

APPROVED
CENTENNIAL CELEBRATION COMMITTEE
MEETING MINUTES
8TH FLOOR CONFERENCE ROOM
100 NORTH ANDREWS AVENUE
FORT LAUDERDALE, FLORIDA
WEDNESDAY, NOVEMBER 4, 2009 – 3:00 P.M.

Cumulative Attendance

Members	Attendance	Present	Absent
E. Clay Shaw, Chair	P	2	1
Dr. Claire Crawford, Vice Chair	P	3	1
Patricia DuMont	P	6	0
Patricia Hale	P	4	0
Susan Massey McClellan	A	2	2
Peg Buchan	A	3	2
Ina Lee	P	3	1
Lewis Tunnage	P	5	1
Wingate Payne	P	4	0
Birch Willey	P	4	0
Barbara Keith	P	5	2
Jo Ann Medalie	P	6	0
John Aurelius (arr. 3:18)	P	5	1
Stephanie Jean	A	4	2
Donna Mergenhagen	P	6	0
Dennis Ulmer	P	6	0
Beauregard Cummings	A	2	3
Kristina Hebert	A	1	4
Cindi Hutchinson	P	4	1
Mary Rizor	A	4	1
Lisa Scott-Founds	A	2	1

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
Susan Molnar, Parks & Recreation Department
Jennifer Picinich, Recording Secretary, Prototype, Inc.

Communications to the City Commission

None at this time.

1. Call to Order

- **Roll Call**

Chair Shaw called the meeting to order at 3:05 p.m. Roll was called and it was determined a quorum was present.

Chair Shaw commended the Committee on the recommendations generated by the fact-finding groups, stating they had “come a long way” in his absence.

- **Approval of Minutes from October 7, 2009 Meeting**

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

2. **Old Business**

- **Fact-Finding Group Discussion**
 - **Historical Education**

Ms. Keith made copies available of a local video on the Stranahan House, and advised Channel 2, who had produced the video, would be “very interested” in working with the Committee on the City’s history. Mr. Willey agreed the video was very well done.

Chair Shaw asked what the production cost might be for a video of this nature. Ms. Keith explained Channel 2 requests the names of potential donors who might be willing to contribute toward the cost, and then request the donations themselves. She noted the finished product would require “at least \$80,000 on each side” for a total cost of \$160,000; the Committee would be expected to raise the other half of the funding.

She felt a video would “go a long way” toward helping promote historical education in the City. A film of the City’s history would require more research than Stranahan house. Ms. Keith noted Channel 2 did the research themselves, in part through the Historical Society, and put the final video together.

Ms. Hale asked if the price would be greater since a video about the City would be a more extensive project. Ms. Keith advised she could not answer this. She noted, however, that the DVD on Stranahan House was somewhat “more extensive” than the one shown on local television, with an additional segment devoted to the home’s architecture.

- **Event Planning**

Ms. Hutchinson stated this group was beginning to fill in the calendar with events that will hopefully be sanctioned. They are attempting to fulfill an idea proposed by the Marketing Group, which is "100 Events in 100 Days." They hope a media sponsor, such as the *Sun-Sentinel*, might be willing to provide a small blurb in the newspaper about each day's event. She noted 100 days will pass between the 2010 Boat Parade, which kicks off the Centennial Celebration, and the City's birthday party on March 27, 2011.

She explained that they will not reach out to sanction events until 2010. Sanctioned events will be able to use the logo, and must promote their event as a Centennial event; the logo must be used for any media tie-ins. A follow-up will be required within 30 days of each event to ensure the group achieved what it said it would.

Chair Shaw proposed that the group's recommendations add the phrase "widely attended" after "family friendly," and alter wording slightly to read "to be considered for sanction" as a City event. This would ensure that sanctioning is not considered automatic, he explained.

Ms. Hutchinson continued the group felt they should stay away from "cause-related" events, such as events promoting awareness of health issues, out of concern that if one group's event is sanctioned but another is not, it could create a rift in the community.

She noted that Volunteer Broward holds an annual event that allows non-profit organizations to garner volunteers; the group is considering sanctioning this event, and encouraging them to hold the 2011 event at Holiday Park. This would serve as a venue for the "cause-related" groups to participate in the Centennial.

Ms. Lee suggested the New River Street Dance change its name so it is "more Centennial." She offered to have the Marketing Group come up with suggestions. Chair Shaw pointed out, however, that this name has historic significance.

Ms. Lee proposed adding a Centennial-themed tagline to this name. Ms. Molnar felt a compromise might be the "New River Centennial Street Dance."

- **Create Legacies**

Ms. Payne explained this group is also working on a sanctioning form; in order to avoid prospective conflicts with the Event Planning group, they are calling this an Official Registry. She distributed copies to the Committee, stating further suggestions would be welcome. The form is intended for smaller events as well as large community events.

Ms. Lee observed that the form seemed “too busy,” and recommended that it be simplified. She agreed to share it with the Marketing group and provide feedback.

Ms. Payne continued that the group is continuing to work on the “gator bridge,” as well as the signature bridge lighting. She informed the Committee that the City’s Planning Department may have the proposed driving maps complete before the beginning of 2010; these would stem from A1A’s designation as a Scenic Highway, and would include historical sites along that route. Other maps would steer visitors toward historical sites in African-American neighborhoods. Ms. Payne explained these maps could also be posted on the City website in printable format.

The previously discussed legacy plaques are still under consideration, as the individual who would be responsible for them felt hand-painting 100 plaques might be more work than he could assume. Ms. Payne felt the Committee could find another way of recognizing a group’s participation in the Centennial.

She advised they would bring back a simplified Registry form to the next meeting, as well as further information regarding the “gator bridge” and signature bridge lighting. One proposal the group had received regarding the lighted bridge suggested completing this by Winterfest; Ms. Payne raised the idea of filing a 501C-3 foundation that would “collect the money and handle the bidding process,” as well as facilitate some marketing and fundraising activities.

Chair Shaw felt the Mayor might be able to help the Committee with this endeavor. Ms. Payne stated the lighted bridge could serve as an impressive “gateway to Fort Lauderdale.” The budget for similar projects ranges from \$80,000-\$100,000.

Vice Chair Crawford observed the Broward Cultural Council had had renderings done years ago of lighting projects such as this, and pointed out that they had been “massively expensive.” Ms. Medalie noted there was a possibility of using solar power.

- **Celebrate Neighborhoods**

Ms. Mergenhagen reminded the Committee there had been three “action items” discussed at the previous meeting. One of these was to create a job description for a part-time historian, which she distributed to the members. She noted Ms. Payne had made the description “inclusive” as well as made sure the individual would serve as a resource for the various fact-finding groups.

Another item was the submission of an estimated cost for this part-time historian, which would be based on the current salary of the City historian. Ms. Mergenhagen explained she had not taken into account that the City historian

had a “fully loaded” salary, which made the proposed cost slightly less than the amount quoted.

The group had also suggested that they would like to look for “other formats” through which they could engage individuals and neighborhood activists to participate in Centennial events. One idea had been to attend each of the City Commissioners’ pre-Agenda meetings. Group members had made this request, and the City Commissioners had agreed. Ms. Mergenhagen explained they would like a “bullet list” or set of talking points to take to each meeting, so the same information is communicated to each group of residents and nothing results in “poor timing for the marketing effort.” The open invitation offered by the City Commissioners would be for the December pre-Agenda meetings.

She advised she is looking for a “five-minute” introduction to the Committee’s work.

Ms. Lee did not feel any such presentations should be made until the Committee had made its first formal presentation to the City Commission, as they would not want to “deflate” any of its excitement. She added an initial press release should also precede talking points such as these.

Mr. Ulmer asked whom the part-time historian would work for. Ms. Mergenhagen replied the group felt it is appropriate that this person report to the Chair; each group could “define what they wanted” from this individual within the limited resources available. She estimated the job could be accomplished with roughly 20 hours per week over a 12-month period.

Ms. Payne stated the intent would be for the historian to meet with each fact-finding group and determine a timeline by which specific goals and accomplishments could be met. She advised that Sue Gillis, a local historian, would be willing to take on this position for \$25/hour; another Broward County historian has expressed interest, although he is based out-of-state.

She concluded that a historian would provide the groups with “a funnel through which we can direct our requests for information,” and to ensure all groups share common information.

Chair Shaw asked how the qualifications of a historian are determined. Ms. Payne noted only a job outline had been completed, but qualifications could be requested as well. She pointed out that they should not be overly limiting in these criteria, however.

Chair Shaw asked if this responsibility might be assumed by the Historical Society. Ms. Payne explained this organization does not have sufficient staff, as their sole historian is already under contract with the City and is very busy.

She added that the Historical Society would have access to old newspaper information, but while it is available on microfiche, this is not a searchable format. While the Historical Society has “voluminous files,” accessing these records can be difficult.

Vice Chair Crawford observed that the Historical Society charges the public \$50/hour to do research, and the lower fees proposed by local historians seemed “generous.” She asked if consideration had been given to providing supplies and mileage for a part-time historian.

It was asked whether the prospective historian would be made available to the neighborhoods, as well as to other groups, such as the Trailblazers. This is a reason why the job description includes “assist community groups in their research related to the Centennial.”

Ms. Mergenhagen requested that each fact-finding group determine for itself whether it has a need for the assistance of a historian. She noted while it may be “unrealistic” to believe the Committee could provide someone in this capacity, it might also be possible to further refine the job description.

Vice Chair Crawford felt without someone in this position, it would be difficult for the Committee’s efforts to contain significant historical content. Mr. Willey agreed it would be difficult to assemble the speakers’ bureau, or the school visits, without a participant who can “pull together” information from 1964 to the present, as information from this more recent time period is less likely to be grouped together in a single source.

Ms. Mergenhagen concluded the neighborhood group’s third action item was the possibility of a book, and asked if any existing books could be “extended” to cover more contemporary subjects. She cited a publisher who is willing to issue a Centennial edition of a publication, although it would involve additional research, as well as other individuals who might wish to participate in the publication of a “hardcover showpiece.”

Ms. Lee recalled that the Marketing Group had found production of a book to be “not cost-effective.”

- **Marketing**

Ms. Lee advised this group is “very close to finalizing the marketing plan,” and is meeting with the *Sun-Sentinel* to discuss the possibility of their being the official newspaper of the Centennial. Letters are also being sent to local television stations, and the group is scheduling a lunch meeting with representatives of the artist who will create the official poster.

Some of the experts assisting the Marketing group are putting together a fundraising package, and will pass it along to that group when it is finished. The group has also submitted a budget to Ms. Vezina, which will include postcard mailings, brochures, banners, and other outreach or visual elements.

The Marketing group is also working with the Event Planning group on “100 Events in 100 Days,” as this will generate media attention and concentration.

- **Fundraising**

Mr. Aurelius confirmed that this group is still having some difficulty “figuring out where we’re going,” and asked one of the experts assisting the group, Jan Beth Idelman, to provide more information to the Committee.

Ms. Idelman explained she had met with the proprietor of a graphics firm, who is assisting with the Marketing group as well; he and his designer are working on a proposal for the previously mentioned fundraising packet. The design of a packet is estimated to cost \$1750; printing 100 of these packets would cost roughly \$1000, and 500 packets would cost just over \$2500. A spiral-bound packet is recommended, which would tell the Committee’s “marketing story” and list levels of sponsorships the Fundraising group might request.

She added research has been done on cities that have recently celebrated their own Centennials, such as Huntington Beach. Ms. Idelman is attempting to reach out to this city to learn what was or was not a success. They plan to put together a recommendation and present it at the next Committee meeting.

She asked if the Committee would like to approve the expense of putting together a fundraising packet. Ms. Lee pointed out, however, that she had not realized this would be an expense, as most other members of the marketing coalition were donating their services.

She added that the Marketing group had wanted to print folders with the Centennial logo on it for every Committee member, and would proceed with this through the City’s printing resource. The spiral-bound packet would “go in the folder.”

Mr. Aurelius asked that Ms. Idelman obtain prices on both the proposed packet and folder, to be presented for formal approval at the next meeting.

He added that many of the items discussed would have to be “self-sustained,” as the City cannot be expected to come up with a budget for all suggested expenses. He noted the Committee would have to develop its own revenues, whether from sponsorships, donations, or other sources.

Ms. Lee explained there has been some thought of “100 sponsors at \$1000 each” as an overall campaign. This would be in addition to seeking larger, corporate sponsors.

3. New Business

- **Recommendations to City Commission**
 - **Plan**
 - **Budget**
 - **Presentation to City Commission**

Chair Shaw asked if the Committee is prepared to go before the City Commission, and whether they should present a formalized plan, or simply provide an update on the Committee’s direction.

Ms. Lee advised this presentation would be the Committee’s first public appearance, and they should address the forum in a creative manner with “a little pizzazz to it.” She suggested they make sure the presentation is entirely in order before addressing the City Commission, and that they “don’t rush it.”

Ms. Hutchinson agreed, pointing out that while they seemed to be “rushing toward” December as the date for this presentation, they might not be entirely prepared before the new year. Ms. Idelman agreed, stating that in December, attention might be focused elsewhere by the holidays, but “starting fresh” in the new year could be a more logical step.

Motion made by Mr. Aurelius, seconded by Ms. Hutchinson, that, subject to reconsideration at a future meeting, the Committee shoot for the second City Commission meeting in January 2010 [to present to the City Commission].

Chair Shaw noted that there was a consensus among the members, and a motion was not necessary. Mr. Aurelius withdrew his **motion** accordingly.

Ms. Vezina advised she had put together a plan and budget, as agreed upon by consensus at the October 2009 meeting; however, she agreed they should wait until the Committee’s ideas were “firmed up” and they had determined a course of action. She added that the budget may not make sense to all members, and invited them to call her office if they had questions regarding this document.

4. Other Matters of Interest

- **Communications to the City Commission**

None at this time.

- **Confirm Date of Next Meeting**

It was noted the next Committee meeting is scheduled for December 2, 2009.

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

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