

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

Members	Attendance	Cumulative attendance 6/2009 - 5/2010	
		Present	Absent
E. Clay Shaw, Chair	P	5	1
Dr. Claire Crawford, Vice Chair [until 3:58]	P	6	1
John Aurelius [until 4:15]	P	8	1
Peg Buchan	P	6	2
Sandra Casteel	P	3	0
Beauregard Cummings	P	1	2
Patricia DuMont	P	9	0
Patricia Hale	P	7	0
Cindi Hutchinson	P	7	1
Stephanie Jean	P	1	2
Barbara Keith	P	8	2
Ina Lee	P	6	1
Jo Ann Medalie	P	8	1
Donna Mergenhagen	P	8	1
Charlie Palmer [3:22]	P	2	0
Wingate Payne	P	7	0
Mary Rizor	P	6	2
Lisa Scott-Founds [3:21]	P	4	2
Lewis Tunnage	P	7	2
Dennis Ulmer	P	9	0
Birch Willey	P	6	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

None

Staff

Shannon Vezina, Staff Liaison, Public Information Department
Maxine Singh, Commission Liaison
Sue Molnar, Outdoor Event Coordinator, Parks & Recreation
J. Picinich, Recording Secretary, Prototype, Inc.

Guests

Jan Beth Idelman, Jan Beth Idelman Inc.

Call to Order

Chair Shaw called the meeting to order at 3:02 p.m. Roll was called and it was determined a quorum was present.

- **Approval of Minutes from January 2010 Meeting**

Motion made by Ms. Hutchinson, seconded by Ms. Buchan, to approve the minutes of the Committee's January 2010 meeting. In a voice vote, the motion passed unanimously.

Liaison Report

- **Recent Media Coverage**

Ms. Vezina had emailed a report to Committee members regarding media coverage.

Ms. Vezina stated the Mayor would meet with the Sun Sentinel the following week.

- **Public Inquiries**

Ms. Vezina informed the Committee that the two articles in the Sun Sentinel the previous Sunday had generated many calls and emails. She felt they should consider enacting the Clearinghouse Committee or some other means of handling the inquiries. Ms. Vezina said she informed everyone who inquired that they were still in the planning stages, waiting to go the Commission.

Ms. Hutchinson suggested routing the inquiries to the appropriate Committee member. Ms. Vezina agreed to do this.

Ms. Molnar volunteered to handle inquiries for the event fact-finding group.

Ms. Payne stated the Legacy Committee had discussed asking if they could add the official registry to their presentation to the City Commission. They could send this to interested groups, who could use them to organize other activities around. Ms. Hutchinson felt they should show the City Commission the material they would be distributing.

Chair Shaw invited Committee members to bring back creative ideas from outside sources.

New Business

- **Commission Presentation**

Ms. Lee stated when they made the presentation to the City Commission, they would request approval of the contract that the Committee had approved and that had been reviewed by the City Attorney.

Chair Shaw wanted to be sure that there was a lot of positive publicity regarding the unveiling. Ms. Lee agreed to bring this up at the marketing meeting on February 17. Ms. Lee explained that the press releases would be a targeted campaign that would contribute to the positive publicity.

Ms. Vezina showed the Committee the slide presentation they would make at the February 16 City Commission conference meeting. Ms. Lee recited what she planned to say during her part of the presentation regarding the marketing campaign, and said she felt it was important to provide the marketing plan to the Commission to show the scope and professionalism of the plan.

Ms. Payne recited what she planned to say during the presentation on behalf of the legacy fact-finding group. She would present two ideas for the Commission's approval: the Centennial Registry, and the "babyfication" of the logo utilizing onesies. Two additional ideas would be presented for conceptual approval only: the "gator bridge" and a marine highway and gateway into the City at the 17th Street Causeway bridge.

Ms. Mergenhagen described what she would say during the historical education presentation. She would state the advantages of hiring an historian, and request the budget to create an RFP for the position. Ms. Hutchinson stated there had been a \$75,000 line item in this year's budget for the Committee. She assumed they would request \$40,000 of the \$75,000 that had been allotted in the budget for the historian position. Mr. Aurelius wanted to ask for the entire \$75,000 and the Committee could vote how to spend the funds. Chair Shaw was unsure the Committee had the power to do that and Mr. Aurelius agreed to find out.

Mr. Aurelius recommended that Chair Shaw have the authority to appoint members of the Centennial Celebration Committee to serve on the selection committee to hire the historian. Ms. Mergenhagen noted that their summary sheet included the recommendation that the fact-finding groups would present a work plan to the historian candidates and that they would also participate in the selection process.

Ms. Vezina agreed to polish the presentation. She informed the Committee it would be submitted for the conference meeting agenda the following day, along with the supporting documents.

Vice Chair Crawford left at 3:58.

- **Other New Business Items**

Ms. Lee wanted to create a “100” where the Super Bowl logo was at Las Olas and A1A. Mr. Fazzino had agreed to create artwork for the base. Ms. Lee had the name of the person who had made the Super Bowl logo so they could find out how much it had cost.

Ms. Scott-Founds proposed to ask Publix to package their store-brand water with Fort Lauderdale’s centennial logo for one year. Ms. Lee said Publix had been very involved with the Pompano Beach Centennial, and she felt this suggestion should be tied into a major sponsorship opportunity.

Old Business

- **Fact-finding Group Updates**

Ms. Payne said the Legacy group wished the Committee to endorse the concept of using the Southside School opening as a signature legacy event. She informed everyone that the school had a marvelous collection of photographs depicting the history of education in Fort Lauderdale. Ideally, she wished to have the school opening coincide with the street dance. Ms. Payne had consulted with the Friends of Southside School, who indicated they would love to be part of the Centennial. Ms. Vezina informed the Committee that her department was in charge of the opening, and she did not think it would happen in March.

Ms. Hutchinson explained that the City had purchased Southside School from the School Board for \$4.5 million. She reported the outside was complete and they were getting ready to perform the interior renovations.

Motion made by Ms. Payne, seconded by Ms. Rizor, to recommend to the City Commission that Southside School be considered a signature legacy for the Centennial. In a voice vote, the motion passed unanimously.

Ms. Lee reported that at their last meeting, the Marketing group had agreed to recommend that Channel 7 be the official TV station for the Centennial; the reasons for this determination were included in the backup material provided to Committee members. Channel 7 had provided a draft proposal that needed to be reviewed by the City Attorney. Ms. Lee thought it would be premature to announced media partnerships at this point, and requested the Committee's conceptual approval of the agreement. Ms. Hutchinson stated they would need to go back before the Commission within the next 30 days for approval of the sponsor packet.

Motion made by Ms. Lee, seconded by Mr. Ulmer, to approve Channel 7 as the official TV station for the Centennial, pending approval of their contract.

Chair Shaw said they could not vote on this because they had not seen the proposal. He requested the motion be withdrawn, and requested consensus regarding moving forward with discussions. The motion was withdrawn and the Committee agreed by consensus to move forward.

Ms. Casteel confirmed there would be a Heritage Breakfast on January 28 at the event center at First Baptist Church. Ms. Casteel said the Church was considering a snow globe showing downtown Fort Lauderdale old and new that they would sell during their Christmas pageant.

- **Sponsorship Package**

Ms. Vezina asked the fact-finding groups to inform her of elements they could each offer to a sponsor.

Mr. Aurelius said the packet so far was a great beginning. He said the budget was not sufficiently detailed, so they must start adding specific cost figures. Ms. Idelman and Ms. Vezina were working on the "guts" of the package, and needed input from Committee members. Mr. Aurelius was identifying qualified corporate and private sponsors.

Ms. Vezina informed the Committee that the Commission conference meeting started at 1:30 p.m., and advised everyone to arrive early because the room filled quickly.

Other Matters of Interest

- **Artwork**

[This Item was heard out of order.]

Ms. Lee had met with the public relations representative, and she presented a preliminary poster design. Ms. Lee had met with representatives from the Museum of Art. The Museum would hold a show of the original art that would launch on December 9, 2010 and last for three to four weeks.

Ms. Lee presented Chair Shaw with a signed 3D NFL poster print from Mr. Fazzino.

Ms. Lee said several other components remained to be designed for the poster, such as African American history and the Casino Hall of Fame. Ms. Lee noted that the design captured the whole 100 years. Chair Shaw asked what aspect of African American history should be highlighted on the poster. Committee members suggested Sistrunk Boulevard, the African American Research Library, Old Village School, the Victory Theater, Old Dillard School and the Hewlett Johnson House. Committee members agreed to give information to Ms. Lee that could be incorporated into the poster.

Ms. Scott-Founds arrived at 3:21.
Mr. Palmer arrived at 3:22.

Motion made by Mr. Willey, seconded by Ms. Rizor, to approve the Centennial poster Ms. Lee had presented. In a voice vote, the motion passed unanimously.

- **Communications to the City Commission**

None

- **Confirm Date of Next Meeting**

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

There being no further business to come before the Committee at this time, the meeting was adjourned at 4:26 p.m.

[Minutes prepared by J. Opperlee, Prototype, Inc.]