

**APPROVED MINUTES**  
**CENTENNIAL CELEBRATION COMMITTEE**  
**MEETING MINUTES**  
**8<sup>TH</sup> FLOOR CONFERENCE ROOM**  
**100 NORTH ANDREWS AVENUE**  
**FORT LAUDERDALE, FLORIDA**  
**WEDNESDAY, MAY 6, 2009 – 3:00 P.M.**

**Cumulative Attendance**

<b>Members</b>	<b>Attendance</b>	<b>Present</b>	<b>Absent</b>
E. Clay Shaw, Chair	P	6	0
Patricia DuMont	A	4	2
Kristina Hebert	A	2	4
Charlie Palmer (3:21)	P	5	1
Patricia Hale	P	5	1
Dr. Claire Crawford, Vice Chair	P	6	0
Beauregard Cummings	P	3	3
Mary Rizor	A	2	4
Susan Massey McClellan (3:10)	P	5	1
Peg Buchan	P	5	1
Ina Lee (dep. 4:30)	P	4	2
Lewis Tunnage	P	5	1
Wingate Payne	P	5	0
Birch Willey	P	5	0
Barbara Keith (3:13)	P	1	0

As of this date, there were 15 appointed members to the Board, which means 8 would constitute a quorum.

**Staff**

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

**Communications to City Commission**

None at this time.

**1. Call to Order**

• **Roll Call**

Chair Shaw called the meeting to order at 3:06 p.m. Ms. Vezina noted that a quorum was present, and roll was taken.

## **2. Liaison's Report**

- **Recent City Commission Action**

Chair Shaw requested that Assistant City Attorney Sarver address the Committee with regard to the City Commission's recent action, which would allow individuals to "go out into the community" without the constraints of the Sunshine Law.

Assistant City Attorney Sarver explained that on May 5, 2009, the City Commission took two actions related to the Committee. The resolution that created the Committee was amended to accommodate a membership of 21, which means each individual City Commissioner, along with the Mayor, will be able to appoint one additional person to the Committee. Also, by consensus, the City Commission will appoint a member of the Council of Fort Lauderdale Civic Associations, either the President or a designee recommended by the President.

Ms. Vezina advised that new member Barbara Keith will join today's meeting. In addition, the Mayor directed the City Commission to present their prospective nominees to the Committee at the May 19, 2009 City Commission meeting.

Assistant City Attorney Sarver continued that her office had felt the best avenue to allowing the Committee to work outside its scheduled meetings was for the City Commission to empower Chair Shaw with the authority to appoint "fact-finding members," who can take on tasks of this nature in the community. For example, one or more members might be appointed to handle fund-raising, and these members could gather information specific to that task.

She pointed out that these appointed members could talk about their particular mission, and could return and present it to the Committee at large. The ability of the Chair to appoint these members would prevent any conflict with the Sunshine Law, as no minutes would need to be taken. She stressed, however, that any such appointments must be "only [for] fact-finding," and only members designated by the Chair could meet outside regular Committee meetings in this fashion and for this purpose.

Chair Shaw added that he was given this responsibility so as to prevent any Committee-related decisions from being made outside the Committee proper. He felt this solution addresses the difficulty of community outreach the Committee had previously faced.

He asked the Committee members to inform him if they wished to take part in an assignment of this nature, advising that they should be prepared to do "night

work” and reach out to various civic bodies in the community. He also felt this step would make the Committee more inclusive.

Assistant City Attorney Sarver cautioned that the term “subcommittee(s)” is not technically appropriate for these appointments, and counseled that “fact-finding tasks” might be a better choice. She reiterated that these groups may communicate outside the regular Committee meetings about their specific assignments, although they will not be empowered to make decisions on the Committee’s behalf.

She felt this will enable the individual members to complete more tasks outside the regular Committee meetings, and allow them the flexibility they had requested.

She reminded the Committee that Ms. Vezina has her email address, should any members have further questions.

- **New Member Introduction**

New member Barbara Keith introduced herself to the Committee. She is the Executive Director of Stranahan House.

The following items were taken out of order on the Agenda.

- **Approval of Minutes from April 1, 2009 Meeting**

**Motion** made by Vice Chair Crawford, seconded by Ms. Hale, to approve the minutes of the April 1, 2009 meeting. In a voice vote, the **motion** carried unanimously.

- **Centennial Logo: Art Institute Presentation**

Ms. Vezina announced that she and Mr. Shaw have been in touch with the Art Institute, and introduced student Kirill Mironioug, who had brought some drawings of potential logos in order to get feedback from the Committee.

Mr. Mironioug explained that he and a partner had developed rough sketches of the proposed logos, with the intent of reflecting “a new Fort Lauderdale.” He presented these sketches to the Committee for comment. Ms. Vezina added that some of the designs were shown on t-shirts at her request, so the Committee could have an idea of how they would look in this form when complete.

Mr. Mironioug informed the Committee that his email information is available through Ms. Vezina, should there be further questions or suggestions regarding the prospective logos.

Ms. Lee noted that there are multiple considerations in selecting a logo, including how it would appear when in black and white and how much space it would take up within a document.

Chair Shaw asked if there would be “a number of entries” for possible logos. Ms. Vezina advised that Mr. Mironioux and his partner represented Artemis Design and would serve as the Committee’s contacts while the Institute worked on developing the logos. Mr. Mironioux explained that Artemis is an advertising agency within the Institute itself.

Mr. Willey suggested that a design featuring “100” should include “years,” or possibly “Centennial,” for purposes of clarification.

Ms. Buchan recalled that another student from the Art Institute had presented designs to the Committee some time back, and noted that she had taken a very different approach, which, she noted, gave the Committee “more options.” She suggested that should they select one or two designs for further consideration, these should be printed in black and white as well as color to determine how they would appear on a letterhead.

Vice Chair Crawford proposed including the dates of the Centennial (1911-2011).

Ms. Vezina noted that the Committee had the option of waiting until further marketing plans were discussed if they wished to forego making a selection at this time. She advised giving “specific direction” on any items they would like to see changed as part of the design. Mr. Mironioux added that more designs can be created if none are what the Committee feels it is seeking.

Ms. Buchan recommended that Mr. Mironioux stay throughout the marketing portion of the meeting, as this might provide additional guidance. Chair Shaw suggested moving up the marketing discussion so it is the next item covered on the Agenda.

Ms. Payne asked if it is possible to use the existing City logo and expand upon that design, pointing out that she wished to make sure there are no plans to change that logo at this time. Ms. Vezina stated she was not aware of any such plans before the Centennial.

The following item was taken out of order on the Agenda.

- **Chris Madsen – Marketing**

Ms. Madsen introduced herself to the Committee, explaining that she oversees a local advertising and marketing firm and has worked with various entities within

the community in the past. She stated she was before the Committee to provide “pro bono counseling” in an advisory capacity for the Committee as relates to marketing, noting that when the Committee has developed some initiatives, she could ask her team to engage in “strategic thinking” on branding or imaging of the campaign.

She added that she is also in charge of the Greater Fort Lauderdale Chamber of Commerce’s Centennial celebration, and has consistently advocated that that venture be a cooperative effort with the City’s celebration. The Chamber has encouraged her in this effort, and has asked that she support marketing efforts and initiatives in which the Chamber, and its membership, could “be a big advantage,” and the two groups could coordinate their efforts.

She noted she has no marketing presentation per se, although she offered to advise the Committee where possible: for instance, she commented, the “mechanisms” of representing the event are usually determined first, and specific ways to do so are “layer[ed] in” afterward. She asserted that she could offer some marketing services pro bono, and could ask members of her team to be involved as well.

Ms. Lee requested clarification of what “pro bono advisory” might entail. Ms. Madsen explained that this means once all the ideas for the Centennial Celebration are brought together, she could advise on how these might be approached from a marketing standpoint – for instance, a documented action plan from a marketing perspective..

Ms. Buchan pointed out that packaging the Committee’s and Chamber’s efforts toward the Centennial would also make sound financial sense, as both entities might be seeking sponsorship money from many of the same potential sources. She asked if Ms. Madsen was aware of any estimated costs the Chamber might have calculated thus far.

Ms. Madsen replied that the Chamber is working from a “zero-based budget” as well, and would have to raise any funds toward their own Centennial events. She added that she has a meeting scheduled for Monday, May 11, 2009, at the Chamber office, for the purpose of brainstorming.

Ms. Lee noted that “it would be a lot to ask” of a single company to implement most of the marketing itself, and asked if it would be possible to assemble a consortium of several marketing experts in the City and ask them to work together. Ms. Madsen felt this was reasonable, although she pointed out that such a consortium would need “somebody at the helm.” She added that this had greater potential success than asking a single group to take on the project, as it would not be asking any single group “to dig too deep.”

Mr. Palmer asked if the Chamber preferred to develop a major event of its own, or to be a part of the overall Fort Lauderdale celebration. Ms. Madsen noted that she could not speak on behalf of the Chamber at this time, but were the decision left to her, she would want to be a part of a larger process.

**Motion** made by Mr. Palmer, seconded by Ms. Buchan, to encourage the Greater Fort Lauderdale Chamber of Commerce to join with the Centennial Celebration Committee in planning and implementing a Centennial event for the citizens of Fort Lauderdale.

Chair Shaw asked if perhaps this should be directed to the City Commission in the form of a resolution. Mr. Palmer proposed amending his motion to this effect; Chair Shaw, however, clarified that the actual invitation might best come from the City Commission.

Ms. Payne advised that her concept of the celebration involved having groups such as the Chamber, the Civic Association, and others take the initiative to develop "pieces" that fit into a larger Centennial event.

Chair Shaw asked when the Chamber plans to meet again. Ms. Madsen stated the Executive Committee will meet the third week in May and the Board on the fourth week. Chair Shaw felt the Committee should send a representative to discuss a proposed collaborative effort, as he did not feel they should adopt a resolution without first determining that the Chamber is interested.

Ms. Madsen assured Chair Shaw that, as a member of the Executive Committee, she could affirm that the Chamber is interested in such an effort. She felt they would wish to "work hand-in-hand" on the Centennial.

Mr. Palmer suggested sending the Chamber a letter asking them to partner with the Committee toward the Centennial, adding that their President could be invited to the Committee's next meeting for an exchange of ideas. He noted that few other City organizations have as significant an impact as the Chamber, particularly on the business community.

He added that factors yet to be determined include the length of the celebration, what it aims to accomplish, and what events the Committee would like to see. Ms. Hale added that another goal to determine is whether the celebration should "latch...on" to events already existing in the City, pointing out that Pompano Beach's Centennial featured only two new events, preferring to feature the Centennial as an aspect of the regular events occurring throughout the year.

Ms. Buchan recalled a previous discussion that had raised the issue of hiring an executive director, who could be called upon to organize the celebration and "lay it out for us." She felt an individual in this position would bring issues to the

Committee and ask that they are solved, and without this individual, she was concerned that the group might have difficulty accomplishing its goals. She asked if any other members might have ideas as to where such a person might be found, and how this position might be funded.

Chair Shaw recalled that this was done during the Bicentennial, which helped make that event a success. He did not, however, know of an available individual who might be capable of doing the same for the Committee. Ms. Madsen advised that she is assuming this responsibility for the Chamber; Mr. Palmer asked if there might be a member of City Staff who could take on this role for the Committee.

Ms. Lee proposed that partnering with an already existing organization might work in lieu of bringing in an executive director, citing Winterfest as an example. She pointed out that organizations such as these often have executive directors and even a staff in place; they might even have a marketing company retained or in-house.

Chair Shaw asked if the City had begun putting together its budget for fiscal 2009-10. Ms. Vezina confirmed this, adding that the initial budget presentation will go before the City Commission in July and the vote will take place in September, to go into effect October 1, 2009.

She advised that if the Committee is considering requesting additional funding for next year, they should submit this request right away. Chair Shaw agreed, suggesting that the request include a provision for a "Centennial Coordinator."

Ms. Buchan mentioned the possibility of Patsy Mennuti, President and CEO of the Riverwalk Trust, pointing out that she has a "built-in group" as well as extensive expertise, as Ms. Lee had suggested, as well as the backing of a well-known community entity.

Chair Shaw felt any such coordinator should be "on board" with the Committee no later than the first of 2010. Ms. Buchan and Ms. Payne recommended that an appointment of this nature should occur sooner, Ms. Payne noting that "over the summer" would be an adequate time frame. She suggested that a representative of the Committee discuss this with the City Manager, or find out if "someone within the City structure" would be able to take on the responsibility. Chair Shaw, however, felt that if this was the goal, the individual assigned to the Committee would not be available on a full-time basis.

Ms. Hale proposed that individual neighborhoods and/or homeowners' associations could sponsor events of their own. She noted, however, that not all neighborhoods would be 100 years old.

She recalled the mention, at an earlier meeting, that different entities from the City, such as Bonnet House, City museums, and others, could have a month to feature events. It was noted that June is Broward Association Museum Month, and the County's museums offer free admission.

Mr. Cummings suggested that the fact-finding groups be "firm[ed] up," as many of the various ideas being expressed could be assigned to an individual, group, or groups. Once the Committee determines who is responsible for various tasks, a schedule of events could be developed for the City. Mr. Palmer reiterated that this is another reason a Centennial coordinator is necessary, and added that the Committee should learn how much the City plans to allocate toward this effort in terms of both funds and support staff.

Ms. Payne felt it might be prudent to ask the City Commission to send out an RFP for an individual or group to serve as Centennial coordinator, then ask the City to allocate "reasonable" funds for the person or group's salary, as well as any additional funding toward meetings with community groups to determine those entities' roles in the celebration. She suggested that if the City advertised this position during the summer, it could be filled by September or October 2009. Ms. Buchan agreed, recalling that she had previously drafted an RFP to that effect.

The question was called with regard to Mr. Palmer's **motion**. In a voice vote, the **motion** carried unanimously.

Ms. Buchan pointed out that should the Committee move on the issue of an RFP, it would constitute a commitment on their part. They would need to be prepared to seek any necessary funds from the City or through the community.

Chair Shaw asserted that the coordinator should be a City employee, as this would keep the City Commission involved.

Ms. Vezina requested specifically what the Committee saw as a coordinator's prospective responsibilities, in order to better communicate this to the City Commission. She explained that the new City Commission has asked that all advisory bodies include a new section in their meeting minutes, "Communications to City Commission," which contains any specific information the Committee wishes to bring to the City Commission's attention in a highlighted bullet point form. She added that if the Committee prefers Chair Shaw to bring this information to the City Commission, that is also an option.

**Motion** made by Ms. Payne, seconded by Ms. Lee, that the Chair or Vice Chair meet with the City Manager and the Mayor to discuss the Committee's need for an executive director and an appropriate budget for this position. In a voice vote, the **motion** carried unanimously.

Chair Shaw agreed that he would be happy to have this discussion, and would suggest the inclusion of this prospective position on the budget for fiscal year 2009-10.

Ms. Madsen suggested that if the City Manager and Mayor feel this is not a direction they wish to take, a company such as hers might be willing to bring such an individual on staff to act as a coordinator, as well as to act in an advisory capacity regarding marketing- or public relations-related issues. She noted it was possible this could be achieved at a lower salary than might be necessary for a City employee.

Ms. Payne pointed out that some cities, such as Las Vegas, had hired companies to handle fundraising and marketing as a “package,” although she added that their budgets are considerably larger. Ms. Lee believed an event marketing company might be necessary for the Centennial as well.

Mr. Palmer suggested that Chair Shaw first find out how supportive the City Commission wishes to be of the Committee’s efforts before proposing this in addition to requesting a Centennial coordinator. He felt this was the primary position that must be filled before others, such as marketing, were considered.

Ms. Buchan expressed concern that a problem could arise from a City Staff member overseeing the Committee’s fundraising. Ms. Vezina stated that the City has issued an RFP to hire an agency to handle fundraising and sponsorships for major events, such as the Fourth of July celebration, Jazz Brunch, and others. She recalled that Jan Beth Idelman, Inc., had been selected as this vendor; as Ms. Idelman was present at the meeting, Ms. Vezina asked if she could expand on this position for the Committee. Ms. Idelman explained that her company is undertaking “preliminary outreach” on these matters, which prevents her as acting as a voting member of the Committee in order to preclude any perception of conflict.

Ms. Idelman continued that there seems to be a good deal of potential interest regarding the upcoming Centennial, particularly among the business community.

- **Press Release**

Ms. Vezina reminded the Committee that at the April 2009 meeting, it was requested that the City draft and distribute a press release announcing the creation of the Committee. She stated that this was sent out, but unfortunately coincided with a plane crash.

An email address was established for the Committee, she continued, which is [centennial@fortlauderdale.gov](mailto:centennial@fortlauderdale.gov). It is currently a “live” address that goes to Ms.

Vežina's mailbox; other members of her Department may also access this address. She noted that as of today, however, no emails have been received. She made copies of the press release available for the Committee members.

- **Association/Organization Mailing List**

Ms. Vežina reminded the Committee that they had discussed, at the April 2009 meeting, compiling a list of organizations and community entities to which they wished to reach out regarding the Centennial. She provided a copy of this list to the Committee members and thanked them for their input, and stated she would maintain the list on an ongoing basis if members wished to add to it.

Mr. Cummings asked why homeowners' associations were not included on the list. Ms. Vežina noted that she had included all the names sent to her, and could refer to a City list of these associations for future inclusion if the Committee so wished. Ms. Payne suggested adding ministerial or faith-based associations as well, particularly those associated with historic churches; she also recommended listing the NAACP, Rotary Club, and other local civic entities. Ms. Vežina reiterated that she would add other names if they were sent to her office.

### **3. Chairperson's Report**

- **Draft Letter**

Ms. Vežina explained that the Committee had discussed drafting a letter to send the various organizations included in their outreach list. Chair Shaw pointed out, however, that this was "premature."

Ms. Vežina reminded the Committee that the City Clerk's Department will hold a Better Meetings Academy on May 11 and June 22, 2009, in case anyone wished to attend.

She referred again to the "Communications to City Commission" section to be included in the minutes, stating that this is for any specific information the Committee wished the City Commission to see. Chair Shaw felt at this time he would "use [his] own judgment" on how to proceed after speaking with the Mayor and City Manager.

Chair Shaw noted that the Committee members' terms expire in 2009, and agreed with a suggestion by Mr. Palmer that he look into this issue during that discussion as well.

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

- **Confirm Date of Next Meeting**

Chair Shaw noted that he will be out of town for the next meeting, although he offered to attend telephonically so he could review his discussion with the Mayor and City Manager.

Chair Shaw asked if there were many Committee members who would be unavailable during the summer, pointing out that this was the case for himself. He asked if they wished to continue meeting during the summer.

Vice Chair Crawford asserted that they should continue to meet and “move along” some matters, such as the letter to community organizations. She felt it would be wise to inform these groups that the Centennial is coming up, as they might need some time to prepare their events.

Ms. Payne proposed that each Committee member list the fact-finding tasks they wished to take on and communicate these to Chair Shaw; he could then appoint individuals to assume these tasks, and when the Chair returned, these members could report their findings to him at a subsequent meeting.

Ms. Buchan noted that Vice Chair Crawford was “very able” and could assign these positions as well. Chair Shaw stated that he would prefer to assume this responsibility himself, due to the nature of the resolution, and requested that members let him know which tasks they would like to take on.

Mr. Palmer felt it would be difficult to carry out operational tasks such as these without an executive director. Chair Shaw agreed the Committee was in need of more direction.

It was decided that the next meeting would be June 3, 2009, and would be chaired by Vice Chair Crawford in Chair Shaw’s absence.

## **5. Discussion Before Adjournment**

It was clarified that the actual Centennial date would be March 27, 2011.

Ms. Vezina offered to compile a list of the Committee members’ interests, to be passed on to Chair Shaw for the purpose of assigning fact-finding tasks.

Ms. Buchan noted that parking passes will expire in June 2009.

There being no further business to come before the Committee at this time, the meeting was adjourned at 4:36 p.m.