

APPROVED
CENTENNIAL CELEBRATION COMMITTEE
MEETING MINUTES
8TH FLOOR CONFERENCE ROOM
100 NORTH ANDREWS AVENUE
FORT LAUDERDALE, FLORIDA
WEDNESDAY, SEPTEMBER 2, 2009 – 3:00 P.M.

Cumulative Attendance

Members	Attendance	Present	Absent
E. Clay Shaw, Chair	P	1	0
Patricia DuMont	P	4	0
Patricia Hale	P	2	0
Dr. Claire Crawford, Vice Chair	P	2	0
Susan Massey McClellan	P	2	0
Peg Buchan	P	2	1
Ina Lee	P	2	0
Lewis Tunnage	P	3	1
Wingate Payne	P	2	0
Birch Willey	P	2	0
Barbara Keith	A	3	2
Jo Ann Medalie	P	4	0
John Aurelius	P	3	1
Stephanie Jean (arr. 3:08)	P	4	0
Donna Mergenhagen (arr. 3:19)	P	4	0
Dennis Ulmer	P	4	0
Beauregard Cummings	P	2	1
Kristina Hebert (arr. 3:06)	P	1	2
Cindi Hutchinson	P	2	1
Mary Rizor	P	3	0
Lisa Scott-Founds (arr. 3:06)	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
Jennifer Picinich, 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 3:02 p.m. It was determined a quorum was present, and roll was called.

Chair Shaw thanked Vice Chair Crawford for chairing the Committee meetings in his absence.

- **Approval of Minutes from August 5, 2009 Meeting**

Motion made by Mr. Aurelius, seconded by Ms. Hutchinson, to approve the minutes of the August 5, 2009 meeting as corrected. In a voice vote, the **motion** carried unanimously.

2. Liaison's Report

- **Public Inquiries**

Ms. Vezina informed the Committee that she had received several emails and phone calls from members of the community, sharing feedback and asking how they can participate in the Celebration. These include people on the mailing list as well as those who had heard of the Committee through word-of-mouth.

She added that she has also received additional names for the mailing list, and will send out a second wave of introductory letters. She invited the members to pass along more names for the list.

- **Contact Database**

Ms. Vezina noted that she has prepared a list of the fact-finding groups and their members, including members' telephone numbers and email. She asked that anyone wishing to be removed from this list or to amend its information let her know.

Chair Shaw advised that the members and groups share information through Ms. Vezina's office, as otherwise information could "fall through the cracks." If an outside group wishes to become involved, he explained, this information should be submitted to the Committee through its liaison.

3. Chairperson's Report

Ms. Hebert and Ms. Scott-Founds joined the meeting at this time (3:06 p.m.).

Chair Shaw advised he hoped to end today's meeting with "a little more direction." He asked that the fact-finding groups' reports be presented in a "bullet point" format for easier reference in the future.

Once these have been presented, he continued, the Committee would go before the City Commission to request a budget. He informed the members that the proposed budget is roughly \$75,000; they could later determine how to build on and increase this amount. He has designated Mr. Aurelius as the Committee's representative on this issue. Chair Shaw concluded that he hoped to bring the budget request before the City Commission in November.

Ms. Jean joined the meeting at this time (3:08 p.m.).

Chair Shaw continued that he has determined each of the fact-finding groups should have a leader. He recommended that the following members lead each of the respective fact-finding groups:

- Event Planning: Ms. Hutchinson
- Involving Children and Schools: Ms. Keith
- Fundraising: Mr. Aurelius
- Marketing: Ms. Lee
- Historic Education: Mr. Willey
- Involving Boards and the Community: Vice Chair Crawford
- Clearinghouse: Ms. Buchan
- Celebrate Neighborhoods: Ms. Mergenhagen
- Creating Legacies: Ms. Payne

Chair Shaw requested more volunteers for the Involving the Community and Clearinghouse groups, as he would like to see greater diversity in both areas. Ms. Buchan volunteered to work with the Community fact-finding group, and Mr. Cummings agreed to work with the Clearinghouse group.

He asked if any of the appointed persons did not wish to serve in a leadership capacity, they should let him know, and he would appoint other members.

4. Old Business: Fact-Finding Group Discussion

Chair Shaw asked that the group members limit themselves to five minutes per presentation.

- **Event Planning**

Ms. Hutchinson reported this group has met two to three times, and has submitted a budget for the "birthday celebration," which would be the New River

Street Dance. She noted as the event approaches, the budget may differ, as they are not entirely sure of the cost of some aspects; however, the group decided that this event would most likely be the most expensive, as it is a separate celebration and is not related to other already existing events. This means the Committee is entirely responsible for promoting the Street Dance.

She continued that the group discussed kicking off the Centennial Celebration with Winterfest 2010 and taking the Celebration from December 2010 to December 2011.

Chair Shaw suggested that Mr. Aurelius consider finding a donor, through the Fundraising group, to underwrite the fireworks for the Street Dance.

- **Involving Children and Schools**

Ms. Hale stated that this group has sought out volunteers to hold “trunk shows” in schools. Significant expenses would include providing coloring books and crayons to accompany these shows. This effort would involve grades K-2.

Ms. Hale continued that a different program, aimed at older students, would be organized around the City’s history. She also proposed inviting local high school bands to march in one of the Celebration parades.

The group is also considering making a list of the 100 most well-known citizens of Fort Lauderdale. Ms. Hale stated they would welcome suggestions from other Committee members. They will work with an outside historian to compile this list.

The greatest expense is expected to be plaques for the 100 most important sites in the City. She noted that brass plaques can be stolen by vandals; there may, however, be other appropriate ways to identify these sites, which include some locations that may already be designated historical sites by the State of Florida.

Chair Shaw proposed allowing the “explore a cemetery” idea to be undertaken by the Historic Education group. Ms. Hale explained that a historian at Nova University is entering information from the cemeteries into a genealogy library, and hopes to volunteer with cemetery tours, which were very popular during Pompano Beach’s recent Centennial.

Chair Shaw encouraged all fact-finding groups to be aware of the role Native Americans played in the City’s history. He also suggested asking students at each school to research the history of their own schools.

Ms. Mergenhagen joined the meeting at this time (3:19 p.m.).

At this time Ms. Vezina introduced new Committee member Lisa Scott-Founds, who was present for her first meeting.

Chair Shaw observed that if one fact-finding group comes up with an idea they feel would be more useful to another group, they should share this information with Ms. Vezina, who can pass it along to the appropriate group.

- **Marketing**

Ms. Lee stated that a group of local public relations, marketing, and advertising experts held their first meeting. They felt the Committee should incorporate “more of the future” in their efforts, which would make the Celebration more relevant to Fort Lauderdale residents. They also suggested adding “...as we move into the future” to the Committee’s mission statement.

The experts agreed the Centennial theme, from a marketing standpoint, should be “100:” for example, 100 sights to see, 100 events, 100 City leaders, 100 reasons to visit Fort Lauderdale. Ms. Lee proposed inviting Willard Scott to the City, as he is known for honoring individuals over 100 years old.

Another strong recommendation was to have media sponsors, such as a television station, the *Sun-Sentinel*, or others. These sponsors could provide funds for marketing that the Committee would be unable to generate on its own. If the Committee decides to pursue this, negotiations should begin soon, Ms. Lee advised.

The marketing experts did not feel it would be cost-effective to produce a Centennial book, such as the one Pompano Beach had compiled. Ms. Lee noted, however, that the designer of the official Super Bowl and Winterfest posters has agreed to create a Centennial poster at no charge.

Chair Shaw agreed that the *Sun-Sentinel* should definitely be considered as the official newspaper of the Centennial Celebration. Ms. Lee added that no television station has been approached for this purpose yet, and they plan to contact nearby stations to determine what can be gained by a particular sponsorship: a sponsor station would be chosen based on “what they give us.”

Mr. Willey advised he had spoken to a television representative from Channel 7 who was interested in participating in the Celebration. Ms. Lee agreed this was a good idea, but felt they should allow all stations the same opportunity to participate before making a recommendation to the full Committee.

Ms. Scott-Founds stated Winterfest will be using Channel 7 regardless, and added that the Boat Parade would have a theme that highlights the Centennial. The date will be December 11, 2010.

Motion made by Ms. Hutchinson, seconded by Ms. Jean, to accept the recommendation from the Marketing fact-finding group to expand the vision statement to “A celebration of Fort Lauderdale’s heritage that promotes awareness of our history and creates lasting legacies as we move into the future.”

Vice Chair Crawford pointed out that the phrase “lasting legacies” made it clear that these would be left for the future. She felt the addition of a “visioning” element would be redundant.

Ms. DuMont felt there had been a good deal of excitement within the Marketing group, and they had felt the addition of the statement would be important to what they are trying to accomplish.

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

Chair Shaw did not feel a motion or recommendation would be necessary to agree on “100” as a theme, agreeing on the poster, or to allow the group to begin to seek an official media sponsor. There was a general consensus among the Committee members on these endeavors.

Ms. Payne suggested the Committee go on record as having selected a “Winterfest-to-Winterfest” event calendar.

Motion made by Ms. Lee, seconded by Ms. Hutchinson, to start the Centennial with Winterfest 2010.

Ms. Mergenhagen proposed the Committee vote to approve the recommended list of events as Ms. Jean had presented at the August 2009 meeting. Chair Shaw, however, warned that this should not be done. Ms. Hutchinson added that she didn’t feel this would be appropriate until each particular festival had expressed interest in participating in the Centennial Celebration.

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

Ms. Lee presented four potential choices for a Centennial Celebration logo, noting that she did not feel the proposed poster should “determine the logo.” She pointed out that the logo would be widely used on letterheads and in advertisements, and may only have a small part in the poster’s design. She added that the choices are simple, easily reproduced, and can be rendered in black and white as well as in color.

Motion made by Mr. Aurelius, seconded by Ms. Payne, to adopt logo C.

Ms. Jean advised the Committee should choose its logo first before suggesting any modifications to its design. Chair Shaw agreed, reminding the Committee that they would be making a recommendation on the logo to the City Commission, who would make the final selection.

Mr. Aurelius asked to **amend** his **motion**, asking Ms. Scott-Founds to send all the prospective logos to the designer of the poster.

Ms. Lee felt the Committee should select two favorite designs, then bring back alternate versions at the next meeting and choose from between them.

Chair Shaw asked if the group agreed on logos A and C. Ms. Medalie pointed out that adding the extra time would be an unnecessary delay and did not feel anything would be gained by delaying the selection further. Mr. Cummings and Ms. Hutchinson agreed with this sentiment. Ms. Hutchinson added that a logo could be an important branding tool for marketing and fundraising and should be selected soon for this reason.

Ms. Medalie proposed giving the City Commission their recommendation for the logo along with a "backup" choice. Ms. Rizor suggested accepting A and C "with modifications," such as whatever they felt should be added or deleted, to the City Commission.

Motion by Ms. Hutchinson, seconded by Ms. Rizor, to add the dates 1911-2011 to design A.

Chair Shaw asked for a show of hands of how many members preferred designs A or C. The vote was 12 for design A, 9 for design C.

Motion made by Ms. Rizor, seconded by Ms. Jean, to select A with modifications and send it to the City Commission. In a voice vote, the **motion** carried 19-1 (Mr. Aurelius dissenting).

- **Historical Education**

Mr. Willey stated this fact-finding group had discussed where and how far they could go in making or seeking commitments from others on behalf of the Committee. He hoped this could be clarified before the end of today's meeting.

He added that they should work closely with the Involve Children and Schools group, such as with the cemetery tour, as there would be some natural overlap between these groups.

The Historical Education group had agreed that the City's history deals with drainage, the farmland the City was originally expected to be, and the concept of

flood control. Mr. Willey proposed contacting a representative of the Discovery Center to make contact with South Florida Water Management, who could establish a major exhibit in the Discovery Center in 2011 about the County's dealing with these historical phases. Another suggestion was setting up a "speakers' bureau," which would visit civic clubs and nonprofit organizations in the community to speak about the City's history.

Mr. Willey added that the group had more questions, including:

- Would the Committee or group set up a separate Centennial website, or would they use the City's website?
- Who could they ask to do pro bono work – for example, could they reach outside the City for this assistance?

He concluded that the Committee could not only reach out to the *Sun-Sentinel*, but they could reach out to the neighborhood newsletters as well, asking them to write about the City's history or offering a "guest column."

Ms. Jean asked if Mr. Willey was suggesting the Committee establish its own website apart from the City's website. Mr. Willey stated this was the question he wished to have answered.

Vice Chair Crawford asked to be appointed to the Historical Education fact-finding group, to which Chair Shaw agreed.

Ms. Jean asked what the Historical Education group wished the Committee to vote on. Mr. Willey explained they wanted to know if they could approach the Discovery Center about setting up a 2011 exhibit. As there were no objections to this idea, the proposal passed by consensus.

Ms. Hale asked if the City would provide the Committee with a web page. Ms. Lee advised the next Marketing group meeting is in mid-September, and she hoped to discuss the idea with that group's experts and make a recommendation.

- **Clearinghouse**

Ms. Buchan advised there was no report at this time.

- **Celebrate Neighborhoods**

Ms. Payne stated this group would like to consider offering neighborhood historical seminars in conjunction with the Historical Society. They would also like a consensus on attending pre-Agenda City Commission meetings to meet with the City's various neighborhood representatives and discuss what the Committee will be doing. They hoped to start this effort in the fall. As there was no objection to this idea, the proposal passed by consensus.

She added that the group also hopes to meet with the Historical Education group to discuss placing historic plaques in the City's parks, discussing the lives and contributions of individuals after whom the parks were named.

- **Create Legacies**

Ms. Payne continued that this group needs a motion to move forward with the idea proposed at the August 2009 meeting, at which it was suggested institutions might offer scholarships to "Centennial babies." This has been done with one university, and the group is requesting authority to contact other institutions as well.

Motion made by Ms. McClellan, seconded by Ms. Buchan, that this group be allowed to write all institutions of higher learning and ask them to offer scholarships to Centennial babies.

Ms. McClellan explained the letters would contact representatives of these institutions with the idea, leaving the amount of the scholarships open so the institution could decide how much they wish to give, or place limits on exactly when the babies are born, among other considerations.

Chair Shaw expressed some concern with the letters' being sent by a fact-finding group, as he felt letters of this nature, even if they are only inquiries, should come from the full Committee.

Ms. McClellan pointed out that the institutions had already been contacted via telephone to gauge their interest, and the interested ones had asked for a letter to formalize the request. She added that Chair Shaw could approve the letter before it is sent.

Chair Shaw felt this item should be tabled until more information was received.

Ms. Payne referred the Committee to the group's handout, asking if there were any suggestions with which the members strongly disagreed. She also requested that the members pass along their pastors' or other religious leaders' names to Ms. Vezina for the introductory letter mailing list.

- **Parks and Hospitals**

Mr. Aurelius stated that he was looking for approval on two issues, one of which is acquiring baby "onesies and twosies" for local hospitals. He observed that Holy Cross hopes to participate, but would like to "tag on" with Broward General. Mr. Aurelius will meet with representatives of Broward General later on in the week,

although he noted that he is “very much opposed to their budget” for the baby clothing, and suggested baby caps or receiving blankets instead.

He added that he needs the authority to move forward with this agreement if that is the Committee’s desire, and needs assistance in the effort. Ms. Buchan offered to attend the meeting as well.

It was noted that the baby clothing would be provided at the hospitals’ expense, and would show the Centennial Celebration logo. The necessary approval, it was clarified, would be to allow the hospitals to use the logo without making a contribution to the Committee.

Ms. Hebert departed the meeting at this time (4:17 p.m.).

Mr. Aurelius continued by showing photographs of an interactive children’s fountain, a version of which could be included in D.C. Alexander Park. He pointed out that the interactive fountain could be installed in another park; he explained he had considered D.C. Alexander Park due to its open space and other amenities. The fountain would have shelters for parents to watch their children play. The cost would be roughly \$1.5 million.

Ms. Lee noted the plan for the Aquatics Complex, which has gone out for RFP, may incorporate D.C. Alexander Park. Mr. Aurelius asked the other members to consider possible alternate sites for an interactive fountain. Ms. Sarver noted that the Committee should explore if there are any deed restrictions that are applicable to that area.

Chair Shaw added that the City Commission should consider creating a Centennial Park.

Mr. Cummings stated the black community is excited about being part of the Centennial Celebration. As he had indicated to the Event Planning group, he advised that in order to get maximum participation from the black community, the Committee will need a good deal of organization, and should make a special effort toward this goal.

5. Other Matters of Interest

Ms. Vezina asked if the members would like any particular information from today’s meeting to be shared with the City Commission.

Ms. Hutchinson asked when the Chair, and other members, will make a presentation to the City Commission. Chair Shaw responded that this would most likely be in November, so budgeting could be discussed as well.

He added that the items the Committee would bring before the City Commission would first go to the Conference Meeting, and would probably be held over for the regular meeting as well.

It was suggested that one course of action would be to “bundle together” as many items as possible and present them at one time.

- **Confirm Date of Next Meeting**

Chair Shaw confirmed the next meeting would be on October 7, 2009, at 3:00 p.m.

There being no further business to come before the Committee at this time, the meeting was adjourned at 4:32 p.m.

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