

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

**Cumulative Attendance**

<b>Members</b>	<b>Attendance</b>	<b>Present</b>	<b>Absent</b>
E. Clay Shaw, Chair	P	6	1
Dr. Claire Crawford, Vice Chair	P	7	1
John Aurelius (3:18)	P	9	1
Peg Buchan	P	7	2
Sandra Casteel	A	3	1
Beauregard Cummings	P	2	1
Patricia DuMont	P	10	0
Patricia Hale	P	8	0
Cindi Hutchinson (4:24)	P	8	1
Stephanie Jean	P	2	1
Barbara Keith	P	9	2
Ina Lee	P	7	1
Jo Ann Medalie	P	9	1
Donna Mergenhagen	P	9	1
Charlie Palmer	A	2	1
Wingate Payne	P	8	0
Mary Rizor	P	7	2
Lisa Scott-Founds	P	5	2
Lewis Tunnage	P	8	2
Dennis Ulmer	P	10	0
Birch Willey	P	7	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  
Liz Davila, Recording Secretary, Prototype, Inc.

**Guests**

Jan Beth Idelman, Jan Beth Idelman Inc.  
Nadine and John Floyd, Media Lab

### **Communications to City Commission**

None at this time.

### **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.

- **Approval of Minutes from February 3, 2010 meeting**

**Motion** made by Ms. Jean, seconded by Ms. Mergenhagen, to approve the minutes of the February 3, 2010 meeting. In a voice vote, the **motion** carried unanimously.

The following item was taken out of order.

### **New Business**

- **Discuss 2/16/10 Presentation to City Commission**

Ms. Payne recalled that the City Commission had not addressed the issue of hiring a part-time historian, and explained that her subcommittee had been in touch with both Florida Atlantic University and Nova Southeastern University about the possibility of hiring an intern or interns. She pointed out, however, that an intern would need to “report to an expert,” and asked to readdress the City Commission on March 16 with another request for a professional historian.

She continued that she had been referred to a history professor at Nova Southeastern, but felt it would be necessary to have a trained historian working on the Historical Society’s archives. Interns could be used for some of the “scut work” involved with historical research.

Ms. DuMont felt the City Commissioners did not clearly understand why a professional historian was necessary rather than a volunteer. She was also in favor of approaching the City Commission once again with a more detailed description of why they need a professional.

Ms. Mergenhagen agreed, and stated a proposal is being prepared that would lay the groundwork for a new presentation. She asked for the group’s input on how to make this more convincing. Ms. Payne referred the Committee to the notes of the February 25, 2010 meeting, which lists the expected end products from a consultant historian. She emphasized the need for historical accuracy in

these end products. She also mentioned that the Committee had, at the Mayor's suggestion, contacted the Fort Lauderdale Children's Theatre, and they were enthusiastic about participating but needed the history to do so.

Ms. Mergenhagen noted that a historian's job description had been included in the City Commission's packet, and proposed placing this "front and center" rather than part of the backup material. Ms. Buchan recommended more succinctly identifying what the City Commission would get for the money spent on a historian.

Mr. Aurelius joined the meeting at this time (3:18).

Ms. Lee expressed concern that the group has stated they feel a historian is the best use of funds for a successful Centennial. She felt they should take "a stronger stance" in presenting this to the City Commission. Chair Shaw agreed that there must be an individual who is responsible for coordinating the historical data.

**Motion** made by Vice Chair Crawford, seconded by Ms. Jean, to proceed with bullet points taken from the "end products" document to present at the March 16 City Commission meeting and have them reconsider hiring a professional.

Ms. Mergenhagen noted that the members of the historical education group have made individual appointments to speak with their City Commissioners and the Mayor. She encouraged the Committee members to contact their respective Commissioners and ask them to reconsider the importance of a historian.

Ms. Lee suggested making the **motion** more general in order to encompass all the projects the Committee is taking on through the Centennial year, so the historian's responsibilities are not tied to specific tasks. Ms. Payne, however, felt these points should be more specific, as she planned to ask the City Commission to pay for particular items, such as state historic markers.

Chair Shaw also requested making a more specific **motion** to put in writing to go before the City Commission. He recommended that members speak with their individual Commissioners as well. He felt while the Committee can draw on the resources of the universities nearby, they will need a historian to coordinate their efforts. Ms. Rizor added that the historian may be able to tell the Committee the direction in which he or she would like to go.

The restated **motion** was as follows: that the Committee go to the City Commission to urgently request the need to hire a professional historian to move forward; included are the job details and requirements for the historian and the potential deliverables and the costs and deadlines involved. In a voice vote, the **motion** carried unanimously.

## **Liaison Report**

- **Sponsorship Package**

Ms. Idelman stated that she and Ms. Scott-Founds have met with Clear Channel, who is “on board” with their radio stations; she and Ms. Vezina plan to meet with Channel 7 the following week. They have also continued to work on the contents of the sponsorship package, which she hoped they will be able to complete “very soon.” She asked if an update is available regarding the *Sun-Sentinel*. Chair Shaw advised this is presently “in the hands of the Mayor.”

Ms. Lee commented that the situation with the *Sun-Sentinel* has “gone on for three months” and has become critical. She felt it is not being understood how critical this issue is with regard to fundraising. Chair Shaw stated it was his impression the Mayor would be speaking with representatives of the newspaper very soon, and he would pass along the importance of the issue.

- **Registry Application**

Ms. Lee continued that the marketing group had originally discussed 100 events in 100 days; however, after meeting with the event planning group, it was determined that this was “too restrictive,” and was changed to 100 events within the Centennial year. The brochure included in the sponsorship package would need to reflect this change.

Ms. Buchan expressed concern that a “directional change” such as this had not been brought before the entire Committee before it was made; she was not certain the Committee should be so “quick to forfeit” the idea of 100 events in the 100 days preceding the actual Centennial date as a way to build momentum. She also noted that there could be a place for both 100 events in 100 days and 100 events throughout the year.

Chair Shaw stated that when the full Committee approves a plan or event, a subcommittee should not change these without bringing them back before the Committee. He felt a combination of the two plans would be more than the Committee could handle. Ms. Scott-Founds added that the idea of 100 events in 100 days “tore apart” the City of Pompano’s centennial committee and became too much for them to deal with.

Vice Chair Crawford referred to the statement “only 100 official Centennial registry certificates will be awarded in each category,” and felt the Committee should not limit itself, as it is possible there will be more than 100 activities. Chair Shaw agreed that while the idea of 100 events is “catchy and cute,” it would restrict activities.

Ms. Lee agreed that limiting the number of events might be counterproductive. Ms. Buchan recalled that when the registry had been discussed at previous meetings, it had been clear that there would be no limits on participation.

Chair Shaw strongly suggested that reference to “100 events” be left out of the brochure. Ms. Payne commented that the Committee wants to “capture everything everybody is doing” to celebrate the Centennial. It was determined that there was no need for the City to sanction any events, and they would be registered instead.

Mr. Aurelius proposed including a statement that it is the Committee’s intent to have “not less than 100 events” officially registered, and invite all interested participants to join.

**Motion** made by Mr. Aurelius, seconded by Ms. Payne, to adjust the marketing strategy to support the registry of not less than 100 events during the Centennial Celebration year. In a voice vote, the **motion** carried 17-1 (Ms. Jean dissenting).

### **New Business**

- **Centennial video**

Ms. Buchan introduced John and Nadine Floyd from Media Lab, explaining that they had created a short video shown by the Greater Fort Lauderdale Chamber of Commerce in celebration of their 100<sup>th</sup> anniversary. She had requested use of this video from the Chamber, stating that with a “small...rewrite” it could be used as an introductory video to discuss the Centennial with various organizations.

Ms. Lee requested that the video be shown to the marketing group first, as it would be used as “a marketing piece.” It was noted that the video is available for viewing online, and will be presented at the next Committee meeting.

Ms. Floyd advised that the video in its current form is “heavily [focused on] the Chamber,” and suggested that a preface and additional historical information about the City and the Centennial would be added. The marketing and historical education groups could be involved in the rewrite.

Mr. Floyd stated Media Lab is willing to produce the video “for out-of-pocket costs,” which he estimated would be roughly \$2000. He felt it should include information on the City’s founders, then move through the 1940s and ‘50s and continue to “what Fort Lauderdale is today.”

Ms. Vezina advised that recent media coverage includes an article in the *Miami Herald* on the Chamber's 100<sup>th</sup> anniversary, as well as a mention of the Centennial in a local newsletter.

- **Holiday Park**

Chair Shaw asserted that there is enough unused space at Holiday Park to consider making it a Centennial Park. He referred the Committee to the aerial view of the Park to discuss areas that could be improved with the addition of landscaping.

Ms. Jean left the meeting at this time (4:07 p.m.).

**Motion** made by Mr. Aurelius, seconded by Vice Chair Crawford, to ask the City Commission to consider renaming a renovated Holiday Park "Centennial Park," and that the Chair appoint someone to go to the Parks Board as a first step in that process.

Chair Shaw requested the addition of an **amendment** to the **motion** to include a reference to "upgrading of the landscaping of the Park." Mr. Aurelius and Vice Chair Crawford accepted the **amendment**.

The **motion** was restated as follows: that the City consider and refer to the proper Committee the changing of the name of Holiday Park to Centennial Park, and consider the renovation of the Park with additional landscaping.

In a voice vote, the **motion** carried unanimously.

Ms. Vezina advised that she would contact the liaison for the Parks, Recreation, and Beaches Advisory Board and try to add the item to their next agenda.

- **Fact-finding group updates**

Ms. Payne stated she wanted to ensure it was agreed upon for the neighborhoods group to ask the City to commit to paying for, installing, and maintaining the historical markers. The four bronze markers would be paid for from the Committee's budget and are \$2100 apiece; the ten markers requested to be placed in parks are \$500 apiece. Some of the sites selected were the Annie Tommie Camp, Sailboat Bend, and the Fire Museum. The sites were chosen in part because they are publicly owned, Ms. Payne clarified.

Ms. Vezina noted that the first drafts of the City's 2011 budget would be done in April or May 2010; public hearings will be held in August, and would go to the City Commission for review in September. The current year's budget for the Committee is for \$75,000.

Ms. Mergenhagen commented she felt strongly that the markers were a concrete suggestion that was inclusive of the City's demographics, as they include both Native American and African-American historical sites.

**Motion** made by Ms. Payne, seconded by Vice Chair Crawford, to request that the neighborhood committee be authorized to go to the City Commission and request the funding for four state historic markers at their next meeting.

Mr. Cummings remarked that there had been concern with the Committee's presentation to the City Commission, as some residents had not felt the City's black community was represented at that presentation. He suggested working with a professional who could render a drawing to trace the evolution of the black community on 6<sup>th</sup> Street. He also proposed that some of the bronze markers recognize the achievers from Fort Lauderdale's black community.

Ms. Payne stated that her concern with the historical markers involved the timing to get the markers through the State process. She asked if the Trailblazers might be able to make this a project. Mr. Cummings explained this would be a project they would like to "tack on" to the Centennial celebration; he would like to work with someone to prepare a design for the project in order to "sell" the idea.

Ms. Hutchinson joined the meeting at this time (4:24 p.m.).

In a voice vote, the **motion** carried unanimously.

Ms. Lee distributed the minutes of the marketing group's February 17 meeting. She also proposed putting up a "100" at the site where the Super Bowl Roman numerals had recently been displayed.

### **Other Matters of Interest**

- **Communications to the City Commission**

There were none at this time.

- **Confirm date of next meeting**

The next meeting is scheduled for April 7, 2010.

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