

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

**Cumulative Attendance**

<b>Members</b>	<b>Attendance</b>	<b>Present</b>	<b>Absent</b>
E. Clay Shaw, Chair	A	0	2
Patricia DuMont	P	2	0
Charlie Palmer	A	6	2
Patricia Hale	P	7	1
Dr. Claire Crawford, Vice Chair	P	8	0
Susan Massey McClellan	P	7	1
Peg Buchan	P	1	0
Ina Lee (dep. 4:23)	P	6	2
Lewis Tunnage	P	2	0
Wingate Payne	A	6	1
Birch Willey	A	6	1
Barbara Keith	P	2	1
Jo Ann Medalie	P	2	0
John Aurelius	A	1	1
Stephanie Jean (arr. 3:28)	P	2	0
Donna Mergenhagen	P	2	0
Dennis Ulmer	P	2	0
Beauregard Cummings	P	1	0
Kristina Hebert	A	0	1
Cindi Hutchinson	P	1	0
Mary Rizor (arr. 3:17)	P	1	0

As of this date, there are currently 21 members appointed to the Committee, which means 11 would constitute a quorum.

**Staff**

Shannon Vezina, Staff Liaison, Public Information Department  
Maxine Singh, Liaison, City Commission  
Phil Thornburg, Director, Parks and Recreation Department  
Sue Molnar, Outdoor Coordinator, Parks and Recreation Department  
Jeff Modarelli, Director, Public Information Department  
Jennifer Picinich, Recording Secretary, Prototype, Inc.

## **Communications to City Commission**

- The Centennial Celebration Committee would like to thank the City Commission for its continued support.
- The Centennial Celebration Committee has established fact-finding groups based on previously established committee objectives and aims to prepare a spending plan by October.

### **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. Vice Chair Crawford requested that guests introduce themselves and the organizations with which they are affiliated.

PeJay Ryan is a representative of Broward College and the Broward College Foundation.

Wil Trower is the Interim Executive Director of the Fort Lauderdale Historical Society.

Sue Molnar is the City's Outdoor Event Coordinator with the Parks and Recreation Department.

Jan Beth Idelman is working with the City, and specifically Parks and Recreation, on sponsorships.

Dan Lindblade is the President and CEO of the Greater Fort Lauderdale Chamber of Commerce.

- **Approval of Minutes from June 3, 2009 Meeting**

**Motion** made by Ms. Hutchinson, seconded by Ms. DuMont, to approve the minutes of the June 3, 2009 meeting. In a voice vote, the **motion** carried unanimously.

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

- **New Member Introductions**

Cindi Hutchinson, appointed by Commissioner Romney Rogers, introduced herself to the Committee.

- **New City Staff Participants**

Ms. Vezina introduced Maxine Singh from the City Commission Office, who will serve as liaison to that Office and assist the Committee with some of its upcoming tasks or duties.

Ms. Singh explained that the City Commission has asked her to act in an administrative capacity for the Committee in lieu of appointing an executive director. She stated she will send out letters and mailings and provide other forms of assistance as needed.

Ms. Vezina added that Ms. Molnar, of the Parks and Recreation Department, will also begin regularly attending Committee meetings, and will be able to provide input regarding event planning and offer her expertise in working with external organizations.

- **Local Organization Outreach Letter**

Ms. Vezina reminded the members that the Committee had previously elected to draft a letter to send to various community organizations, letting them know the Committee exists and encouraging them to return their contact information so they may keep in touch. The letter, drafted by Ms. Payne, has been “slightly revised,” and Mayor Seiler has agreed to sign it. She concluded that it is hoped this letter will go out within the next week or so.

Ms. Hutchinson asked if there is a list of the organizations to which the letter will be sent. Ms. Vezina explained that members have submitted the names of organizations to which they hope the Committee will reach out, and advised there is still time to submit additional names, as the letter has not yet been sent out. The list will also be supplemented with the Homeowners’ Associations list.

Vice Chair Crawford stated the letter could “go out a second time” if necessary; its intent is to serve as a “save the date” document for those groups who may be unaware that the City’s Centennial is approaching.

Ms. Mergenhagen requested that a copy of the final letter be sent to her. Ms. Vezina agreed to provide copies for all interested members at the next Committee meeting.

At the request of Vice Chair Crawford, the following Item was taken out of order on the Agenda.

- **Dan Hobby re: Pompano Beach Centennial Celebration Committee**

Vice Chair Crawford introduced Mr. Hobby, who was in attendance to discuss Pompano Beach’s 2008 Centennial celebration, as well as what was or was not a

success for that city. She added that Mr. Hobby served previously as Director of the Fort Lauderdale Historical Society.

Mr. Hobby provided the Committee members with a handout including this information. He stated that in talking to various groups celebrating 100 years of incorporation, it seemed “everybody has to find their own way,” as a Centennial is never a recurring event. He hoped to provide the Committee with an idea of Pompano Beach’s experience, although he noted that all cities’ experiences are different in this regard.

He explained that in 2005, representatives of the Pompano Beach Historical Society approached their City Commission and requested that they form a committee to begin planning the events for that city’s Centennial. This was done, although the resulting body was not “an official board of the City” – the City instead asked that the trustees of the Historical Society, together with appointed members of the Historic Preservation Board, form a steering committee.

Early on, this group reached a consensus that the Centennial must be “a very inclusive celebration.” not only should there be events in different neighborhoods and appealing to various constituencies, the events must also be planned by individuals from different parts of the city, and vendors and others involved must represent “the city as a whole,” not merely a small group organizing the events.

With this in mind, Mr. Hobby stated, the committee members opened the group to anyone who wished to join, and had monthly meetings that any resident or business owner could attend, as well as speak his or her opinion and vote on various issues. There was also an Executive Committee that met monthly, which took responsibility for issues related to the budget, communications with the City Commission, and other logistics.

The committee elected officers from within itself, who remained primarily the same for the entirety of the committee’s existence. Pompano Beach changed its City Manager part of the way through the existence of the committee, each with a very different philosophy; this caused the committee to “re-think a few things,” Mr. Hobby noted, regarding its practices. The committee “worked out well” nonetheless.

Goals for the celebration included “maximum participation” by city residents, along with a series of activities throughout the year rather than one large celebration. To meet these goals, the committee began “sponsoring” local organizations in the community who were putting on events that fit the Centennial theme or had a Centennial or historical component to them. For example, they sponsored a community festival similar to Fort Lauderdale’s Sistrunk Festival, and worked closely with an environmental group, the Historical Society,

preservation groups, the Optimists' Club, and various other organizations that "carried the load" of putting on events.

He added that another early decision was not to "farm [the Centennial celebration] out" to an "events company" who would come up with its own version of events and activities; instead, they wanted the celebration to remain organic within the community. While this meant some of the events were not as professional as they might have been, they still had community appeal. The only instance in which the committee hired a contractor was its "July 3<sup>rd</sup> Birthday Party," which was a performing arts celebration that required various technical issues.

Beyond activities programming, the committee also wanted to leave a legacy for the future, at which some attempts might have been "overly ambitious," Mr. Hobby allowed. Some efforts included designation of a Centennial Park, and several publications, including a pictorial history of Pompano Beach that is currently at press. He asserted that the primary goal was for residents to have a good time at the various events rather than their being seen as an obligation.

"Getting the word out" was a major concern, he advised, as the City Commission had made it clear they did not want to hear people say, after the fact, that they had been unaware of the celebration. This was an area that posed some challenges: there were a number of people on the committee with public relations experience, but this "didn't work out as well as it should have," as often people wanted to participate in the more "fun" side of developing events rather than the "foundation work," such as a public relations plan. The committee worked its way through this challenge, he pointed out.

Several matters involved the community, such as the logo's design, which was created by the city's own graphic artist. They also had a mascot, "Pompano Pete," who was named through a contest. A slogan contest drew 300-400 entries from throughout the City, and a birthday cake was contributed by a local architectural arts firm and displayed at various events.

Because the committee did not have a full-time public relations representative, the Pompano Beach Public Information Officer was "[their] most constant contact," in terms of spreading the word about the celebration as well as overall advice. The committee also started its own website for the Centennial, through which "entry" into the celebration often came.

Regarding funding, Mr. Hobby estimated that over three fiscal years, the city contributed \$160,000 in cash and in-kind contributions, as well as a great deal of Staff assistance. They had pledged to raise \$100,000 from the public and an additional \$20,000 from "small events and fundraisers;" \$117,000 was raised through the fundraising campaign as well as the \$20,000 through sale of license

plates and other memorabilia. In-kind contributions included the birthday cake, as well as a storage unit.

One decision the committee made with regard to fundraising was that they did not allow sponsorship of individual events: if a donor contributed to the Centennial, they contributed to the overall celebration, not any specific event or events. Most donors did not have an objection to this, Mr. Hobby stated.

He concluded that the biggest problems the committee faced were “people problems,” such as individuals who wanted to join the committee late and “start from scratch” or who became fixated on a single item. Some turnover occurred during the early stages of the committee’s formation when some “key people,” who were unable to remain with the group for various reasons, had specialized skills that were difficult to replace.

There were also concerns with “the big picture” vs. details, such as focusing on small items within events rather than how these events might be accomplished in the first place. Mr. Hobby advised that it was “a constant battle” to keep the committee focused on sequencing events rather than their details. He reiterated that technical details had necessitated the hiring of an outside company for one major event; a checklist had been useful for concerns such as these.

He added that another issue had been individuals who wanted to participate in the committee “because they had something they wanted to sell,” such as a catering, marketing, or production company. Their participation was based entirely on the opportunity to “make something out of” the celebration, and stopped when it became apparent they would not be allowed to do so.

He referred the Committee to the handout provided, which listed some of the main events, and offered to answer questions at this time.

Ms. DuMont asked if the website is still available online. Mr. Hobby responded that it is still up, although some pages have been taken down.

Mr. Cummings asked how much time elapsed from the beginning to the end of the Centennial’s events. Mr. Hobby explained the “kickoff event” was the 2007 Yuletide Parade, which featured a pioneer theme, and the last official event was in November 2008. There had originally been a public party planned for July 5, 2008, in addition to the July 3, 2008 “birthday party,” but the newer of the two City Managers had cancelled the July 5 event as “too much.”

Ms. Hutchinson noted that in October 2008, Pompano Beach had hosted the Broward County Pioneer Day, and asked if they had inquired about this ahead of time. Mr. Hobby confirmed that they had contacted the appropriate individuals,

and recommended that it be done “the earlier the better.” He also noted that the committee had funded the “thank-you reception” for volunteers and sponsors.

Ms. Keith asked how long the committee had worked before the events. Mr. Hobby recalled that the group was formed in 2005, although they did not “get going” until “sometime in 2006.” He estimated that 18 months of “really serious planning” had taken place before events began.

Ms. Lee asked if Pompano Beach had required their committee to operate within the constraints of the Sunshine Law. Mr. Hobby replied that they had never been required to do so by the City Attorney, as they were not an official city advisory body.

He added that the committee had had roughly \$12,000 left over after the events, although much of this was “committed.” The biggest single expenditure had been the July 3 birthday party, which was approximately \$80,000, much of which went to the production company. They had not absorbed the cost of the fireworks.

Ms. Singh asked if the committee had received any funding directly from the city. Mr. Hobby explained that when working with the city, the committee either requested a purchase order or submitted an invoice for reimbursement. They also had an annual budget, which increased as the time drew closer to the Centennial.

The Mayor’s Centennial Gala, he added, was “a sellout.” The committee had not wished to create a situation where local organizations “forfeited...their fundraising abilities,” and had underwritten the cost of an event put on by a local group in order to allow them to retain the proceeds. They had budgeted for this loss of funds and lowered the cost of admission to the event. The Centennial theme had allowed them to promote the event as part of the celebration.

The biggest events were held at the Pompano Beach Amphitheater, which seats over 3000; “a couple of events” sold out this venue.

Ms. Mergenhagen asked if the committee sanctioned organizations within the city for their own activities, and how they received permission for these events; in addition, she asked why an independent website was established rather than linking to the Pompano Beach city website.

Mr. Hobby explained the committee held the copyright on the logo. While some groups used terms such as “Centennial activity,” he pointed out that they could not state that their event was “official” unless this was true. He added that he did not feel this hurt the committee’s efforts.

Regarding the website, he stated that other cities that had recently held centennial events had independent websites, so the committee had chosen this option as well. He noted that the city had linked to their site, which had originally begun as a page on the Historical Society's website.

Mr. Cummings asked if the committee's bank account was coordinated through the city or was independent. Mr. Hobby replied that the money the committee raised was kept in a bank account; the treasurer of the Pompano Beach Historical Society was also the treasurer for the committee. The Centennial was never "set up" as a 501(C)3; the organization that solicited and collected funds for the Centennial was the Historical Society. All checks were made out to the Pompano Beach Historical Society Centennial Account.

Vice Chair Crawford thanked Mr. Hobby for his time. He offered to answer any questions the Committee might have in the future.

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

- **Report from Dania Beach**

She informed the Committee she had called representatives of the city of Dania Beach, who held their Centennial in 2005; in addition, another city that had recently held a Centennial had not been able to send representatives to the meeting. Vice Chair Crawford noted that Dania's population is approximately 26,000, while Pompano Beach's population is roughly 101,000. Dania had \$185,000 for their Centennial, \$85,000 of which was raised by "a separate committee."

Mayor Seiler briefly addressed the meeting and thanked the Committee members for their service.

Vice Chair Crawford continued that it seemed as if "the City Commission ran the Dania Centennial." She gave a brief itemization of that city's expenses, which included \$38,000 for a New Year's Day party on the beach and \$20,000 for fireworks. They also produced a pictorial Centennial book, *A Century of Pioneer Spirit*, and a calendar.

They also "outsourced" some of their activities to Vitality Special Events, she stated, and were not happy with the results, electing to "[pay] off the contract."

- **Report from Meeting with City of Fort Lauderdale**

Vice Chair Crawford recalled that at the last meeting, she had been charged with speaking to the City Manager and requesting \$125,000 toward the need for an executive director. Before this meeting was carried out, the City Commission met

and “informally agreed” to set aside \$75,000 in the budget for the upcoming year. The Committee is asked, as a result, to come up with a spending plan, which is necessary whenever funds are appropriated. She indicated that it was “unclear” as to whether these funds are for one year or two. Ms. Hutchinson confirmed that these would be for one year.

As a result, she concluded, she had not asked the City Manager for \$125,000, but told him the \$75,000 allocated would be sufficient. She also asked the City Manager what the Committee should do so these funds could be provided, and a spending plan was discussed. Their mission, she reiterated, is now to put together a budget or spending plan so the \$75,000 may be authorized.

Mr. Cummings asked if the \$75,000 is in addition to the \$6000 initially allocated to the Committee. Vice Chair Crawford responded that she had not asked the City Manager about this.

She continued that the City Manager is agreeable to providing the Committee with help, and has asked that the Parks and Recreation Department be involved. In addition to Ms. Molnar, Phil Thornburg, Director of Parks and Recreation, was present at the meeting. Vice Chair Crawford noted that it is reasonable to assume some of the events will be held in City Parks. The Public Information Office will be of assistance as well.

She stated that the Fort Lauderdale Historical Society and the Greater Fort Lauderdale Chamber of Commerce both have an interest in seeing that the Centennial is a successful endeavor. In addition, Broward College is celebrating its 50<sup>th</sup> anniversary. She hoped that the overall celebration can bring all these aspects together.

- **Suggested Information-Gathering Assignments for Committee Members**

Vice Chair Crawford explained there are various ways these groups can help the Committee achieve its goals. She noted that they have established a set of objectives and a vision statement; she has spoken with Assistant City Attorney Carrie Sarver to clarify how the Committee may operate, and the Mayor has allowed them to “function a little easier” by forming fact-finding groups. She suggested that they use fact-finding techniques to apply more details to the Committee’s goals, as they are currently not very specific outside a desire for a signature event.

She advised she had researched the Committee’s minutes for some of the ideas members have discussed since their formation, and compiled a draft of possible ideas for the fact-finding groups. She provided these in a handout, stating that the goal is for the members to break up into fact-finding groups when they leave

the meeting. She is responsible for appointing these members at a public meeting; the members may then bring their information back to the Committee at a subsequent meeting and it may be discussed by the group at large.

Vice Chair Crawford indicated that there is "some urgency" to this effort as it regards meeting budget deadlines.

She advised, for example, that the group's first objective is to sponsor a signature event, and there has to be "some form and shape" given to what this major event might be. This could be the charge of one fact-finding group, who could, for instance, talk to other people about what they might like such an event to be. She included nine of the 11 stated objectives, most of which have been discussed to a degree during the seven months of the Committee's existence. The goal is to lock the members into "some sort of format" so they can move forward and have a spending plan by the end of September.

Regarding appointing members to these groups, it was noted that "each of us probably knows our own expertise." Vice Chair Crawford agreed, adding that she had hoped members would be able to choose these categories from the list. She reiterated that more than one individual may be in a fact-finding group.

If the format is agreeable, she noted that the Committee could meet more than once a month; she had hoped the fact-finding groups could meet "in the next week" with "concrete ideas," and then the Committee could meet again to discuss these. If a quorum is not present at a meeting in, for instance, two weeks' time, whatever is discussed or decided would have to wait until the next scheduled meeting, which would be in August.

She asked that the members tell her which fact-finding groups they would like to participate in.

Ms. Hutchinson felt the City Commission that had first put the Committee together had had a particular vision of what they wanted the group to accomplish. If they broke apart into separate groups, there would be, for instance, one that deals with fundraising, one that involves marketing, a planning committee, and others. She asked what the Committee planned to do.

Vice Chair Crawford replied that this was what the fact-finding groups would help establish. Ms. Hutchinson explained she was referring to how the event might be "kicked off" with Winterfest in the previous year, for example, and then hold monthly events during 2011, or "hinge on" monthly events already held in the community. She volunteered to work on the fact-finding group for Objective #1.

Vice Chair Crawford clarified that City Staff may not serve in the same capacity as members on the fact-finding groups, although the group members may "get

your facts” from Staff members. Ms. Hutchinson stated she did not see a reason why a Staff member could not “sit in” on a fact-finding group; Vice Chair Crawford responded that while a Staff member could participate in a group, that member is “not a part of this Committee” as an expert whose opinion is sought by the fact-finding group members.

Ms. Lee felt one concern is how the Committee “can all work together,” pointing out that some members attend meetings under time constraints. In addition, she proposed that the Committee schedule a workshop for the fall, where they would all work together for several hours, as she did not feel they would be able to coordinate another meeting within two weeks.

She proposed that if Vice Chair Crawford assigns members to fact-finding groups, they should be given “a month and a half” until the Committee meets again in September; this could be, for example, a three-hour workshop or meeting, when all members would reconvene and discuss their findings, and “really get some work done” to move progress forward. Her only question regarding this possibility was whether the Committee needed to have their budget in front of the City Commission.

Ms. Hutchinson explained that the City Commission would give the Committee a line item in their budget; she did not feel, however, that the Committee would have a good idea of what their budget might be unless they broke into marketing, fundraising, and other smaller groups. She noted that the City Commission’s next budget hearing is scheduled for September, and suggested that the City Manager could be advised that the Committee might be able to come back to the City Commission “when we have our budget ready.” As long as the line item remains in the budget, the money would not be lost.

Vice Chair Crawford indicated the City Commission would like to have the Committee’s spending plan by October.

- **Major Event**

The following members volunteered to participate in the fact-finding group for Objective #1, creation of a signature event for the celebration: Ms. Hutchinson, Ms. Jean, Mr. Ulmer, Ms. Medalie, Ms. Rizor, Ms. McClellan, Mr. Cummings, and Mr. Palmer. Ms. Idelman offered to attend as well.

Vice Chair Crawford added that members may serve on more than one fact-finding group if they wish.

Ms. Hutchinson asked how the fact-finding group planned to meet, and if they wanted a member to be in charge of the group. Vice Chair Crawford pointed out

that this was only a start for the individual groups; they may “find facts” together, but are not allowed to make decisions on their topics.

- **Involve Children and Schools**

The following members volunteered to participate in the fact-finding group for Objective #2, involving the City’s children and schools in the celebration: Ms. Hale, Mr. Tunnage, Ms. Keith, and Ms. Rizor.

Mr. Modarelli advised that if the members feel there is a Staff member who could be helpful in facilitating the fact-finding groups, they should make Staff aware of this and they would “sit at the table” and help if possible.

He added that at the previous meeting, it was noted that Ms. Idelman would not be able to work on sponsorships directly; however, she in fact can help in this regard, Mr. Modarelli clarified. He suggested that a group seeking help with sponsorships could ask Staff to make contractors available to them for fact-finding purposes.

Ms. Hutchinson asked why Staff members are not allowed to help organize the fact-finding groups: for instance, if Ms. Molnar wished to help organize the members who want to work on Objective #1, Ms. Hutchinson asked if this would be allowed. Mr. Modarelli felt this would be “fine,” but the groups would, again, have to be designated by the Chair or Vice Chair. This would not preclude Staff from joining or assisting.

Vice Chair Crawford stated that she had asked if Staff could be members and was told they could not, but “to fact-find, you have to talk to experts,” such as Staff members.

Ms. Lee clarified that Staff members would be helping to expedite the fact-finding efforts, not serving as members of the group.

Mr. Modarelli pointed out that someone from Staff with historical knowledge, such as a member of the Planning and Zoning Department, could be “brought aboard” to attend meetings.

- **Fundraising**

The following members volunteered to participate in the fact-finding group for Objective #3, which would create and implement a fundraising plan: Ms. DuMont, Vice Chair Crawford, and Mr. Cummings.

- **Marketing**

The following members volunteered to participate in the fact-finding group for Objective #4, which would create and implement a marketing plan: Ms. DuMont and Ms. Lee.

- **Historical Education**

The following members volunteered to participate in the fact-finding group for Objective #5, which would plan and coordinate events regarding the City's history: Ms. Hale, Ms. Keith, Ms. McClellan, and Ms. Medalie.

Vice Chair Crawford stated she would like to assign Mr. Palmer to the Objective #1 group, and Mr. Willey to Objectives #2 and #5.

She requested volunteers for Objective #6, which would involve the City's advisory boards and community groups in planning events. Ms. Hutchinson suggested combining this with Objective #1, as these two fact-finding groups would be talking to the same entities. Vice Chair Crawford agreed to "let that one go for now."

She requested volunteers for going to the public and seeking their opinion. Ms. Mergenhagen proposed combining this with Objective #8, which is to hear citizens' and community input. As this deals with the history of neighborhoods, Vice Chair Crawford pointed out, it is separate from Objective #6.

Ms. Mergenhagen volunteered to work on Objective #8, and Vice Chair Crawford stated she would work on Objective #6.

She suggested that they "hold off" on Objective #7, which says the Committee will serve as a "clearinghouse for events," unless there are volunteers for this. Ms. Lee pointed out that this would involve bringing smaller, already existing City events under an "umbrella." Vice Chair Crawford noted that there is not "anything to clear yet."

- **Celebrate Neighborhoods**

The following members volunteered to work on Objective #8, celebrating the City's neighborhoods: Ms. Jean, Mr. Tunnage, and Ms. Mergenhagen. Vice Chair Crawford added Ms. Payne to this group as well.

Mr. Cummings asked how many members are working on fundraising. Ms. DuMont suggested this fact-finding group needed more members. Ms. Hutchinson added that "once we figure out what we want to do," she would like to participate in this group as well, but first wished to work on what the events would be.

Vice Chair Crawford added Mr. Aurelius' name to Objective #3.

- **Legacy**

The following members volunteered to work on Objective #9, creating a legacy for the City: Ms. Buchan, Ms. Medalie, and Ms. McClellan. Vice Chair Crawford added Mr. Palmer's and Ms. Payne's names to this group as well.

Ms. Jean requested clarification that the fact-finding groups would meet, and then report on their discussion at the next scheduled Committee meeting.

Ms. Vezina stated she would email all the Committee members with the names of the other individuals in their fact-finding groups; she requested that those members who have not previously provided her with their email addresses call her with this information.

Ms. Hutchinson asked if there might be a "workshop meeting" scheduled for September, in which the fact-finding groups brought their collected information back to the Committee at large. Vice Chair Crawford pointed out that there is a meeting scheduled for August.

Ms. Lee felt there was still a need for "more than an hour" for the groups to share their findings, and proposed a three-hour meeting or workshop for September. Vice Chair Crawford suggested scheduling a two-hour meeting in August "to start."

She added that the group can meet, and if a quorum is not present they would "hold our information" until the next meeting.

It was clarified that the fact-finding groups may meet anywhere, and minutes are not required for these meetings.

Mr. Cummings asked who will call the fact-finding groups together to meet. Ms. Hutchinson felt it would be "so much easier" if the Committee can ask Staff to help them with scheduling.

Ms. Lee asked if Vice Chair Crawford had met with the Greater Fort Lauderdale Chamber of Commerce, as discussed at a previous meeting. Vice Chair Crawford advised this meeting did take place, and the Chamber is "interested in participating at some level."

She continued that the Committee must decide what they want to accomplish for themselves before they "outsource" any of their projects. She felt the fact-finding groups and new members would be helpful in the Committee's putting together their thoughts and deciding how various entities in the City, such as the

Chamber, should participate. She felt the City could expect a large turnout for planned events, and reiterated that the Committee has “a lot of support” from the City.

Mr. Cummings asked if a schedule of all City-wide events had been compiled, as it had been discussed at a previous meeting. Vice Chair Crawford stated this would be something for one of the fact-finding groups to take on.

Mr. Ulmer asked if, in the future, members could join another fact-finding group if they are interested. Vice Chair Crawford responded that he could be appointed to a group at a later meeting.

He also asked for the status of the prospective logo prepared by Art Institute students. Vice Chair Crawford advised that the marketing fact-finding group would follow up on this item.

Ms. Hutchinson noted that the Broward County School Board was not included on the list of community groups for outreach. Ms. Vezina asked that the names of this and any further organizations be sent to her for addition to the list.

Vice Chair Crawford asked Ms. Ryan and Mr. Trower if they had anything they would like to add to the meeting. Mr. Trower stated the Historical Society would appreciate the opportunity to participate in the upcoming celebration, and looks forward to working with the Committee.

Ms. Ryan reminded the members that Broward College will be celebrating its 50<sup>th</sup> anniversary, along with the 40<sup>th</sup> anniversary of the Broward College Foundation. She stated they are “very excited” about the Centennial and hope to be able to dovetail some of their events with the Committee.

Ms. Hutchinson asked Ms. Molnar if she might be able to compile a list of all the City’s annual events.

Vice Chair Crawford added that the City Manager had stated Ms. Idelman could help “across the board,” not in a limited capacity strictly related to Parks and Recreation.

Mr. Modarelli recommended that Parks and Recreation be involved with the fact-finding group regarding marketing, as they are the Department through which Ms. Idelman has a contract. He encouraged the Committee to “get the ball rolling” on sponsorships, noting that “now is a good time” to begin this phase of the plan.

Ms. Idelman felt the Committee may be able to find individuals or businesses who want to sponsor the Centennial; this might be a successful approach for

fundraising, particularly during a period of economic stress. She proposed that she might also sit in with the marketing group, as these two will be closely aligned.

Vice Chair Crawford clarified that the Committee would meet again in August, and the fact-finding groups should meet before that time and report their findings back to the Committee at large at that meeting.

- **Communications to City Commission**

Ms. Vezina asked if the Committee wished to include any communications to the City Commission in this month's minutes. Vice Chair Crawford suggested that this section state the Committee has established fact-finding groups to prepare a spending plan by October.

Ms. Medalie thanked Vice Chair Crawford for her hard work in the interim between meetings, stating that the Committee has taken great strides forward.

There being no further business to come before the Committee at this time, the meeting was adjourned at 4:29 p.m.

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