

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

**Cumulative Attendance**

<b>Members</b>	<b>Attendance</b>	<b>Present</b>	<b>Absent</b>
E. Clay Shaw, Chair	A	6	1
Patricia DuMont	P	6	2
Charlie Palmer (3:19)	P	6	1
Patricia Hale	P	6	1
Dr. Claire Crawford, Vice Chair	P	7	0
Susan Massey McClellan (3:32)	P	6	1
Peg Buchan	P	6	1
Ina Lee	P	5	2
Lewis Tunnage	P	6	1
Wingate Payne	P	6	0
Birch Willey	P	6	0
Barbara Keith	A	1	1
Jo Ann Medalie	P	1	0
John Aurelius	P	1	0
Stephanie Jean	P	1	0
Donna Mergenhagen	P	1	0
Dennis Ulmer	P	1	0

As of this date, there were 17 appointed members to the Board, which means 9 would constitute a quorum.

**Staff**

Shannon Vezina, Staff Liaison, Public Information Department  
 Jeff Modarelli, Director of Public Information  
 Kirk Buffington, Director, Department of Procurement Services  
 Jennifer Picinich, Recording Secretary, Prototype, Inc.

**Communications to City Commission**

None at this time.

1. **Call to Order**
  - **Roll Call**

Vice Chair Crawford called the meeting to order at 3:10 p.m. Roll was called, and it was determined a quorum was present.

- **Approval of Minutes from May 6, 2009 Meeting**

**Motion** made by Mr. Willey, seconded by Ms. DuMont, to approve the minutes of the May 6, 2009 meeting. In a voice vote, the **motion** carried unanimously.

2. **Liaison's Report**

- **New Member Introductions**

Vice Chair Crawford requested that the new Committee members introduce themselves.

John Aurelius stated that he felt the new City Commission has “re-energized” him to work on a City advisory committee, and he looked forward to the experience.

Dennis Ulmer is the former President of the Lauderdale Manors Homeowners Association and is a longtime resident of Fort Lauderdale.

Donna Mergenhagen was appointed to the Committee by the Council of Fort Lauderdale Civic Associations. She is a bookstore owner.

Jo Ann Medalie is a longtime resident of Fort Lauderdale and has worked in the City Manager's Office. She has served on the Parks, Recreation, & Beaches Board, the Community Appearance Board, and the Broward County Library Advisory Board.

Stephanie Jean has been a resident of Fort Lauderdale for seven years, and has worked on the African-American Research Library's Celebration of Five Years. She is looking forward to revisiting the City's history with the Committee.

Ms. Vezina advised that the new members have received copies of the Resolution that formed the Centennial Celebration Committee, the May 2009 meeting minutes, the Committee objectives and vision statement, press release, and “general background information” on the City's history.

- **RFP Process – Procurement Services Department**

Vice Chair Crawford recalled that at the May 2009 meeting, there was discussion of seeking a Director to help the Committee reach its goals for the upcoming Centennial. Chair Shaw had proposed that they consider putting together an RFP for this position. To learn more about the City's procurement process, Kirk

Buffington, Director of Procurement Services, was present at today's meeting to give the Committee an idea of what this process would involve.

Ms. Lee asked if the Committee had funds to hire a Director. Vice Chair Crawford replied that there has not yet been an answer to this question.

Mr. Buffington stated that he was happy to play even a small part in helping the City celebrate its upcoming Centennial. He explained that should the Committee elect to hire a Director, this would go through the Request For Proposal, or RFP, process. He described this as a competitive process in which the City determines the best person or firm available in the marketplace to fill a need.

The Office of Procurement Services has worked with several different City advisory boards, Mr. Buffington continued, including the Cemetery Board and Insurance Advisory Board. He noted that the City's procurement code is relatively simple in comparison with that of other cities, or even the County's code.

He advised that his office would work "hand in hand" with the Committee in developing the scope of work, which includes the technical services they would want a Director or firm to perform for them. This is included in a contractual document, which is then released for competitive proposals to be received by the City. Once the proposals are in, the Department appoints a Selection Committee, which reviews, evaluates, and ranks all the proposals; they then make a recommendation for award to the City Commission. As the contracting authority for Fort Lauderdale, the City Commission makes the ultimate determination, Mr. Buffington noted. Once the contract is awarded, his Office develops and executes a contract between the two parties involved.

Ms. Buchan presented Mr. Buffington with a draft document she had prepared in December 2008, explaining that it was intended to be "a starting point" for discussion by the Committee of what an RFP on their behalf might include. Upon reviewing the document, he pointed out that it includes a prospective scope of work for a Director, as well as definite evaluation criteria. By code, he stated, the City must define these criteria for all bidders.

Ms. DuMont asked what might be a reasonable time frame for sending out an RFP and "having someone in place" as Director. Mr. Buffington replied that this varies, depending upon the complexity of the position the City is seeking to fill, as well as on the marketplace itself. He added that competition in the current market is "much more fierce" than it would have been even a year ago, and the City receives many more responses to each RFP.

Assuming that this is not an "overly complicated" process, he estimated that it might be possible to have a Director within 45-60 days.

Ms. Payne reminded the Committee that they do not have a budget for a Director, and had no guarantee the City Commission would allow such an expense. She asked if a proposal must be made to the City Commission, or if the Committee should perhaps ask them how much they could spend to fill this prospective position.

Ms. Buchan felt the necessary money could be raised through sponsorships: the company who submitted a winning bid, she suggested, could sell sponsorships and “pay for themselves.”

Ms. Payne felt City funds might best be spent as “seed money” for the Committee rather than on a Director. She asked if the City has contracted with a fundraising entity. Ms. Vezina confirmed that the City has a contract with Jan Beth Idelman, Inc., although the contract is not specific to the Centennial Celebration; the firm is contracted to handle sponsorships for “larger City events.” She noted that this contract could be reviewed to learn if the Committee could use the firm’s services.

Mr. Buffington did not feel this would be likely, as the contract was “very specific to Parks and Recreation events.”

Ms. Lee pointed out that the City is going through its budget process, and felt the Committee should request funding for the purpose of bringing a person or firm on board, in addition to any sponsorship dollars that might be raised.

Vice Chair Crawford commented that she believed Chair Shaw had met with the Mayor to discuss this possibility, but had not yet received an answer.

Ms. Lee added that she did not feel it was reasonable to solicit an individual or firm with the intent that any sponsorship funds they raised would “pay for themselves.” She emphasized that it is very important to try to bring a Director on board as soon as possible, and felt they should learn what “dollar amount” they might have toward this goal.

Ms. DuMont agreed that there are “great marketing companies” in the community, some of which might even be convinced to provide services pro bono.

Vice Chair Crawford thanked Mr. Buffington for his attendance at today’s meeting. Mr. Buffington reiterated that his office is willing to help the Committee in whatever it wishes to accomplish.

Ms. DuMont asked if, should the Committee find an individual or firm that is willing to work pro bono but requires a small amount of funds to meet staffing needs, this expense would require an RFP. Mr. Buffington explained that this

would depend on how much money was needed, as “the code has some thresholds.” He felt an expense over \$10,000 might necessitate an RFP, but added that he would need to examine the terms presented before giving a definite answer.

Ms. Lee cautioned that the RFP process can take considerably longer than 60 days. Mr. Buffington agreed that this estimate was “optimistic.”

Ms. Payne suggested that the Chair or Vice Chair might assign Committee members to meet with Mr. Buffington’s office and work on a prospective RFP, using Ms. Buchan’s document as a starting point. She noted that by the time an RFP was written, the Committee might have an answer from the Mayor regarding their funds.

Mr. Buffington reminded the Committee members that any such meeting would need to post public notice. Mr. Modarelli, Director of Public Information, proposed that a single member meeting with Mr. Buffington might be a better idea, if the Committee wished to avoid this necessity.

Mr. Aurelius stated that he was unaware of an advisory body that had sent out an RFP; these go “through the City,” he pointed out. In addition, the Resolution forming the Committee states that it will solicit donations and raise funds toward the Centennial Celebration. He noted that at no point does the Resolution state they will be supplied with “anything,” and suggested the first step might be to inform the City Manager of the Committee’s plans and request “seed money” toward these goals; he did not feel it was appropriate to meet with Mr. Buffington first.

Mr. Buffington indicated that Mr. Aurelius is correct, and the policy is not currently in place for the Committee to accomplish the goal of hiring a Director. He advised that “some discussion with the [City] Manager” would be necessary.

Vice Chair Crawford felt the Committee must develop a plan before they break down into smaller groups to take action. Mr. Aurelius agreed that they “need more specifics” in place before they seek to fill a position.

Ms. Buchan disagreed, stating that the Committee could put forth an RFP and bidders could present ideas and their prospective costs.

Ms. Payne commented that she had understood Chair Shaw might attempt to attend today’s meeting telephonically to inform the Committee of the details of his meeting with Mayor Seiler. Ms. Vezina replied, however, that a policy is in place that does not permit non-elected officials to attend meetings electronically or telephonically. She added that when she had spoken with Chair Shaw, he had

informed her that he had contacted with the Mayor and was awaiting a response, which he hoped to relay to the Committee at its next meeting.

Ms. Mergenhagen pointed out that the City is already “into the budget cycle,” and in the current economic climate, if the Committee is not part of that cycle, they will not have funds the following year.

Ms. Payne proposed that Vice Chair Crawford might meet with the City Manager to discuss the budget issue, which would provide “some forward momentum” in Chair Shaw’s absence. Vice Chair Crawford replied that she is open to this possibility if the Committee wishes.

Mr. Palmer felt someone should advise the City Manager that the Committee needs \$125,000 “as a starting point” toward hiring a Director.

Ms. Lee pointed out that the Chair has already met with the Mayor and is awaiting a response, which should be considered before further action is taken.

Mr. Ulmer recommended that the issue of funds for the Committee be included in the “Communications to City Commission” section of the minutes.

Vice Chair Crawford felt they should wait to hear from Chair Shaw regarding his meeting with the Mayor before taking further action.

**Motion** made by Ms. Payne, seconded by Mr. Aurelius, that the Vice Chair meet with the City Manager to discuss budget issues and their need for an Executive Director, or a firm, to assist in planning and execution; in addition, the Vice Chair would also request “not less than” \$125,000 in funds toward this goal.

Ms. Jean expressed concern that this meeting might take place before Chair Shaw had had an opportunity to report on his conversation with the Mayor. It was clarified that while the Chair could not discuss this conversation with individual Committee members, due to the Sunshine Law, he could inform Ms. Vezina of the details, which she was then allowed to relay in a meeting.

In a voice vote, the **motion** carried 15-1 (Ms. Jean dissenting).

- **Association/Organization Mailing List**

Vice Chair Crawford continued that at the May 2009 meeting, they had also discussed communicating news of the upcoming Centennial Celebration with other City groups that might wish to be involved. She distributed a draft of such a letter to the Committee, adding that this information would also allow other groups to begin planning their events as early as possible.

Mr. Aurelius proposed including a survey with the letter, which would allow groups to return information for data collection.

Ms. Buchan stated that a professional firm would put together a package, including the prices of “various aspects of the package,” that would include a letter similar to the draft.

She added that Chris Madsen, who addressed the Committee at their May 2009 meeting, is the Chair of the Greater Fort Lauderdale Chamber of Commerce’s Centennial committee, and perhaps the Committee could “bundle” its fundraising efforts with theirs. She noted that a great deal of work would need to be done to determine different levels of sponsorship, however, before the letter or any accompanying package could be sent out.

Vice Chair Crawford clarified that the letter is intended to inform other groups that the Centennial is coming up, rather than to solicit sponsorships at this time.

Mr. Aurelius felt that the Committee had yet to set a direction, and was now seeking a leader “to bring this together”; if they did not have such a person, he asserted that they would need to work to find any necessary information that would help them get started.

Ms. Payne agreed that the nature of the letter in question is simply to inform other organizations that the Centennial is coming up. She added that the list is “by no means complete” at this time, and hoped the names of more groups will be contributed before it is ready to be sent out. She offered the example of an organization with which she is involved, which has placed the Centennial on its agenda and is prepared to discuss what they would like to do as part of the celebration.

Ms. Vezina reminded the Committee that responses to the prospective letter may come to her, or to the Centennial mailbox, which is [centennial@fortlauderdale.gov](mailto:centennial@fortlauderdale.gov).

Mr. Aurelius agreed with Ms. Payne that there are several additional organizations that should be included on the list before a letter is sent out.

**Motion** made by Mr. Aurelius, seconded by Ms. Hale, that the Committee send out a “letter of introduction” that states the basic scope of its plans to all organizations believed to want to participate in the celebration.

Ms. Vezina advised that there are two lists so far: the comprehensive list presented at the May 2009 meeting, and an additional list of homeowners’ associations. She added that she would revise the list to include additional groups if the information is sent to her.

Ms. Hale asked if the letter might be reworded slightly to convey greater enthusiasm. Vice Chair Crawford requested that Ms. Payne take on this task, and Ms. Payne agreed to do this.

Ms. Jean requested clarification of the letter's purpose. Vice Chair Crawford explained it was intended to inform the City of the upcoming Centennial and let them know a committee exists to help plan activities. It would "put people on notice" so they could begin thinking about what they want to do "on their own," as the Committee will probably not participate in planning all Centennial-themed events.

Ms. Jean asked if the Office of Public Information will be involved. Ms. Vezina advised that the Committee makes recommendations to the City Commission, who then decide whether or not to distribute this information "on behalf of the entire City." She added that she would recommend the letter be placed on the City Commission's Conference Agenda before it is sent out, although the Committee could make a decision on that if they wished.

Mr. Modarelli noted that as the Committee discusses issues, they will be included in the minutes, which are distributed to the City Commission when complete. This means the City Commission will be informed that the letter described above is being prepared, which may mean it would not need to be a conference item.

He pointed out that the "Communications to City Commission" section on the front page of the minutes was developed at the City Commission's request; it is intended to be the place where information may be brought to the City Commission's attention, and could be an appropriate way to inform them of the letter.

Ms. DuMont felt the issue was being made complicated, when all the Committee intended to do was create a mailing list for purposes of community outreach. She suggested email as a possible means of communication instead of a letter, as it would not require funds for postage and would enable the groups to respond more quickly.

Ms. Payne pointed out that the Committee does not have the email addresses of all the organizations they might wish to contact.

Vice Chair Crawford asked Mr. Modarelli if he felt the Committee had sufficient funds to send out letters. Ms. Vezina advised that the Committee was given \$5000 for the fiscal year ending September 30, 2009, and the only deductions to date have been for minutes.

Mr. Aurelius stated he wished to **amend** his earlier **motion**.

**Motion** made by Mr. Aurelius, seconded by Mr. Palmer, that the Committee adopt a letter, to be developed by Ms. Payne, to send out as notice, and turn the letter over to the City for distribution; the Vice Chair should also take the letter and any attachments to her meeting with the City Manager, and move forward if the City Manager gives his approval. In a voice vote, the **motion** carried unanimously.

Vice Chair Crawford requested that Committee members continue to send the names and addresses of organizations to Ms. Vezina for inclusion on the list.

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

- **Communications to City Commission**

Ms. Vezina stated for clarification that any information the Committee particularly wishes to communicate should be agreed upon by consensus, and the information will appear on the front page of the minutes. She referred the members to the May 2009 minutes as an example, explaining that should the City Commission lack sufficient time to read all the minutes, they will look to that section for information the Committee especially wishes to convey.

Ms. Payne felt they should call the City Commission's attention to their concern for a budget as well as a Director or firm.

Ms. Lee felt all motions should be placed in this section.

- **Confirm Date for Next Meeting**

Ms. Vezina advised that the Committee does not meet monthly, according to their Resolution; at each meeting, they are to determine when they are to meet next.

Ms. Lee felt they should continue to meet regularly to "move things along."

Vice Chair Crawford proposed July 1, 2009, the first Wednesday of that month, as the prospective meeting date. Several members confirmed they would be able to attend.

### **4. Discussion Before Adjournment**

Ms. Lee informed the Committee that the community has a "huge opportunity" to welcome national and international media at the 2010 Super Bowl, which will take place on February 7 of that year. She felt this would be an excellent time to announce that the Centennial Celebration is coming up in 2011, and proposed

using this as a target date. She emphasized the importance of the Centennial to the business community, and pointed out that organizations such as the Convention Visitors Bureau and Winterfest had not been aware until recently that the Centennial is coming up.

She continued that the Committee should consider looking at the history of tourism in Fort Lauderdale, and think of how this industry could be included in the Centennial Celebration.

Ms. Payne suggested inviting representatives of nearby cities who had recently hosted centennial celebrations to the next Committee meeting, to ask them to share their experiences. Vice Chair Crawford stated they would attempt to schedule this by the July 1, 2009 meeting.

Vice Chair Crawford asked that the guests at today's meeting take this opportunity to address the Committee.

Dan Lindblade, President and CEO of the Greater Fort Lauderdale Chamber of Commerce, stated that some of the Committee's discussion had similarities to ideas he was pursuing for the Chamber's celebration. He informed the Committee that the Chamber's Centennial would take place in 2010, and that organization had discussed dovetailing their celebration with the City's Centennial.

He pointed out that the issue had arisen at the previous day's Chamber meeting that perhaps they could work for the City by helping to organize, communicate, and fundraise, as these are some of the Chamber's specialties. He had spoken with the City Manager to ensure this would not involve "stepping on toes," and informed him that an advisory committee is looking into the possibility of hiring an Executive Director. City Manager Gretsas replied that he had heard of this effort, although he "didn't know where it was going" and was not aware of any conversations the Mayor and Chair Shaw may have had; Mr. Lindblade had then communicated the Chamber's interest in "moving [this effort] along" by assisting with staffing, promotion, and communications.

He advised that the Chamber works with 1400 companies and roughly 94,000 employees in its database, and has all the addresses included in the Committee's prospective mailing list and more, including email addresses and the names of various Executive Directors. Their goal is to "centennialize" all public and private events that occurs in 2011.

Mr. Lindblade noted that the Chamber put on over 150 events in 2008 and brought in approximately 10,000 people in attendance. They raised funds, set budgets, and coordinated volunteers to organize these events. He felt working with the Chamber might present an alternative option to the creation of an RFP,

and encouraged interested members to contact him to learn what the Chamber could do to assist in creating a successful Centennial Celebration.

He clarified that the “launch” of the Chamber’s Centennial would be a “Salute to Business” in November 2010, and would then dovetail with efforts leading up to the City’s Centennial launch in March 2011. The Chamber plans to work closely with the City and its newly elected officials to pool its resources and “manage this together and be successful.”

Mr. Aurelius felt Mr. Lindblade should attend the July 1, 2009 meeting and help discuss some “solid ideas.” Mr. Lindblade agreed the Committee could discuss ideas with the Chamber and make the “best decisions” going forward.

He added that the Chamber wants a “community-wide effort,” encompassing more than just the Chamber or just the City.

Vice Chair Crawford thanked Mr. Lindblade for his offer and invited him to attend the Committee’s July meeting.

Irvin Lippman, Director of the Museum of Art, stated that he looks forward to working with the Committee, and wished them to know the Museum is “on board.”

There being no further business to come before the Committee at this time, the meeting was adjourned at 4:12 p.m.

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