

**APPROVED
CENTENNIAL CELEBRATION COMMITTEE
MEETING MINUTES
8TH FLOOR CONFERENCE ROOM
100 NORTH ANDREWS AVENUE
FORT LAUDERDALE, FLORIDA
WEDNESDAY, AUGUST 5, 2009 – 3:00 P.M.**

Cumulative Attendance

Members	Attendance	Present	Absent
E. Clay Shaw, Chair	A	0	3
Patricia DuMont	P	3	0
Patricia Hale	P	1	0
Dr. Claire Crawford, Vice Chair	P	1	0
Susan Massey McClellan	P	1	0
Peg Buchan	A	1	1
Ina Lee (dep. 4:25)	P	1	0
Lewis Tunnage	A	2	1
Wingate Payne	P	1	0
Birch Willey	P	1	0
Barbara Keith	P	3	1
Jo Ann Medalie	P	3	0
John Aurelius	P	2	1
Stephanie Jean (arr. 3:05)	P	3	0
Donna Mergenhagen	P	3	0
Dennis Ulmer	P	3	0
Beauregard Cummings	A	1	1
Kristina Hebert	A	0	2
Cindi Hutchinson	A	1	1
Mary Rizor	P	2	0
Arthur Crispino	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
 Carrie Sarver, Assistant City Attorney
 Susan Molnar, Outdoor Event Coordinator, Parks and Recreation Department
 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 3:03 p.m. Roll was called and it was determined a quorum was present.

Ms. Jean joined the meeting at this time (3:05 p.m.).

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

Motion made by Ms. Lee, seconded by Ms. McClellan, to approve the minutes of the July 1, 2009 meeting. In a voice vote, the **motion** carried unanimously.

- **Election of Vice Chair**

Vice Chair Crawford requested nominations from the floor. Ms. Lee nominated Ms. Hutchinson, and Ms. Payne nominated Vice Chair Crawford for a second term.

Attorney Sarver clarified that for advisory bodies, seconds are not required for nominations. She explained that there is “no exact rule” for nominations.

Motion made by Ms. Rizor, seconded by Ms. Jean, to close nominations. In a voice vote, this **motion** carried unanimously.

Attorney Sarver added that while Vice Chair is an elected position, the Mayor appoints the Committee’s Chair, per the Resolution establishing the Committee. She also noted that Ms. Hutchinson’s presence is not required in order for her to be nominated as Vice Chair, although she has the right to decline the position at the next scheduled meeting.

In a show of hands, Vice Chair Crawford was re-elected to a second term in that position (Mr. Crispino, Ms. Hale, Ms. Payne, Mr. Willey, Ms. Keith, Ms. Medalie, Mr. Ulmer and Mr. Aurelius in favor; Ms. McClellan, Ms. Lee, Ms. Jean, Ms. Mergenhagen, Ms. Rizor, and Ms. DuMont dissenting).

2. Liaison’s Report

- **Local Organization Outreach Letter**

Ms. Vezina stated the letter was mailed on July 28, 2009, and encouraged the Committee to submit additional names, addresses, and emails to the mailing list if they wished.

3. Chairperson's Report

Due to the number of reports from fact-finding groups, Vice Chair Crawford requested that each group limit themselves to three minutes to report and take brief questions.

She also asked anyone interested in being assigned to another fact-finding group to let her know at this time, as she must make these appointments during today's meeting. New appointments were as follows:

- Mr. Crispino: Marketing
- Ms. Hale: Historical Education
- Mr. Willey Marketing
- Ms. Jean Marketing
- Peg Buchan Clearinghouse

4. New Business

- **Reports from Fact-Finding Groups**
 - **Event Planning**

Ms. Jean asked Lisa Scott-Founds, Chair of Winterfest, to address the Committee.

Ms. Scott-Founds advised that Winterfest has agreed to be the "kickoff" and closing event to the Centennial Celebration year, starting with Winterfest 2010 and ending in 2011. She proposed making Chair Shaw the event's Honorary Commodore.

Regarding use of their promotional capabilities, Ms. Scott-Founds noted that Winterfest has a \$3 million advertising budget, as well as a television show that airs multiple times in the area.

Ms. Jean thanked her for her time and attendance.

She continued that the Event Planning group had decided it would be best to plan to ask the City's major events to feature a Centennial theme. The group has requested a list of these events, which they hope can be "Centennialized." As the actual Centennial is on March 27, 2011, she suggested bringing back the New River Street Dance to be celebrated on the City's "birthday" itself.

One item on which the group had yet to reach consensus was a request that the Committee develop a logo as soon as possible.

She added that another event in consideration would be the Historical Society's 2011 Friendship Luncheon. As this is an annual event, the Committee would not incur any of the costs of the luncheon. One suggestion from the Event Planning group was that the City's past and present Mayors be honorees at this event.

- **Involve Children/Schools**

Ms. Keith reported that the group feels it is important to involve all schools, private and public; they hope the Committee can work with the Superintendent of Schools "from the very beginning," and plan to ask for the School Board's inclusion. They also plan to meet with the Education Advisory Board.

The group suggests that each school could prepare a time capsule. In addition, students could design murals with a Centennial theme for their own schools. Ms. Keith stressed inclusion of all grade levels in the Celebration.

She added that the group did not discuss budgeting, but focused on outreach at this time.

Ms. Rizor added that they also considered recruiting volunteers to take "traveling trunks" into various schools. Committee members or volunteers would need to make up these trunks, which would hold items of historical interest. Another proposition is teaching students some of the skills residents used during the past 100 years, although she noted there would have to be a training budget for this.

Ms. Keith concluded that the group has ambitious plans and will need volunteers to help achieve their goals.

- **Fundraising Plan**

Vice Chair Crawford reported that this group does not have specific plans, and must first wait for the Committee to construct a "development plan;" they will also need more details on the specific activities that will ultimately need funding.

She advised that this group feels there should be a professionally created poster. She also suggested state markers that designate where specific historic events occurred. While this may seem early, Vice Chair Crawford advised it can take up to two years to get these markers in place. Each costs approximately \$2000, and requests must go through a State Marker Committee. There is no arbitrary amount of time that must have passed for an area to qualify for a marker; those interested must be able to "justify the history."

- **Marketing Plan**

Ms. Lee advised the group had spoken with Jeff Modarelli, Director of Public Information, as well as with Ms. Vezina. She felt the best option for this group is to form a marketing coalition made up of community members who are marketing experts in different fields. This coalition could begin the Committee's marketing process.

In addition, the group proposed completion of a logo, which had been discussed at an earlier meeting. Ms. Lee recalled that at an earlier meeting, the Committee voted upon a motion allowing the Art Institute to design a logo, and felt they should follow up on this possibility.

It was noted that the Art Institute had made a presentation at an earlier meeting, although the motion in question did not state that the Committee must "accept and adopt" a logo designed by the Institute. Ms. Vezina explained that the group must decide whether to return to the Art Institute's offerings or "go in another direction."

Vice Chair Crawford distributed copies of the logos presented by the Art Institute for the Committee to review. It was clarified that these were created on a pro bono basis for the Committee, who would make the final decision on whether or not to accept one of their prospective logos.

Ms. Lee stated that another option is to ask the Public Information Office to design a logo. She asked if the marketing group would prefer returning to the Art Institute for a design or asking the Public Information Office to develop logos as well. She noted that she favored the latter option, as it offered the Committee greater choice.

Motion made by Ms. Lee, seconded by Mr. Willey, to recommend that the City of Fort Lauderdale's Public Information Office also design a logo, in the next 30 days, for the Committee to review at the next meeting.

Ms. Mergenhagen recommended an **amendment** to Ms. Lee's motion, specifying that the Committee choose a logo at the next scheduled meeting. This **amendment** was agreed upon.

Ms. Jean noted that the Office, and the Art Institute, could be supplied with the Committee's "vision and...goals" as direction for their designs.

In a voice vote, the **amended motion** carried 14-1 (Mr. Aurelius dissenting).

Ms. Vezina clarified that the marketing group will work with the Public Information Office to provide direction regarding their design.

Ms. Lee continued that the Committee should use the City's resources in a similar manner to that of Pompano Beach: that is, they should involve the website, local television, utility bills, and other means already in existence. She requested permission from the Committee for the marketing group to put together the coalition she had proposed.

Motion made by Ms. Jean, seconded by Ms. Medalie, to allow the marketing group to develop a marketing coalition. In a voice vote, the **motion** carried unanimously.

- **Historical Education**

Mr. Willey stated this group had felt the Centennial is a good opportunity to teach people, particularly newer residents, about the City, as well as to provide them with an enjoyable celebration. They considered how far back they should reach into the City's history, as well as how to spread the word about events. They decided one way is to disseminate information is through the City's nonprofit organizations.

Another consideration is how "tightly" the Celebration should remain within the City: for example, whether it is possible to move outside City into County boundaries. The group also discussed "citizen opportunity" through schools, which is a chance to teach students and perhaps others about their City.

Ms. Lee felt the question of putting forth information dovetailed with the marketing group, which may or may not recommend official newspaper/television outlets. Mr. Willey explained that the intent is to get these aspects of a plan in place, at which time they would be more comfortable.

Ms. Lee recalled that when Winterfest launches the event in 2010, it will provide the Committee with pro bono. She added that many of the services discussed, such as an "official" newspaper or television station, would be in-kind services. These official members of the media would most likely work with the marketing coalition.

- **Involve Boards, Community**

Vice Chair Crawford state she had "held off" on creating this fact-finding group until more information was available.

- **Clearinghouse**

Ms. Payne presented some sample guidelines Ms. Buchan had drawn up for this group, which she felt could be read at home and improved upon if necessary at the September meeting.

Ms. Lee asked if insurance is a necessity for sanctioned events, and asked who is legally responsible if the Committee sanctions an existing City event. Ms. Molnar advised that she was not sure if insurance for events is a legal requirement.

- **Celebrate Neighborhoods**

Ms. Payne reported that they had discussed how to collect historical information from the neighborhoods, including historical artifacts and photographs from residents of the neighborhoods themselves. Also proposed were seminars in each District, at which residents could describe the City's history as they recalled it. They could also visit civic associations to learn more about the history of the City.

She continued that it had been suggested the Committee could apply for a Neighborhood Capital Improvement Program (NCIP) grant, through which smaller grants could fund activities in different neighborhoods. Should the Committee decide to pursue this, the deadline for grant application is September 25, 2009.

Ms. Mergenhagen added that the "installation date" for most projects funded through an NCIP grant would be 2011. She clarified that the Committee may not apply for a grant, they could partner with neighborhoods to do so. They could formally ask the Council of Civic Associations to reconsider allowing entities outside neighborhoods to apply for this grant; she suggested asking that this request be placed on the next Council of Civic Associations meeting in September. Any such request, however, must be decided upon at today's meeting, as the "window of opportunity" is brief.

Ms. Medalie noted that one idea from the legacy group is a lighting project on the 17th Street Causeway. It was noted that there could be similar opportunities in other neighborhoods as well.

Ms. Mergenhagen explained that an average NCIP award is \$20,000; these funds, however, must be matched by the neighborhoods through contributions or service points. She added that if the ideas are sent to Ms. Vezina, she could present them at the September Council meeting.

Ms. Payne added that the group would meet with the Director of Parks and Recreation to learn whether there may be new parks opening during the Centennial year that could assume a Centennial theme. She added that they

would also meet with the Citizens Volunteer Corps to learn whether they might be willing to work with the Committee to create “neighborhood legacies.”

In addition, the Council of Fort Lauderdale Civic Associations is creating their own Centennial-themed projects, she continued; this could include the previously proposed project of establishing historical markers.

It was noted that historical markers along the river are being updated by the Historical Society as part of their contribution to the Centennial Celebration. Other suggestions included noting historical sites in each District, which could be mapped for the benefit of visitors to the City’s various neighborhoods.

Ms. Mergenhagen continued that the group had discussed a calendar, which could include events in multiple neighborhoods during each month, as well as “points of history.” The proposed theme for the calendar would be “100 Years of History.”

Ms. Jean asserted that the Committee should ensure any proposed capital projects should have some significance or relation to the Centennial.

- **Create Legacies**

Ms. Payne stated that this group also encouraged community-based legacy projects, perhaps involving groups such as the Kiwanis and Rotary Clubs. They suggested the idea of “100 Legacies,” and had spoken with a volunteer who could provide painted plaques identifying these projects, possibly incorporating the City’s logo. These would be placed on a “legacy wall” at a location in the City.

The group had also discussed time-elapsd projects in lieu of time capsules, as well as a project celebrating A1A, which is to be designated a State Scenic Highway.

Ms. Lee felt the beach should be depicted as “its own neighborhood,” with a focus on tourism and major beach events. She added that she will approach the Beach Council about creating a legacy project for that area.

Ms. Payne noted that she had discussed a “Water Fair” with a City consultant, perhaps tying this event in to Earth Day or the City’s Green Expo. She also suggested looking into the City’s application to be a Great American City.

Ms. McClellan stated she had contacted local colleges and institutes regarding a possible scholarship to children born on March 27, 2011. She has received positive responses from two schools so far, including Florida Atlantic University, which has requested a letter describing the proposal. FAU has stipulated that the letter should specify “a minimum of one” scholarship for \$5000, with the option of

providing more scholarships left at the university's discretion. Holy Cross Hospital has also expressed interest in participating in the Centennial, perhaps by providing "onesies" for babies born on the Centennial. These could include the City's or the Centennial's design or logo.

Ms. Jean pointed out that there is some urgency required regarding the letter to FAU, as time is a factor in placing the proposal on their CFO's desk.

Motion made by Mr. Aurelius, seconded by Ms. Hale, to authorize the letter to FAU and send it as soon as possible.

It was noted that, as an advisory body, the Committee could be overstepping its authority with this proposal. Ms. Payne suggested specifying that the scholarship is "an idea under consideration" and phrasing it in a conceptual manner that does not bind the City to the prospective program. Ms. DuMont felt debate was not necessary, as the Mayor had previously stated he would do "everything he can" to aid the Committee.

Ms. Jean suggested the letter might come from the Mayor if not from the Committee. Mr. Aurelius did not feel it was necessary to ask the Mayor's permission for some Committee actions, such as fundraising; Ms. Lee felt it would be "too cumbersome" to request permission for each letter sent to a prospective partner in the Celebration.

Vice Chair Crawford asked to see a copy of the letter in question. Ms. Vezina distributed copies of the letter to the Board. Ms. McClellan noted that while it is specific to FAU, the letter could serve as a prototype for those sent to other institutions.

Ms. Jean emphasized that the City Attorney would not need to approve the letter or partnership until it became official. Ms. Mergenhagen clarified that the letter states the Committee, and not the City, is making the proposal, and does not suggest that it is a binding agreement.

In a voice vote, the **motion** carried 13-2 (Mr. Crispino, Vice Chair Crawford dissenting).

Ms. Lee departed the meeting at this time (4:25 p.m.).

Vice Chair Crawford asked if any of the members wished to address general comments regarding the fact-finding groups, or if they wished to give the groups any further direction.

Mr. Ulmer stated that the event planning group would like the authority to develop the criteria necessary in order for an event to be officially sanctioned as a

Centennial event. It was noted that the Committee already has this criteria; Ms. Molnar added that the event planning group had received information from Winterfest regarding their sanctioning, which is "more straightforward" than the other material presented. Vice Chair Crawford asked that the members review the "Potential Sanctioning" handout prior to the next scheduled meeting and discuss it at that time.

Ms. Payne felt the same guidelines should apply to legacies as events. It was noted, however, that their guidelines are approached from different angles, and this could also warrant further discussion by the two groups or the Committee at large.

Vice Chair Crawford expressed concern that so many existing events take place on the east side of town. In addition, she pointed out that Winterfest, for example, is "a high-priced event;" she hoped to see some events that more people could participate in, and asked that the event planning group take this into consideration.

Ms. Molnar advised that this has been taken into consideration, calling the Committee's attention to the events at other locations. Ms. Jean added that some events were not included, such as charitable, nonprofit, or religious events. Ms. Rizer felt the Committee could, collectively, come up with other inexpensive events. She proposed a breakfast for each District in the City, with a cost of perhaps \$10 each to defray costs.

Ms. Payne suggested combining the clearinghouse and event planning groups as a means of streamlining, and asked that someone from the legacy group could participate in this combined group. She added that at the end of the Centennial year, every group that participated could be recognized at a closing event.

Ms. Jean advised that another consideration of the event planning group was to concentrate solely on existing events, so the Committee would not have to request funds from the City Commission. She noted, however, that the group would be happy to come up with events specific to the Centennial if that is the wish of the Committee.

Vice Chair Crawford asked the Committee's opinion on the location of events.

Ms. Hale proposed asking the library to participate, perhaps by scheduling a month of programming with a Centennial theme, perhaps featuring a speaker. This might have the added benefit of bringing more patrons to the library. Ms. Jean agreed that the education and historical groups are considering involving the library, but pointed out that the event planning group specifically considered events that are City-wide and already scheduled, while smaller events could be

taken on by other groups. She reiterated that the event planning group is open to further suggestion.

Ms. DuMont felt the Committee should project a message of inclusion and diversity, which would gradually increase interest in events throughout the Centennial year.

Mr. Aurelius felt the Committee should “start at the bottom” and propose a budget for the various groups. He asserted that they should look beyond what the City might be able to do for them.

He suggested the event group include the September 11 remembrance ceremony, which has hosted groups of 200 or more individuals since its inception. He also asked if a group is considering producing a Centennial book. It was noted that the Committee has not yet decided if they want to produce a book, and the idea was added to the next meeting’s Agenda.

Ms. Vezina advised that she had requested an estimate of the cost involved in producing a book.

Mr. Aurelius continued that they should consider a historical map of the City. Ms. Mergenhagen pointed out that this is part of the NCIP concept she is planning to take before the Council of Civic Associations.

It was noted that flags and banners would be considered once a logo for the Centennial Celebration is selected. The City would also have to be asked where these banners and flags could be placed. He also added to the hospital idea, proposing that babies could be wrapped in special blankets marked “Born in the 100th Year.”

Mr. Ulmer recalled that the City had produced a walking tour map for the national Bicentennial in 1976. Ms. Mergenhagen requested a copy of this to show the Council as another potential aspect of the NCIP proposal.

Mr. Willey asked if the Committee had agreed to allow Winterfest to be their opening event. Ms. Jean clarified that the individuals in charge of the event had offered this, but there was no contractual agreement to formalize it.

Ms. DuMont noted that the Chamber of Commerce was considering celebrating the families of the City’s pioneering businessmen, and suggested that their “Salute to Business” might be a sanctioned event.

Ms. Jean asked how the Committee would like the event planning group to proceed, as they had expressed some concern with the events the group has listed. She requested that the Committee clarify this group’s task, and asked

whether or not they are comfortable with the event planning group going forward with the events listed thus far.

Motion made by Ms. Payne, seconded by Mr. Ulmer, that the event planning group be authorized for the exploration of “Centennializing” the events on their list, as well as working with the clearinghouse group on how to decide which events are sanctioned and receive the logo.

Mr. Aurelius offered an **amendment** that the September 11 remembrance event and the August 1 “Night Out” be added to the existing list. It was agreed to accept the **amendment** to the **motion**.

Ms. DuMont felt the event planning group should also consider recognition of veterans’ events. It was noted that the existing list can always add events going forward.

Ms. Jean asked that members of other fact-finding groups pass along their input and suggestions to Ms. Vezina’s office, and she could direct these to the event planning group’s attention.

In a voice vote, the **amended motion** carried unanimously.

5. Old Business

It was suggested that groups be allowed to ask other groups to take over some of the proposed events – for example, the “neighborhood history” meetings could be taken on by the historical education group, as it is better suited to this group.

Ms. Vezina asked if all fact-finding groups plan to meet again before the next scheduled Committee meeting, and asked if each group could establish its own meeting time and let her know their schedules.

6. Other Matters of Interest

- **Communications to the City Commission**

None at this time.

There being no further business to come before the Committee at this time, the meeting was adjourned at 5:03 p.m.