

**APPROVED
CENTENNIAL CELEBRATION COMMITTEE
MEETING MINUTES
8TH FLOOR CONFERENCE ROOM
100 NORTH ANDREWS AVENUE
FORT LAUDERDALE, FLORIDA
WEDNESDAY, OCTOBER 7, 2009 – 3:00 P.M.**

Cumulative Attendance

Members	Attendance	Present	Absent
E. Clay Shaw, Chair	A	1	1
Dr. Claire Crawford, Vice Chair	A	2	1
Patricia DuMont	P	5	0
Patricia Hale	P	3	0
Susan Massey McClellan	A	2	1
Peg Buchan	P	3	1
Ina Lee	A	2	1
Lewis Tunnage	P	4	1
Wingate Payne	P	3	0
Birch Willey	P	3	0
Barbara Keith	P	4	2
Jo Ann Medalie	P	5	0
John Aurelius	P	4	1
Stephanie Jean	A	4	1
Donna Mergenhagen	P	5	0
Dennis Ulmer	P	5	0
Beauregard Cummings	A	2	2
Kristina Hebert	A	1	3
Cindi Hutchinson	P	3	1
Mary Rizor	P	4	0
Lisa Scott-Founds	P	2	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
Jennifer Picinich, Recording Secretary, Prototype, Inc.

Communications to City Commission

- Permission to participate in pre-Agenda meetings in each Commission District to advise residents of the upcoming Centennial Celebration and solicit resident feedback;

- Make WaterWorks 2011 a central theme of any Earth Day celebrations that the City organizes in 2011.

1. Call to Order

- **Roll Call**

The meeting was called to order at 3:03 p.m. Roll was called and it was determined a quorum was present.

- **Temporary Elections**

In the absence of Chair Shaw and Vice Chair Crawford, the Committee elected a temporary Chair for this meeting only.

Motion made by Ms. Hutchinson, seconded by Ms. Buchan, nominating John Aurelius as temporary Chair for this meeting. In a voice vote, the **motion** carried unanimously.

- **Approval of Minutes from September 2, 2009 Meeting**

Mr. Aurelius reported that the Committee is now to use the same procedures as used by the City Commission in their meetings.

Motion made by Ms. Keith, seconded by Ms. Hutchinson, to approve the Agenda of the October 7, 2009 meeting. In a voice vote, the **motion** carried unanimously.

Motion made by Ms. Hutchinson, seconded by Ms. Rizor, to approve the minutes of the September 2, 2009 meeting. In a voice vote, the **motion** carried unanimously.

2. Liaison's Report

- **Logo**

Ms. Vezina advised that the logo was approved by the City Commission at their recent Conference Agenda meeting. She asked if the Committee would like her to create a letterhead featuring this logo.

Motion made by Ms. Rizor, seconded by Ms. Hutchinson, to authorize Ms. Vezina to prepare stationery featuring the new logo. In a voice vote, the **motion** carried unanimously.

It was noted that the earliest time the Committee could appear on a City Commission meeting Agenda to present a report and submit a budget would be

December 1 or December 15, 2009. The Committee would then have its November meeting, in addition to today's meeting, to finalize information and send it to the City Commission.

Motion made by Mr. Willey, seconded by Mr. Ulmer, that the Committee try to get on the December 1, 2009 City Commission Agenda. In a voice vote, the **motion** carried unanimously.

3. Old Business

- **Fact-Finding Group Discussions**
 - **Create legacies**

Ms. Payne stated the group would like to know if they are "going in the right direction" with regard to their proposed legacies.

She advised that Ms. Buchan has worked on procuring signature lighting for the 17th Street Bridge. The project is financially reasonable, and there is a possibility it can be extended to other bridges as well. Ms. Buchan explained that she wished to know if there is Committee interest in the project before scheduling a meeting with FDOT and other potential participants.

Ms. Mergenhagen pointed out that the bridge is "the gateway to our city," and other groups, such as the marine industry, might be able to contribute toward the project.

Other potential events include honoring citizens with March 27 birthdays at the street dance, and commissioning wooden plaques for all legacy projects. Ms. Payne stated that an individual had volunteered to design these plaques, although the Committee would need to determine the cost of the materials if there is interest in establishing a "Legacy Wall." This would feature plaques for all the projects that honor the Centennial, possibly at a public site in City Hall.

Mr. Aurelius felt it was a good idea, but encouraged the Committee to place this idea "on the back burner" while working on the development of other projects.

He continued that they should begin setting deadlines, establishing final costs, and "get[ting] some things done," as the Committee still needs stronger direction and does not yet know where all its funding will come from.

Ms. Buchan stated they could determine a budget for the 17th Street Bridge project, then approach special interest groups, such as the marine industry, and ask that they help fund the project.

Ms. Hutchinson asked if the fundraising group would be responsible for raising money for the bridge project, or if they would instead approach various outside entities to fund the project. She felt the legacy group could first learn what the project would cost, and the Committee would proceed from that point. Mr. Aurelius suggested that the group bring a report with exact costs to the next meeting. Ms. Buchan pointed out that these costs cannot be determined until there is a design.

She explained that the group to be assembled for the project includes FDOT, the City, lighting engineers, and individuals involved in constructing the bridge.

Ms. DuMont pointed out that bridges can be “signature landmarks for cities,” and she felt it would be worth learning more about the project’s specifications.

Mr. Willey felt it is important to determine the costs of various projects so the fundraising group will know how much they should attempt to raise. They would then establish who should be asked to contribute to the individual projects.

Ms. Payne recalled that the idea of a City history book had been rejected, and asked if any interest remained in publishing a book specifically about the Centennial. Ms. DuMont clarified that the marketing group had terminated the idea of a book because they ultimately felt Committee funds were better spent elsewhere.

Mr. Aurelius stated that he was in touch with an individual who wrote histories, and who had sent samples of his work to Chair Shaw and to Mr. Aurelius. Ms. Vezina clarified that Chair Shaw had asked the individual to set out a proposal, which would come to the Committee and ultimately to the Mayor. Mr. Aurelius offered to follow up on this issue.

Ms. Vezina added that books of this nature are typically in the \$40 range, and Chair Shaw had felt there might be a need to subsidize the books if the Committee went forward with the idea. Ms. Mergenhagen noted that there are “a number of Fort Lauderdale books” available in the \$25 range, which many people consider expensive. She pointed out as well that a book would most likely cost up to \$50, which she did not feel was reasonable in the current economy.

Mr. Aurelius concluded the Committee should approach “the best we have” with regard to existing books about the City’s history to learn if a “Centennial edition” could be republished, perhaps with additional material. Ms. Mergenhagen offered to research what this project would involve.

Ms. Buchan added that the book does not need to be a hardcover, and should be more than “just a history book,” but should include Centennial themes, such as the “100” theme proposed at an earlier meeting.

Ms. Payne continued that the biggest legacy item proposal was for universal wi-fi throughout the City. She acknowledged that this was a very expensive proposal, although Ms. Medalie pointed out that it could be done "in small ways." She emphasized the importance of such a feature to the City's tourist community, and noted that cities such as Hollywood and Orlando, FL, have undertaken projects of this nature.

Mr. Ulmer advised that cities who have completed these projects have found it to be problematic with regard to upgrading and other technological expenses. Mr. Aurelius suggested that the project might be feasible in "certain park settings," such as Centennial and other Downtown area parks.

Ms. Payne stated the group has discussed partnering with the Convention Visitors Bureau (CVB) regarding an iPhone application that is underway, which would assist visitors in locating tourist destinations throughout the City. The proposal is to include historic sites as part of the application. Another proposition is to print a map of historic sites for visitors as well as residents.

Ms. Scott-Founds stated that the County plans to be one of the first in the nation to participate in an application of this nature.

She concluded that the group would like to urge the City to focus its Earth Day celebration on the upcoming Waterworks 2011 project, which will "[celebrate] \$700 million worth of water and sewer lines."

Ms. Medalie noted that the bridge at Riverwalk "looks like a gator," and felt a more whimsical project, such as painting this bridge, could also be a project.

Mr. Aurelius pointed out that if approval could not be obtained from the railroad that owns this bridge, the Andrews Bridge is of similar design and would require only County approval. He suggested that the Broward County Alumni Club might be interested in participating. Ms. Rizor proposed asking various alumni groups in the City to consider taking on similar projects for other bridges.

- **Celebrate Neighborhoods**

Ms. Mergenhagen stated the group would like to share six items with the Committee, four of which would require consensus.

She noted the group would like to attend the City Commission's pre-Agenda meetings to provide an update and learn what neighborhoods would like to participate in for the Centennial. There was no objection to this proposal.

She continued that the Council of Fort Lauderdale Civic Associations would like Chair Shaw to discuss Centennial plans with that organization.

The list of prospective historical sites to receive a plaque for the Centennial has been completed, and a cost of \$6000 is projected. The group asked for a consensus on this project, and that it be added to the Committee's budget. These would explain any historic names or groups associated with a particular park, such as Solomon Warfield, for example. They would be placed in a secure location at each site.

Mr. Aurelius requested that a member of the group put together a final written proposal for the plaques, including the names, what information will be included, and the final cost.

Ms. Mergenhagen stated the group would like to request an RFP to employ a part-time historian, projected to work 20 hours per week, to assist in neighborhood research. This idea was proposed by the Council of Civic Associations, who had asked that the Committee assist with their historical research, and from a discussion with the Trailblazers, who have already hired such an assistant but "would appreciate additional resource." She noted that the group had come away with the impression that the Historical Society is becoming "overrun" with individual requests for research. The projected cost of this assistant would be \$25,000.

Ms. Hutchinson pointed out that there is a City Historian, and added that perhaps the Committee could capitalize on this resource so their fundraising would not go toward paying for a historian.

Ms. Payne explained that the Historian's contract divides her time equally between the City and the Historical Society; her City time is allocated to planning and zoning needs and historic preservation. She did not believe the Historian would have additional time to spend working with the Committee.

She continued that the Committee's work seems to be "missing historical content," and while she could contribute some work in this area, additional help would be necessary. It was believed that the proposed funds could go toward employing another historian, to be physically based within the Historical Society, who could help the Committee arrange the necessary content for the proposed trunk shows, coloring books, and other suggestions that require historical content.

Mr. Aurelius noted that this was more of an overall project than one aimed specifically at neighborhoods. Ms. Mergenhagen added that a potential challenge to this suggestion would be deciding who a second historian worked for, and

what reception they would be given by the Historical Society with regard to “access and working environment.”

Ms. Hutchinson pointed out that there is another historian, Susan Gillis, who works with the City and could be able to assist. She agreed that basing an individual within the Historical Society could mean he or she would take on duties other than those needed for the Centennial.

Mr. Ulmer advised that the City Commission had already turned down the Committee’s request for an executive director, and was unsure of how they might view the request to hire a historian.

Ms. Mergenhagen stated if the Committee feels the idea has merit, the group will spell out a more detailed job description and a timeline for performance.

Mr. Willey recommended putting together an “outreach committee” composed of people in the community with historical expertise who might be able to help with research. It would be similar to the coalition of experts that have been assembled to help the marketing committee.

Ms. Payne suggested that each group send Ms. Vezina a list of the historical aspects each group has touched on, such as ideas for coloring books or speakers.

- **Marketing plan**

Ms. Scott-Founds reported that Gary Bittner is working on a plan for this group, expected to be complete for presentation by the November meeting. The marketing group will also need to meet with the event planning group.

She continued that “some specific media” are interested in assisting with the event, but the group decided it would be best to open up availability to all media. Mr. Bittner is working on an RFP to determine the level of interest and maximize the marketing exposure of the Centennial.

The City website will be the main site for interested individuals to go to, and a link to the Centennial website will be installed on that page.

With regard to “sanctioned” events throughout the year, the marketing group has considered “100 events” between Winterfest 2010 and the planned street dance. This would include small events, such as cocktails or luncheons.

She asked the group for a collective opinion on calling festivities City or Broward events. The general consensus was for City events. Ms. Buchan proposed that this be a tie-in for sanctioned events.

Ms. Scott-Founds continued that the Super Bowl poster will be unveiled on November 17, 2009, and the marketing group will pass along some ideas for the artist to include in a Centennial-themed poster at that time.

She concluded that events would begin with Winterfest 2010, which will unveil the poster in September or October 2010; in addition, a Centennial will be celebrated by the Seminole Tribe in July 2011. The Tribe is hoping to work with the Committee on joint events.

- **Event planning**

Ms. Hutchinson recalled that at the September meeting, the group had proposed guidelines for the sanctioning of Centennial events, and distributed copies of these. The group has also developed an application for sanctioned events, to be run through the City's Special Events Office.

The group is hoping to put together a smaller group that will go through these applications and bring them back to the Committee for presentation and recommendation. She advised this group would address events only, excluding school activities. The criteria include proof of performance and submission of copies of advertising for an event.

Motion made by Mr. Willey, seconded by Ms. Rizor, to approve the guidelines and application for sanctioned events. In a voice vote, the **motion** carried unanimously.

She confirmed that events such as Starlight Musicals and Jazz Brunch could be included. Homeowners' groups could also sponsor sanctioned events if they filled out an application. Ms. Buchan noted that some such groups might want to have "mini-bration" events, perhaps hosted by Brownie troops or book clubs, that would also want to count as events but would not want to follow the "more stringent" City guidelines.

- **Fundraising**

Mr. Aurelius stated that a budget of roughly \$400,000, subject to adjustments, has been established; if the groups could bring budgets to next month's meeting, it could be possible to clarify the budget further.

He added that this group is "without direction" until budgets have been submitted; they also hope to coordinate more closely with the marketing and event planning groups, who could provide additional guidance. Ms. Hutchinson proposed a meeting of these three groups.

He asked Ms. Vezina when the logo would be unveiled. Ms. Vezina recalled that Ms. Lee may have some suggestions for how this could be done.

- **Involve children/schools**

Ms. Hale stated that there will be tours of “the two old cemeteries,” as well as walking tours of Old Fort Lauderdale and the Riverwalk area. A trolley tour was recommended for District 3.

She requested suggestions from the Committee regarding 100 “personalities” from the community who helped make the City what it is today. Mr. Aurelius encouraged the Committee to “walk different areas” of the City and contribute prospective names. Ms. Hutchinson proposed making this request through a press release, as newspapers could increase awareness of the Committee. Ms. Hale felt it could be paired with the unveiling of the logo.

Mr. Aurelius asked that a paragraph be written regarding the request of names, so it could be used “in whatever format we want,” such as a letter or a news release.

Ms. Hale continued that the street parties could invite local high school marching bands, and the jazz bands could participate in the SunTrust Sunday Jazz Concerts.

Ms. Hale continued that the trunk shows could be held at up to 24 schools, which meant they would need approximately \$8,000-\$10,000 for student activity puzzle books, or coloring books and crayons. The exact cost has not yet been determined, but Ms. Hale pointed out that they would look to the City for assistance with the illustrations and creating the activity books.

It was also noted that the Committee might need to underwrite the cost of busing high school students to neighborhood events if they participate.

Ms. Hale concluded that it is imperative for there to be “some Indian representation” in this group, such as inviting members of local Tribes to participate in trunk shows.

Mr. Aurelius asked Ms. Singh if money might be available from the “recycling corps” to go toward creation of the coloring books.

- **Historical education**

Mr. Willey stated he has an appointment with an individual at the museum to learn whether an event can be arranged with South Florida Water Management and the Museum of Discovery and Science. This could include a history of the

Everglades and a focus on the drainage system. Such an event could be arranged by either entity and become a sanctioned event, so the Committee would not have to fund it.

The historical and school groups will work jointly on setting up cemetery tours, Mr. Willey continued, noting that he has a script for Evergreen Cemetery. The Historical Society may also be able to assist.

The biggest responsibility would be establishing a “speakers’ bureau,” which would be advertised through the marketing group and would feature speakers to visit churches, schools, City clubs, and other organizations to give short presentations on the City’s history. Another idea would be a list of interesting sites and short stories that would “go with the sites.” A contest for site-related short stories was suggested.

He concluded that the projects should “roll out” all the history together to provide a general concept of the City, so it would not be presented along separate lines. Ms. Keith added that the Seminole Tribe should be included in this consideration as well.

- **Other**

Ms. Hale suggested not only planning to feature babies born in 2011, but celebrating people who will turn 100 years old in 2011.

Ms. Rizer stated she had spoken with Frank Herhold, Executive Director of the Marine Industries Association of South Florida, with regard to featuring “one boat from each District in the City.” She explained Mr. Herhold needs a written request to secure these vessels.

Ms. Buchan proposed sanctioning 100 “products” – such as the official dry cleaners or the official law firm – and charging each such entity \$2500 for this title. This would raise \$250,000 for the Centennial. Mr. Aurelius agreed to take this idea to the City Attorney.

4. New Business

There was no new business at this time.

5. Other Matters of Interest

- **Communications to the City Commission**

Ms. Payne stated she would like to suggest two items in this category:

- Asking permission to appear at the pre-Agenda meetings; and

- Directing the City Staff to make WaterWorks the theme of this year's Earth Day.

Ms. Vezina recommended that the second suggestion specify Earth Day rather than the Green Expo, as it is not known if the Green Expo will continue in the future.

Russell Weaver, private citizen, noted that "Sister Cities" will celebrate its 50th anniversary when Fort Lauderdale was celebrating its Centennial, and asked if the Committee would consider participating in the Sister Cities celebration. Mr. Aurelius invited Mr. Weaver to consider becoming a Centennial sponsor.

Jorg Hruschka, private citizen, stated that community services organizations that have long been part of the Fort Lauderdale community, such as the Lions and Rotary Clubs, might wish to participate in the Centennial as well. Mr. Aurelius stated the Committee may want to work with these organizations on events.

- **Confirm date of next meeting**

Mr. Aurelius observed that Committee meetings seem to last one and a half hours at the least, and advised members to plan their time accordingly.

The next meeting is scheduled for November 4, 2009.

Ms. Vezina stated that a plan, budget, and prospective timeline should be submitted by October 26, 2009, in order to distribute this information for review before the November 4 meeting.

There being no further business to come before the Committee at this time, the meeting was adjourned at 4:43 p.m.

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