

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

**Cumulative Attendance**

<b>Members</b>	<b>Attendance</b>	<b>Present</b>	<b>Absent</b>
E. Clay Shaw, Chair	P	3	1
Dr. Claire Crawford, Vice Chair	P	4	1
Patricia DuMont	P	7	0
Patricia Hale	P	5	0
Peg Buchan	P	4	2
Ina Lee	P	4	1
Lewis Tunnage	A	5	2
Wingate Payne	P	5	0
Birch Willey	A	4	1
Barbara Keith	P	6	2
Jo Ann Medalie	A	6	1
John Aurelius (arr. 3:12)	P	6	1
Stephanie Jean	A	4	3
Donna Mergenhagen	P	7	0
Dennis Ulmer	P	7	0
Beauregard Cummings	A	2	4
Cindi Hutchinson	P	5	1
Mary Rizor	A	4	2
Lisa Scott-Founds	A	2	2
Sandra Casteel	P	1	0

As of this date, there are currently 20 members appointed to the Committee, which means 11 would constitute a quorum.

**Staff**

Shannon Vezina, Staff Liaison, Public Information Department  
 Jennifer Picinich, Recording Secretary, Prototype, Inc.

**Communications to City Commission**

None at this time.

**Call to Order**

Chair Shaw called the meeting to order at 3:04 p.m. Roll was called and it was determined a quorum was present.

- **Approval of Minutes from November 4, 2009 Meeting**

**Motion** made by Ms. Hutchinson, seconded by Ms. Keith, to approve the minutes of the November 4, 2009 meeting. In a voice vote, the **motion** carried unanimously.

### **Liaison Report**

- **Committee Member Update**

Chair Shaw welcomed new Committee member Sandra Casteel. Ms. Casteel is a longtime resident of Fort Lauderdale and formerly served on City Court with the Chairman. She was appointed to the Committee by Commissioner Romney Rogers.

Ms. Vezina noted there is a remaining vacant seat on the Committee, which will be filled by an appointment from the Mayor.

### **Old Business**

- **Fact-Finding Group Discussion**
  - **Marketing**

Ms. Lee distributed a draft of the marketing plan, which was created by the marketing group with the aid of Gary Bittner. It lists the messages promoted by the Centennial, target audiences of events, calendar of events, press information kit, City Staff participation, publicity, printed and promotional materials, and other components. She requested that the members read the plan at their leisure and provide feedback at the next scheduled meeting.

She identified two "critical issues," one of which is the media component, which must be "solidified" before the sponsorship package is complete. Ms. Lee met with the Community Sales Partnership Manager of the *Sun-Sentinel*, and explained that the Committee would have to go "higher up" at the newspaper to prevent being treated like "any other nonprofit entity," which would cost funds for which the Committee has not budgeted. She concluded that reaching a higher authority at the *Sun-Sentinel* would be "beyond the purview of the marketing coalition."

She concluded that once business has been completed with the newspaper, the marketing group will communicate with a television station as well. Ms. Lee explained she would like the *Sun-Sentinel* to work with the Committee in a

manner similar to their arrangement with Winterfest, for whom the newspaper was a major sponsor for several years. She proposed running a quarter-page ad each week for Centennial events, and a half- or full-page ad at the end of the Celebration, thanking its participants.

Mr. Aurelius joined the meeting at this time (3:12 p.m.).

Chair Shaw advised putting together a formal written request and asking the Mayor to meet with a senior member of the newspaper's management. Ms. Keith added that in 2001, the *Sun-Sentinel* had given a full-page ad each month for the Centennial of the Stranahan House at no charge.

Jan Beth Idelman, guest, suggested that the Committee would accept remnant space for ads if they were guaranteed a certain number of them. This would allow the Committee to inform sponsors that they would be mentioned, and would come at no cost to the newspaper. Chair Shaw recommended listing a calendar of events in ads.

Vice Chair Crawford recalled that the *Sun-Sentinel* had provided several weeks' worth of space for the Historical Society "couched under the education program." She suggested if the ads were of an educational nature, perhaps with a "today in our history" theme, consideration for these grant funds might be available. Ms. Lee felt the *Sun-Sentinel* itself could inform the Committee of "how to make it happen."

Ms. Mergenhagen noted there is a sales opportunity for the *Sun-Sentinel* once they realize they may benefit from a partnership with the Committee. Ms. Buchan agreed one possibility might allow them the space to note what the newspaper has done over the years.

Ms. Lee continued that the marketing group had met with representatives from the poster's artist, and stated they are "completely on board." She explained they need a "history of Fort Lauderdale book" as quickly as possible. Vice Chair Crawford agreed to provide the group with a book. The poster will be unveiled in September 2010, and the representatives are interested in meeting with the Museum of Art to set up a show.

Ms. Lee asked that Ms. Idelman inform the Committee regarding her meeting with Mark Budwig. Ms. Idelman explained the "open notebook" packets have been selected, and Mr. Budwig had provided a better price for the Committee than the City's in-house printer. She agreed with Ms. Lee that until the media component has been solved, the Committee cannot make its final proposals.

- **Historical Education**

Ms. Keith stated that a guest had attended the recent meeting to discuss videoconferencing and BECON, which she felt would be the most effective way to reach the most students on a regular basis.

Vice Chair Crawford added the group had worked on their budget, as well as the "history trunks," which would be shown through the BECON program. She advised that students learn about Florida history in elementary school, which would be the target audience for the trunks.

- **Celebrate Neighborhoods**

Ms. Mergenhagen recalled that an action item from the November meeting was to "quantify the qualifications" of a historian consultant; these qualifications were provided in a handout for the Committee. The handout also clarifies that any position over \$25,000 in a professional capacity should be done under an RFP, so there is a record of how candidates were assessed and selected.

She noted the historian could also be a "part-time, non-permanent City employee," although she felt the RFP process would be more appropriate.

- **Create Legacies**

Ms. Payne informed the Committee that the group is waiting for the City Commission to approve their spending. Ms. Medalie has been busy on the "Gator Bridge" project, for which a video is available on YouTube.

She continued that Ms. Buchan is in the process of updating the registry application, which will include a link to the website. She also distributed a document showing proposed logos for the baby onesies project at local hospitals.

- **Event Planning**

There was no new information at this time, as the group has not met since before the November Committee meeting.

- **Fundraising**

Mr. Aurelius advised that he had spoken to an individual who was "highly critical" of the Committee's requirement to "stay with the City... financing department," and had felt they should become a 5013C entity; however, he noted that the Committee had not been allowed to take this step. Mr. Aurelius pointed out that this "ties our hands," and he would look further into the possibility that the Committee might become its own entity.

He continued that it might be necessary to “start at the top” and ask the Mayor to make some of the Committee’s requests. Ms. Vezina asked the Committee to consider all the individuals to whom they would like the Mayor to reach out, so the necessary names may be sent to him at once rather than making multiple requests.

Mr. Aurelius stated that some Committee members had turned in lists of potential \$5000 contributors; the goal is to reach 100 prospective contributors at this level. The lists are being merged into one, and the fundraising group is developing a plan for assigning individuals to approach these individuals. Ms. Idelman felt this expectation would become reality.

- **Recommendations for City Commission**

Ms. Lee volunteered that the marketing group “had done some brainstorming” on how to give an exciting presentation before the City Commission.

Ms. Mergenhagen recalled there had been mention of creating a DVD at a previous meeting, and felt this might be a more effective and salable communication tool than a book.

Ms. Casteel noted that Channel 2 has its own website on which community videos are shown, and added they are “very willing” to be involved with Broward County activities. The station offers video cameras on which events can be filmed. Ms. Keith agreed that the site shows quality videos and felt this could be “a wonderful tool” for the Committee. Chair Shaw also felt it is “very much to their advantage” for a station to participate in events such as the Centennial.

Ms. Casteel asked if it might be possible for the Committee to function under another group’s 501C3, such as another nonprofit organization. Chair Shaw explained while this might be technically possible, the concern is that “the line is very blurred” regarding the City’s involvement. He felt this is a valid concern for the City.

Ms. Buchan advised that if the Committee operated under the umbrella of a respected nonprofit entity, that organization would become the trustee of all funds rather than the City. Chair Shaw pointed out that the City would not like to see an advisory Committee “soliciting funds under the name of the City,” yet operating outside the City’s authority. He cautioned that very minor “missteps” could lead to negative publicity, or even to legal difficulties.

Chair Shaw recalled that the Committee had discussed, at a previous meeting, creating a list of 100 historical figures from the community. He advised that this could be a problem, as most City politicians and dignitaries would feel they should be on the list, and the list would eventually be subject to the City

Commission's approval. He proposed limiting such a list to deceased public figures if the Committee elected to proceed with this project.

Ms. Hale agreed, although she explained the list had been in keeping with the "100 days" theme. She felt Chair Shaw's suggestion could make it a possibility, or the list could be limited to people who would be 100 years old in the year of the Centennial. Mr. Aurelius pointed out, however, they might have difficulty amassing a list of individuals who would turn 100 in the Centennial year.

Ms. Idelman suggested a series of timed press releases in the *Sun-Sentinel* might be "the most universal way" to reach the most people.

Ms. Payne recalled a discussion at a previous meeting regarding the name of the New River Street Dance, and explained that the name has no formal historical significance. Ms. Lee stated that the marketing group had recommended the name "New River Centennial Street Dance."

**Motion** made by Mr. Ulmer, seconded by Ms. Keith, to rename the New River Street Dance the "New River Centennial Street Dance." In a voice vote, the **motion** carried unanimously.

Mr. Aurelius asked if the marketing group will put together the Committee's presentation before the City Commission. Ms. Lee replied that ideas have been discussed, and the group would like to learn the date of the appearance.

Mr. Aurelius continued that he had proposed an interactive pineapple-shaped fountain at D.C. Alexander Park at one time; the estimated cost would be \$1-2 million. He noted that funds are not available for this purpose; however, the Sasaki Beach Master Plan contains a very similar proposal for D.C. Alexander Park, including restrooms, shade, and an interactive playground. He asked the Committee if they are interested in sponsoring the idea, pointing out that "Centennials should leave a footprint."

Ms. Hutchinson felt the idea is "bigger than this group" and should be passed on to the City Commission, who would need to approve the project. She added the proposal should "get to them sooner [rather] than later" if the project is planned for 2011.

Ms. Lee felt this was "an excellent idea," and recommended that it be presented in conjunction with the Beach Master Plan rather than separately. She advised that they learn when the Beach Master Plan will be presented to the City Commission and "push for" the interactive fountain component.

Mr. Aurelius stated he believed the Mayor would be the ideal person to take the idea to the City Commission, and suggested that the Committee endorse the park idea and offer to help promote it.

Ms. Keith noted there is an RFP out for the area, including D.C. Alexander Park. Ms. Lee explained the RFP is for “a concept for that whole area” that would open the space up to developers’ ideas.

Ms. Payne proposed that the Committee recommend that the project be completed within 2011 as part of a Centennial legacy.

Mr. Aurelius requested a “better resolution” to the discussion of the park. Ms. Vezina stated she would look into the status of both the RFP and the Beach Master Plan and provide him with the information.

Mr. Aurelius felt the Committee should endorse the fountain as a “positive concrete structure.” Ms. Lee noted that any resolution the Committee puts forth should be aligned with the Beach Master Plan.

Chair Shaw suggested the Committee put off a formal resolution until they have more information.

### **Other Matters of Interest**

- **Communications to the City Commission**

There were no Communications to the City Commission at this time.

- **Confirm Date of Next Meeting**

Ms. Vezina advised the first January City Commission meeting is scheduled for January 6, 2010, which made the first Wednesday in January unavailable for the Committee. It was decided that the next meeting will be Thursday, January 7, 2010 at 3:00 p.m.

There being no further business to come before the Committee at this time, the meeting was adjourned at 4:15 p.m.

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