

**APPROVED**  
**CENTENNIAL CELEBRATION COMMITTEE**  
**MEETING MINUTES**  
**8<sup>TH</sup> FLOOR CONFERENCE ROOM**  
**100 NORTH ANDREWS AVENUE**  
**FORT LAUDERDALE, FLORIDA**  
**WEDNESDAY, APRIL 14, 2010 – 1:00 P.M.**

**Cumulative Attendance**

<b>Members</b>	<b>Attendance</b>	<b>Present</b>	<b>Absent</b>
E. Clay Shaw, Chair	P	7	1
Dr. Claire Crawford, Vice Chair	A	7	2
John Aurelius	P	10	1
Peg Buchan	P	8	2
Sandra Casteel	A	3	2
Beauregard Cummings	A	2	2
Patricia DuMont	P	11	0
Patricia Hale	P	9	0
Cindi Hutchinson	P	9	1
Stephanie Jean (1:13)	P	3	1
Barbara Keith	P	10	2
Ina Lee	P	8	1
Jo Ann Medalie	P	10	1
Donna Mergenhagen	P	10	1
Charlie Palmer	P	3	1
Wingate Payne	P	9	0
Mary Rizor	A	7	3
Lisa Scott-Founds	P	6	2
Lewis Tunnage	A	8	3
Dennis Ulmer	P	11	0
Birch Willey (2:19)	P	8	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  
Maxine Singh, Staff Liaison, City Commission

**Guests**

Gail Smith, Gail Smith, Inc.  
Ramola Motwani, Merrimac Ventures  
Jan Beth Idelman, Jan Beth Idelman Inc.

### **Communications to City Commission**

None at this time.

### **Call to Order**

- **Roll Call**

Chair Shaw called the meeting to order at 1:07 p.m. Roll was called and it was determined a quorum was present.

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

**Motion** made by Ms. DuMont, seconded by Ms. Hutchinson, to approve the minutes of the March 3, 2010 meeting. In a voice vote, the **motion** carried unanimously.

### **Chairman's Report**

- **Historian Oversight**

Chair Shaw indicated that the Centennial Committee could select one member to serve on the City's selection Committee for the Historian RFP. He asked Ms. Payne if she would be willing to sit on the RFP selection committee and serve as the point of contact on the Committee for the historian, once the historian was selected.

Chair Shaw went on to ask the Committee if there should be a process to submit or prioritize tasks for the historian in the event that new projects came up that were not included in the original list of deliverables that were outlined in the RFP.

Ms. Payne requested that the historian be asked to work with the Trailblazers to assist in their historical research project.

Ms. Mergenhagen suggested that the Committee create a form that can be completed by fact-finding groups to request assistance from the historian. The form will help the fact-finding groups identify their needs and will allow the historian to understand the expectations of the fact-finding groups and the Committee.

Ms. Payne commented that the historian deliverables as they were listed in the RFP might need to be amended. For example, the deliverable that refers to producing a comprehensive history of the City of Fort Lauderdale was not a task

that she felt a part-time historian could complete in the time allotted and should probable be deleted from the list of deliverables.

Ms. Scott-Founds said she spoke to Paul George and he has 400 pages on local history through 1990 that he is willing to share with the Committee.

Ms. Jean joined the meeting at this time (1:13).

Ms. Payne said there would be the question of who would pay for the publication of a 400-page manuscript. She suggested that the Committee and the historian work with Paul George to “work that out.”

Ms. Scott-Founds said she was not sure if there was a question of whether or not the work has to be published, but Paul George did spend four years creating the document for the State.

Ms. Lee indicated it would make sense for the historian to look through his manuscript so no one was reinventing the wheel.

Ms. Hutchinson asked if the Commission gave the Committee direction to publish a book. Chair Shaw responded no.

- **Sponsorship and Fundraising Activities**

Chair Shaw said he wanted to set the stage for this item on the agenda and proceed to explain that there was a question as to whether or not Jan Idelman had been retained by the City to do fundraising.

Chair Shaw had reviewed her contract and found it is not exclusive, so there is a question as to whether or not she should be compensated if someone on the Centennial Committee were to obtain fundraising dollars without Jan’s help. Chair Shaw said his feeling was that in such a situation she should not be compensated and he thought she was in agreement with this, and he was hoping she would have attended the meeting to present her opinion.

Ms. Hutchinson said that unless Jan brings the money in, she should not be compensated for it.

Mr. Aurelius said he has spoken to Ms. Idelman and him impression is that she believes she is entitled to “a piece of the action” no matter where the money comes from because she is responsible for putting together the marketing materials and identifying the sponsorship benefits.

Ms. DuMont said that she attended the fundraising group meeting recently where this came up, and she had not been aware that Jan would be receiving 13% of

whatever money was brought in, including the 17<sup>th</sup> Street Bridge, the Gator Bridge, and any other activities. She wondered what Jan would be responsible for doing and if she would be responsible for reporting back to the Committee.

Ms. DuMont went on to list the people at the last fundraising group meeting: Ms. DuMont, John Aurelius, Claire Crawford, Jan Beth Idelman and Ms. Vezina.

Ms. DuMont said that Ms. Crawford wanted to make a motion to approve that Jan get 13% of the bottom line of everything, but Ms. DuMont felt this should be discussed at the full Committee meeting, and was not something the fact-finding group could decide.

Mr. Aurelius said that the whole idea of that fact-finding group meeting was to discuss Jan's relationship because her involvement with the Centennial Committee started before he was appointed to the Committee. He was unsure how many people on the Committee were aware that she was a compensated contractor for the City.

Mr. Shaw stated that that was why Ms. Idelman resigned from the Committee. Ms. Lee and Ms. Hutchinson said they were aware that Ms. Idelman was a compensated contractor.

Ms. Vezina said that this was discussed at the June 3, 2009 Committee meeting, but perhaps some people were not at the meeting, or it was not clear to them that Ms. Idelman would be compensated. She said that at the June meeting, the Committee was advised of Jan's contract with the City and told they had the option of using her services.

Ms. Hutchinson said that she was not on the Committee at the time, and asked if there was a vote. Ms. Vezina responded that the Committee did not vote on this issue.

Ms. DuMont said she was at the June meeting, and there was no statement made regarding the percentage of Ms. Idelman's compensation or what the Committee's expectations would be of Ms. Idelman.

Mr. Shaw asked what type of fundraising Ms. Idelman has been doing for the City and how much money she has raised. Mr. Aurelius said that Ms. Idelman was hired for St. Patrick's Day and asked if anyone knew how much she had raised.

Ms. Hutchinson said that her group did not hire Ms. Idelman, but she might have been hired for New Year's Eve. She said that Ms. Idelman sat on the St. Patrick's Day Committee, but she does not think that Jan brought in any money.

Mr. Aurelius stated that as the chair of the fundraising group, he needed help and he felt that a professional fundraiser was essential to the success of the Centennial. Mr. Palmer asked if the Committee should go out to bid with a new RFP for fundraising.

Ms. Hutchinson asked why the Committee would not just negotiate with Ms. Idelman. She did not think that the Committee was going to fundraise for the 17<sup>th</sup> street bridge.

Ms. DuMont said that if money came in somewhere down the line, that Ms. Idelman expected 13%. Ms. Hutchinson asked if Ms. Idelman would receive 13% of a check that a citizen sent to the City as a donation towards the Centennial. Ms. Vezina stated that she did not believe that was Ms. Idelman's expectation.

Ms. Lee said that it was difficult to have this conversation without Ms. Idelman present, but she knows that Ms. Idelman has been coming to meetings, has done a lot of work already and is ready to go with the sponsorship packages. Ms. Lee felt if there was confusion over Ms. Idelman's commission that it should be clarified and the Committee should move forward.

Ms. Mergenhagen asked if it was realistic to think that Ms. Idelman could raise close to \$600,000. She suggested that the contract include a phased commission system to address very large sponsorships and asked if Ms. Idelman's contract could include a fundraising goal.

Mr. Shaw thought it would be important to get a proposal from Ms. Idelman if the Committee agreed to work with her on a full commission basis. He suggested that the Committee consult with the City Attorney.

Ms. Hutchinson said the Committee needed to clarify what it was asking Ms. Idelman to do- whether it was to raise the entire \$600,000, or a portion of it.

Mr. Aurelius said you run into a gray area if a Committee member attends a meeting alone, but takes the sponsorship package Ms. Idelman prepared to solicit the sponsorship. He tried to sum up the Committee's opinion, which is that the Committee does not object to Ms. Idelman, but it does object to the "too generous" compensation for some particular situations.

Ms. Buchan said that she did not understand that Ms. Idelman was offering her expertise as a compensated employee, but she was not sure that 13% was unreasonable. She said she would like Ms. Idelman to give the Committee a proposal that outlines what the Committee will get for the 13%.

Ms. Jean said that she agrees that the Committee needs a better understand of what Ms. Idelman is going to do. She does not object to Ms. Idelman working with the Committee, but has a problem if a Committee member raises money and Ms. Idelman gets 13%. She thinks that one person needs to approach Ms. Idelman to get a proposal and get this cleared up soon.

Ms. Scott-Founds pointed out that Ms. Idelman has already been instrumental in bringing in media partners that will serve as a benefit when Committee members are trying to pull in new sponsors, but the media partners do not donate money, so Ms. Idelman will not be compensated for getting those partners, even though the Committee and the Centennial sponsors will benefit.

Ms. Scott-Founds pointed out that some sponsors will give product, not cash, and Ms. Idelman will receive no compensation in these situations, so the 13% might not be too generous.

Ms. Vezina confirmed that Ms. Idelman will only be compensated for monetary contributions, she will not be compensated for in-kind contributions and the City Commission has to approve any compensation before it is paid to Ms. Idelman.

Ms. Buchan pointed out that a large sponsor will have a lot of benefits and it will be a lot of work to service the sponsors to ensure they are happy and receive all the benefits they were promised.

Ms. Lee stated the City has already hired Ms. Idelman to fundraise for major events, Ms. Idelman has worked on New Year's Eve, she has already written the sponsorship packages, she is capable of fundraising, the Committee should clarify a few things and then let Ms. Idelman proceed.

Mr. Shaw said the Committee needs to get input from the City Attorney about Ms. Idelman's contract. He also acknowledged that the Committee needs greater cooperation in general to move projects along.

The following item was taken out of order.

### **Old Business**

- **Fact-finding Group Updates**

Mr. Aurelius asked all the groups to submit a budget within 30 days. He conveyed the urgency for a budget and stressed that he cannot proceed with fundraising until a budget is finalized.

Mr. Aurelius asked about the status of the sponsorship packages, and asked if the *Sun-Sentinel* was still the reason for the hold up. Mr. Shaw said that the

Mayor had contacted the newspaper, but there is no commitment from the paper due to its financial situation.

Mr. Palmer offered to contact the *Sun-Sentinel*. Ms. Vezina said she would put together background materials for Mr. Palmer to use to meet with the *Sentinel*.

Mr. Aurelius said his group needs to compile a list of possible donors and asked for suggestions. Mr. Palmer offered to submit several lists of names.

Mr. Aurelius said he needed better figures to develop a budget and asked Ms. Vezina to amend the budget based on input from the Committee.

Mr. Palmer mentioned that he was exploring the idea of a time capsule, which would be a good fundraising opportunity and a chance for community involvement. He could envision two large time capsules; one to be opened in 50 years and one to be opened in 100 years. He said he would determine the cost.

Ms. Payne mentioned that Friends of Southside School also proposed doing a time capsule, so the Committee would need to determine if it wanted to work with Southside or do its own fundraising project. Ms. Mergenhagen said the Council of Civic Associations has also discussed doing a time capsule, so they need to coordinate these projects.

Gail Smith said the Committee could charge \$1 per signature to raise money for the time capsule and that all of the local groups could help gather signatures.

**Motion** made by Ms. Payne, seconded by Ms. Buchan that the Committee appoint Mr. Palmer as the Chair of the time capsule project. In a voice vote, the **motion** carried unanimously.

Mr. Aurelius reported on his presentation to the Parks Board to request that the board consider renaming Holiday Park as Centennial Park. The Parks Board was not in favor of renaming Holiday Park.

Mr. Aurelius requested that more Committee members volunteer to participate on the fundraising fact-finding group.

Mr. Aurelius asked Ms. Vezina what the Commission had approved and if any recent action affected the proposed budget.

Ms. Vezina reported that the Committee had gone to the Commission on March 16 to seek approval for an historian. The Committee also requested approval to proceed with several conceptual ideas including State heritage markers, plaques, displays and trunks. On April 6<sup>th</sup> the Commission approved a budget transfer of

\$75,000 to the Centennial Committee to cover the historian, markers, plaques, displays and trunks.

Ms. Payne said that she made the presentation to the Commission, and the Commission wanted the Committee to cover everything but the historian. The Commission was hoping that the markers, plaques, displays and trunks would be covered through donations and sponsorships.

Ms. Hutchinson asked if the Commission wanted the money back. Ms. Payne responded that the City would like to cover the cost of the historian only.

**Motion** made by Mr. Aurelius for the Committee to enter a float into the 2011 St. Patrick's Day Parade. The motion died for lack of support.

Mr. Palmer asked if the Committee was planning to coordinate any legacy projects, such as a statue. Ms. Payne responded that the Committee has discussed several projects, including the Gator Bridge and 17<sup>th</sup> Street Bridge.

Ms. Jean suggested that any new ideas be brought to the fact-finding groups first before they are brought to the entire Committee.

Ms. Payne suggested that if a Committee member wishes to present a new idea, that they simultaneously identify someone to oversee the project and someone to fund the project.

Ms. Mergenhagen suggested that the Committee be sensitive to the current economic climate and consider how the public will perceive certain projects.

Ms. Hutchinson said that Ms. Dinnen would like someone from the Centennial Committee to give a presentation to the School Board. Ms. Keith said she could coordinate a presentation.

Mr. Palmer suggested that a presentation also be made to the County Commission.

Mr. Willey joined the meeting at this time (2:19).

### **Liaison Report**

- **Update on Recent Commission Action**

Ms. Vezina stated that she had already covered the Commission action, but restated that the Commission had approved a budget transfer of \$75,000.

- **Historian RFP**

Ms. Vezina indicated that she had draft an RFP for the historian and submitted it to the procurement department on March 30. She assured that Committee that she would work with Ms. Payne and Ms. Mergenhagen to get their input on the RFP before it went out. Ms. Vezina explained the RFP process and informed the Committee that they would have an opportunity to review the RFP responses and they would be able to provide input on those responses at the RFP selection committee meeting. She hoped to have a historian on board in June.

Ms. Payne asked how historians would be advised of the RFP. Ms. Vezina suggested that the Committee members contact anyone they feel would be appropriate to respond to the RFP.

### **New Business**

- **Establish process to propose new ideas for Centennial**

Ms. Jean advised the Committee that she spoke at a recent District III pre-agenda meeting. The community expressed to her that the regular time of the Centennial meetings was not convenient for individuals that work normal business hours and wish to attend the Centennial meetings.

Mr. Shaw suggested that a fact-finding group go to the community on a day and time that would be convenient to them. Ms. Jean suggested that the Committee consider holding a future meeting at a time that would be more convenient for people that work during the day.

- **Countdown to Centennial**

Ms. Lee mentioned that the Committee and all members of the fact-finding groups were invited to the upcoming grand opening of the Lauderdale Grill.

Ms. Buchan asked about the status of the Official Registry Brochure. Ms. Vezina apologized that they were not available and said she would try to mail them out to the Committee prior to the next meeting.

Ramola Motwani announced that Broward College will celebrate it's 50<sup>th</sup> anniversary next year and feels it would be a great opportunity to work with the Centennial Committee.

Ms. Mergenhagen suggested that the Committee consolidate all of the walking and driving tours into one document. Mr. Palmer suggested that the Committee create a tour of where historical buildings or sites used to be.

Ms. Lee announced that the publicist for Charles Fazzino had drafted an exceptional press release that would go out after the Commission approved the contract. She also reported that the marketing committee had discussed the Centennial video. The group sees the value in the video and recommends that the Committee budget money to create the video.

Ms. Buchan asked if the Committee has money to spend on a video. Ms. Payne stated that the \$75,000 that was approved by the Commission is earmarked for the historian and the other historical projects that were presented.

Ms. Jean asked for clarification on the budget, because she was under the impression that the Committee had seed money, but now it sounded to her as though the seed money was going to the historian.

Mr. Shaw explained that the Committee expenditures have to be authorized by the City Commission because the Committee only exists as an advisory board and the Committee cannot decide to spend money.

Ms. Vezina stated that the Commission had approved, and the Committee now had \$75,000 for the historian and the other items that were presented to the City Commission on March 16.

Mr. Palmer asked if the money had all been spent. Ms. Vezina stated that none of the money had been spent. She stated that the Committee now had \$35,000 for an historian and \$45,000 for additional items.

Mr. Aurelius restated that he needed the budget figures because the City Commission will soon begin working on the budget for next fiscal year. Ms. Vezina stated that the City has already put together initial drafts of the budget for next year and if the Committee wanted to ask for money that it needed to do so right away.

Ms. Lee stated that the marketing committee felt that merchandising falls under the fundraising group. Mr. Shaw disagreed and suggested that it stay with the marketing group.

Ms. Lee stated that Ms. Vezina was implementing updates to the Centennial webpage. Ms. Lee discussed a marketing committee idea from Wil Shriner to project images on the sides of buildings in the City. Ms. Medalie had explored a similar project and agreed this could be an affordable and exciting idea.

**Motion** made by Mr. Aurelius, seconded by Ms. Hutchinson, for the City Public Works Department to determine the feasibility of an expression of celebration on both sides of the tunnel. In a voice vote, the **motion** carried unanimously.

**Motion** made by Mr. Ulmer, seconded by Ms. Scott-Founds that "Fort Lauderdale" be spelled out in all uses by the Centennial Committee. In a voice vote, the **motion** carried unanimously.

**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 May 5, 2010.

There being no further business to come before the Committee at this time, the meeting was adjourned at 2:54 p.m.