

**APPROVED
CENTENNIAL CELEBRATION COMMITTEE
MEETING MINUTES
8TH FLOOR CONFERENCE ROOM
100 NORTH ANDREWS AVENUE
FORT LAUDERDALE, FLORIDA
THURSDAY, JANUARY 7, 2010 – 3:00 P.M.**

| Members | Attendance | Cumulative attendance 6/2009 - 5/2010 | |
|---------------------------------|-------------------|--|---------------|
| | | Present | Absent |
| E. Clay Shaw, Chair [3:23] | P | 4 | 1 |
| Dr. Claire Crawford, Vice Chair | P | 5 | 1 |
| John Aurelius | P | 7 | 1 |
| Peg Buchan | P | 5 | 2 |
| Sandra Casteel [3:14] | P | 2 | 0 |
| Beauregard Cummings | A | 0 | 2 |
| Patricia DuMont | P | 8 | 0 |
| Patricia Hale | P | 6 | 0 |
| Cindi Hutchinson | P | 6 | 1 |
| Stephanie Jean | A | 0 | 2 |
| Barbara Keith | P | 7 | 2 |
| Ina Lee | P | 5 | 1 |
| Jo Ann Medalie [3:08] | P | 7 | 1 |
| Donna Mergenhagen | A | 7 | 1 |
| Charlie Palmer [3:15] | P | 1 | 0 |
| Wingate Payne | P | 6 | 0 |
| Mary Rizor [3:11] | P | 5 | 2 |
| Lisa Scott-Founds | P | 3 | 2 |
| Lewis Tunnage | P | 6 | 2 |
| Dennis Ulmer | P | 8 | 0 |
| Birch Willey | P | 5 | 1 |

As of this date, there are currently 21 members appointed to the Committee, which means 11 would constitute a quorum.

Communications to the City Commission

By consensus, the Committee agreed to request that they address the Commission at the pre-agenda meetings on a quarterly basis.

Staff

Shannon Vezina, Staff Liaison, Public Information Department
Maxine Singh, Commission Liaison

Jorg Hruschka, Building Inspector
J. Opperee, Recording Secretary, Prototype, Inc.

Guests

JanBeth Idelman, JanBeth Idelman Inc.

Call to Order

Vice Chair Crawford called the meeting to order at 3:06 p.m. Roll was called and it was determined a quorum was present.

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

Motion made by Ms. Dumont, seconded by Mr. Tunnage, to approve the minutes of the December 2, 2009 meeting. In a voice vote, the motion passed unanimously.

Liaison Report

- **Committee Member Update**

Ms. Vezina reported Charlie Palmer had been re-appointed to the Committee, replacing Christina Hebert.

Ms. Vezina informed the Committee that Ms. Jean had given birth, but had also had open-heart surgery recently. She planned to attend the Committee's February meeting.

Ms. Medalie arrived at 3:08.

- **Centennial Website**

Ms. Vezina stated they had begun to add content to the website. She informed Ms. Payne that they would be able to add links to significant organizations.

Old Business

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

Ms. Keith reported they had a great meeting, with guests from the Broward County School System with whom they had discussed providing information to teachers online and through the school system's "pony system." The

representatives agreed that the Historical Education group should get School Superintendent Notter's approval.

Ms. Rizor arrived at 3:11

Ms. Payne asked if a presentation or trunk show geared toward adults would be made available to community groups and neighborhood associations. Ms. Keith stated they had touched upon this idea but not developed it yet.

Ms. Casteel arrived at 3:14

Dr. Crawford said they would like to add \$40,000 to the budget for creation of the trunks. She did not see that this had been added yet. Mr. Aurelius agreed to take care of this.

Mr. Palmer arrived at 3:15.

- **Celebrate Neighborhoods**

Dr. Crawford informed the Committee that they were working on hiring the historian/consultant, and provided a copy of the job description. She added this was included in the budget.

- **Create Legacies**

Ms. Payne stated they were stymied on the Gator Bridge and 17th Street Dramatic Lighting until they had approval from the City Commission to involve people in a more substantial way. Ms. Buchan had moved forward with re-doing the registry application, as requested at the previous meeting.

Ms. Buchan reported the hospitals were still on board, and were considering providing the onesies for all babies born in 2011. They were also anticipating photo ops and press releases.

Mr. Buchan suggested the logo for the onesies could be a rocking sailboat instead of a rocking horse. She had asked Ms. Vezina to request this design from the graphic artist.

Mr. Aurelius suggested that the ideas that were ready to go should be presented to the City Commission at their next conference meeting. Ms. Lee stated they needed a mechanism for implementation.

Ms. Buchan stated she could get pro bono help with the design for the 17th Street Causeway, but she needed approval of the concept from the City Commission first.

Ms. Casteel announced Southside School was very close to completion and this could be a 100th anniversary celebration element. She felt putting it through this Committee would push the Commission to get the final bids in for the interiors.

Ms. Casteel stated the Pastor of the First Baptist Church had offered to host an event at the church's event center, which could seat 550 people.

Chair Shaw arrived at 3:23.

Ms. Payne submitted the newest version of the Legacy Committee's registry for the Event Committee's event registry. Dr. Crawford thought they intended to remove some of the registry categories. Ms. Payne believed the 100 Leaders of Tomorrow might be an issue. The Committee discussed how the 100 Pioneers [deceased] would be determined.

Chair Shaw was not certain that there was enough historical depth on the Committee to ensure they would not miss many people eligible for the Pioneers category. He envisioned the same problem with the Leaders of Tomorrow category.

Chair Shaw apologized for his tardiness.

Mr. Palmer suggested criteria for a pioneer that would make it easier to identify one. It would be the responsibility of the applicant to provide adequate documentation.

Ms. Payne agreed they would delete the Pioneers and Leaders of Tomorrow.

Ms. Medalie informed the Committee that she had contacted the following people regarding the Gator Bridge: The Art Institute, Bill Leonard, an architectural foam company, Steve Stock from Guy Harvey Enterprises, Cindy Tourbeck at Direct Media, who handled the bus wraps, Barry Garfield, and someone from the University of Florida Architecture School. She invited committee members to email her suggestions for others she might contact.

Ms. Medalie explained to Chair Shaw that the railroad had indicated an interest. Mr. Aurelius suggested contacting Chris Wren about the railroad bridge.

- **Event Planning**

Ms. Hutchinson indicated their next meeting would be on January 25, when they would begin working on Winterfest 2010.

- **Marketing**

Ms. Lee invited comments on the marketing plan and there were none. She requested approval of the plan.

Motion made by Ms. Payne, seconded by Ms. Hutchinson, to approve the marketing plan. In a voice vote, motion passed unanimously.

Ms. Buchan asked about the calendar of events. Ms. Lee explained the 100-day countdown would begin with the unveiling of the poster; there would be another 100-day countdown to the actual launch at the Winterfest Boat Parade.

Chair Shaw asked if the marketing plan included selling items. Ms. Lee informed him that part of the marketing plan was the poster, which they could sell. Ms. Payne asked who would be in charge of selling fundraising/promotional items. Ms. Lee thought this would be under fundraising.

Ms. Lee had eaten lunch with representatives of Charles Fazzino, the poster designer, who had submitted a project activation proposal and agreement. The artist agreed to provide the artwork, and individual parts, at no charge. The City would also have the right to sell official poster prints. The artwork could be used for bus wraps, street banners and many other applications. Ms. Lee stated the Museum of Art was committed to a one-month show of Mr. Fazzino's artwork.

Ms. Lee said the contract covered the approval process for the artwork, and stated the artist would be entitled to 10% of all product sales.

Chair Shaw thought the contract should be submitted to the City Attorney's office.

Mr. Aurelius remembered that the Committee had previously determined they would try to present items to the City Commission in January. He suggested they present items for approval in February, including the onesies, the Fazzino contract, the two bridge projects, the historian, and any other items that were ready to go. They could return to the City Commission to make a complete presentation later.

Motion made by Mr. Aurelius, seconded by Ms. Rizor, to request to present items to the City Commission for approval at their first conference meeting in February, including: the onesies, the Fazzino contract, the two bridge projects, the historian, and any other items that were ready.

Ms. Idelman said she and some others were considering the second conference meeting in February. This would also allow them to meet in early February prior to the conference meeting. Mr. Aurelius noted that they should also ask to

appear at the 6 o'clock meeting, not the conference session. Chair Shaw advised they should have a press release ready as well.

Ms. Payne suggested they return to their committees and discuss their draft recommendations. They could then ask the Commission if they should continue working on them.

Mr. Aurelius agreed to amend his motion to indicate the second Commission meeting in February, but clarified this was to seek approval for five or six specific elements, not the overall plan.

Ms. Lee stated they had created a page of talking points for when Mayor Seiler spoke to the Sun Sentinel. Ms. Idelman had spoken to the Mayor about this, and he had indicated he was very agreeable to doing it. Ms. Lee said this must occur as soon as possible since this was such a crucial component for sponsorship.

Ms. Lee announced that the next Marketing Committee meeting would be on January 21 at 2:00 p.m.

Ms. Lee thanked Ms. Vezina for her efforts, and stated she was "such a pro to work with."

Ms. Lee announced two press releases had already gone out. She remarked on how much effort the Chamber of Commerce had put into publicizing their 100th birthday. Ms. Lee advised the Committee must "put the pedal to the metal and move this thing along quickly at the Commission level so that we can just proceed and get the job done here."

Ms. Vezina explained to Dr. Crawford that the contract with the poster artist included four opportunities for approval of the design. They had already provided him with ideas and themes.

Chair Shaw was concerned that the contract did not include specific performance dates, and wanted this brought to the attention of the City Attorney/City Commission.

Ms. Lee added that there was a huge opportunity for fundraising through sales of limited edition items the artist would sign. Ms. Vezina said the artist would receive 10% of item sales only. Ms. Lee stated the posters could be produced by the gallery at cost, or the City could have them printed.

On Mr. Aurelius's **Motion** to request to present items to the City Commission for approval at their second meeting in February, including: the onesies, the Fazzino

contract, the two bridge projects, the historian, and any other items that were ready. In a voice vote, the motion passed unanimously.

Mr. Aurelius suggested that the Committee's next meeting be scheduled prior to the Commission's second February meeting, and that one Committee member make brief presentations to the Committee at their next meeting regarding each item they wished to present to the Commission. Chair Shaw asked the head of each committee be prepared to give a presentation at their next meeting.

Ms. Vezina announced the Commission's second meeting in February was on February 16 and the deadline to submit materials for that meeting was February 4.

Since this presentation would be their first public event, Ms. Lee felt there must be a powerful short overview prior to discussion of the five specific items. She agreed to work with the Marketing Committee to create the overview.

Ms. DuMont remarked that the presentations must also be coordinated to be similar in quality to the overview and to dovetail with it.

- **Fund Raising**

Mr. Aurelius stated he was frustrated because they were not going fast enough. Ms. Idelman said she had met with Ms. Vezina and put together a comprehensive list of benefits that could be offered to sponsors, but the media component was missing. They had determined it was important to "lock in" the Sun Sentinel prior to soliciting TV stations. Once they were able to meet with the Sun Sentinel and lock them in, she thought it would be a quick process to find television and radio partners.

Ms. Idelman distributed a sample of a spiral-bound sponsorship packet that included an inside pocket, created by Mark Budwig, who had donated his design services. The price to print was: 100 for \$1,000, 250 for \$2,250 and 500 for \$2,800. These estimates were based on the City's print shop prices.

Mr. Aurelius said the Fund Raising and Marketing Committees would meet on January 21 at 2:00 p.m.

- **Committee Recommendations**

The Committee suggested Chair Shaw present the overview to the City Commission, and he agreed.

Ms. Payne stated the Neighborhoods Committee wanted the Commission to be aware that they would like members of the Centennial Celebration Committee to attend the pre-agenda meetings in order to provide updates. Ms. Vezina suggested including an item in the Communications to the City Commission section that the Committee wished to address the Commission at the pre-agenda meetings on a quarterly basis.

Ms. Vezina offered to create a PowerPoint presentation for their meeting with the Commission, using text and graphics provided by the Committee.

Ms. Lee cautioned that their first presentation should have nothing controversial in it.

Other Matters of Interest

Chair Shaw appointed Ms. Casteel and Mr. Palmer to the Legacy Committee. He appointed Mr. Palmer to the Fundraising Committee.

- **Communications to the City Commission**

The Committee wished to address the Commission at the pre-agenda meetings on a quarterly basis.

- **Confirm Date of Next Meeting**

Chair Shaw confirmed that the committee's next meeting would be on February 3 at 3 p.m.

There being no further business to come before the Committee at this time, the meeting was adjourned at 4:34 p.m.