaw added that he would like to have input from the Mayor as well, including his opinion on reaching out to the community's various historical organizations.

He cited the Bonnet House and Stranahan House as further examples of these. Ms. Payne suggested including the Old Dillard Museum as another possibility, as well as Eula Mae Johnson's home.

Mayor John P. Seiler joined the meeting at this time, and introductions were made.

Chair Shaw explained that an issue facing the Committee is the "awkwardness" of reaching out into the community due to the Sunshine Law. He pointed out that the Committee acts in an advisory capacity only, with no legislative authority, and felt some of the guidelines were very restrictive for a body of this purpose.

Mayor Seiler advised that he had been an advocate of the Sunshine Law as it is enforced with the State Legislature, and that strictly regulating an advisory body such as the Committee "was not the intent."

He asked if the Committee was created by Ordinance or by other means. Ms. Vezina provided him with a copy of the Resolution establishing the Committee. Chair Shaw added that the Committee planned to ask the City Commission if it was possible to "broaden" the Resolution, as there was "some question" as to whether the Committee was allowed to establish subcommittees.

Mayor Seiler asked Chair Shaw to provide him with "what language you want" regarding the broadening of the Resolution, and felt the Committee's hands should not be tied, as the upcoming Centennial was an important one-time event.

He asked if having “an expanded Committee” would be of aid in working toward the Centennial Celebration, to general agreement by Committee members. It was noted that the Committee’s budget was \$5,000.00.

Mayor Seiler stated that regulation of an advisory committee was not what the Sunshine Law was originally intended to enforce, as they make recommendations only. He continued that he could discuss the issue further with the City Attorney’s Office, or could amend the Resolution to specifically exempt the Committee from the Sunshine Law.

Ms. Vezina explained that the catalyst of the discussion focused on what is required to form subcommittees. Chair Shaw agreed, and pointed out that “[the Sunshine Law] is going to affect what we do.” He added again that broadening the Resolution to provide for subcommittees would be of help.

Mayor Seiler asked if the Committee had a “good balance” between the historical and future sides of the Centennial. Ms. Lee felt this had not yet been achieved, as they had not arrived at how the future would be presented. She had not seen a future perspective as part of the Committee’s objectives.

Ms. Payne felt the Fort Lauderdale Forum should appear before the City Commission to propose a separate “vision committee,” as the “visioning process” is very time-consuming. She suggested that a vision might be developed prior to the Centennial to create a legacy going forward. Ms. Lee agreed that this is an important step, even if it is eventually done by a separate group from the Committee.

Mayor Seiler asserted that a visioning committee could be created, with a separate function from the Centennial Celebration Committee. It was the general opinion of the Committee that this was true. He also asked what else the Committee felt they needed in order to be successful.

Chair Shaw reiterated that it is important for the Committee to reach out to other groups, particularly the City’s historic sites and groups, and asked if the Mayor would sign a letter to this effect on behalf of the Committee. Mayor Seiler agreed to do this, and to look into the possibility of expanding the Committee’s structure to allow subcommittees.

Chair Shaw advised that the proposed letter will most likely not go out before the Committee’s next meeting, as he would like to collect the names and addresses of various organizations to which it would be sent and pass them along to Ms. Vezina for presentation at that meeting. He added that he would begin work on the letter himself and then hand it off to the Mayor.

Regarding the Committee and the Sunshine Law, Mayor Seiler felt that if all the Committee's members were on an email list, and information was sent to the members as well as the Public Information Office, this might be sufficient compliance. He noted, however, that he would like to speak to the City Attorney's Office to confirm this. It was also observed that communications could be sent to multiple persons, but responses back and forth were not permitted. He pointed out that if the Public Information Office and the Mayor's Office were copied as well, the email would become a matter of public record.

Chair Shaw informed the Mayor that the Committee was also considering how they might make individual Centennial functions by outside groups "official functions of the City," similar to what is done for Winterfest activities. He added that the Committee is also looking into creating a logo.

Ms. Lee noted as well that any such events would have to meet "official criteria" of the Committee before they are accepted as sanctioned events, and that insurance considerations are a concern.

Mayor Seiler asked if a time capsule had been created at other City events in recent years. Chair Shaw advised that a time capsule had been buried in front of War Memorial Auditorium at some point. Mayor Seiler asked if the Committee could obtain more information on this, as time capsules could be opened and buried at events of this nature.

Ms. Vezina reported that the City Clerk's Office will hold a Better Meetings Academy on Monday, May 11, at 5:45 p.m. in City Hall. She continued that she would remind the Committee again at their next meeting in case any members wished to attend. The Academy is an overview of how Boards and Committees function, she explained.

3. Chairperson's Report

Chair Shaw requested that prior to the next meeting, the Committee send the names of the various City organizations who might be interested in holding Centennial-related events. He advised that they keep these "selective," and limit the names to groups with some historical basis.

Ms. Payne asked if other groups with long-standing histories within the City, such as the Chamber of Commerce or the Marine Industries Association, should be included as well. Chair Shaw advised that members discussing the possibility of inclusion with various organizations make no promises of a time frame, such as a week or a month.

He added that the Committee could also contact local newspapers "at the proper time" and ask if they might print a Calendar of Events.

The content of a letter to these organizations would be discussed at the next meeting, he pointed out.

Ms. Lee emphasized that whatever the Committee comes up with for the Centennial “has to inspire people,” and should provide the community with the potential for people to connect with one another and be united. She felt these were important elements the Committee should consider.

Chair Shaw stated that another important step was creation of an official logo for the Centennial Celebration, which they would then present to the City. He felt this might be addressed as part of a prospective marketing plan.

He recalled that the City’s logo was created through a local contest, and felt that would be one alternative to consider along with having it professionally done. It was suggested that this might be achieved by a graphic designer within the Public Information Office, or, as Chair Shaw proposed, the Committee could ask if the Art Institute would like to participate.

Ms. Lee informed the Committee that on A1A, south of Las Olas Boulevard, the former Trump Las Olas project has a large white wall facing A1A on one side and Sea Breeze on the other. She pointed out that the Beach Redevelopment Advisory Board has received permission from the property owner to use the wall for a possible mural, and perhaps various City groups might want to participate in making this a Centennial-themed mural. While it would not be a permanent fixture, she felt this might be a way to generate excitement about the upcoming celebration.

Chair Shaw volunteered to contact the Art Institute and find out if they were interested in asking students to create prospective logos.

Mr. Willey asked if they should contact the School Board and the high schools’ art departments as well. He felt the Committee should not be “too narrow” when offering the possibility of logo development.

Ms. Payne suggested asking the Education Advisory Board to approach the School Board for essay or poster contests, but that it might be better to keep the logo contest in a more professional realm. It was also noted that if this was proposed in May, a logo might not be available before fall 2009 if high schools were involved.

Mr. Willey advocated, however, that involving the high schools would be “a wonderful way to get everybody talking about the Centennial.” It was also pointed out that this would appeal to “a broader base.”

Motion made by Ms. Payne, seconded by Ms. DuMont, to allow Chair Shaw to approach the Art Institute and invite them to make a presentation to the Committee by May 2009. In a voice vote, the **motion** carried (Mr. Willey dissenting).

4. Other Matters of Interest

- **Confirm date for next meeting**

Ms. Vezina reported that the next meeting date will be Wednesday, May 6, 2009.

There being no further business to come before the Committee at this time, the meeting was adjourned at 4:04 p.m.

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