

APPROVED
CENTENNIAL CELEBRATION COMMITTEE
MEETING MINUTES
8TH FLOOR CONFERENCE ROOM
100 NORTH ANDREWS AVENUE
FORT LAUDERDALE, FLORIDA
WEDNESDAY, JUNE 9, 2010 – 12:00 P.M.

Cumulative Attendance

Members	Attendance	Present	Absent
E. Clay Shaw, Chair	A	0	1
Dr. Claire Crawford, Vice Chair	P	1	0
John Aurelius	P	1	0
Peg Buchan	P	1	0
Sandra Casteel	P	1	0
Beauregard Cummings	A	0	1
Patricia DuMont	A	0	1
Patricia Hale	A	0	1
Cindi Hutchinson	A	0	1
Stephanie Jean	A	0	1
Ina Lee	P	1	0
Jo Ann Medalie	A	0	1
Donna Mergenhagen	P	1	0
Charlie Palmer	P	1	0
Wingate Payne	P	1	0
Mary Rizor (12:20)	P	1	0
Lisa Scott-Founds	P	1	0
Lewis Tunnage	P	1	0
Dennis Ulmer	P	1	0
Birch Willey	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
 Maxine Singh, City Commission Liaison
 Kathleen Gunn, Assistant to the City Manager
 Barbara Hartmann, Recording Secretary, Prototype, Inc.

Guests

Jan Beth Idelman, Jan Beth Idelman Inc.
 Kevin Boyd

Communications to the City Commission

None at this time.

Call to Order

- **Roll Call**

Vice Chair Crawford called the meeting to order at 12:13 p.m. Roll was called and it was determined a quorum was present.

- **Approval of Minutes from May 5, 2010 Meeting**

Ms. Vezina noted that the correct time of the meeting should be 3:00 p.m.

Motion made by Mr. Aurelius, seconded by Ms. Hale, to approve the minutes of the May 5, 2010 meeting as corrected. In a voice vote, the **motion** carried unanimously.

- **Election of Vice Chair**

Motion made by Ms. Buchan, seconded by Ms. Hale, to nominate Ms. Crawford as Vice Chair. In a voice vote, the **motion** carried unanimously.

Motion made by Ms. Casteel, seconded by Ms. Hale, to close nominations. In a voice vote, the **motion** carried unanimously.

Vice Chair Crawford stated that Mr. Aurelius would like to address the Committee at this time.

Mr. Aurelius explained that he had spent the past month analyzing “the Committee and our lack of performance, lack of leadership, individually and collectively.” He said there seemed to be “only one way for us to go,” which would involve improved leadership, as leaders within the Committee had individual ideas but did not follow through with them.

He continued that there seems to be a lack of cooperation “from us [and] from the Commission,” and asserted that in order to overcome these issues, the Committee needs an Executive Director to function as “a central clearinghouse.” Mr. Aurelius introduced Kathleen Gunn, former Assistant City Manager, currently in charge of grants for the City, and stated that she could interact with and advise both the Committee and Staff with regard to “a variety of functions.”

He noted that the Committee's budget is more than \$900,000, and concluded that "something's wrong, we've got to come down to...what can we do and who can do it." Mr. Aurelius proposed that the Committee "accept the City Manager's appointment" of Ms. Gunn as Executive Director, as approved by the Mayor. He added that the Mayor also understands that some members are dissatisfied with the current state of the Committee.

Mr. Aurelius concluded that Ms. Gunn could work with Ms. Vezina, Ms. Singh, and "whoever else on City Staff that will help us so we can get going and start pursuing our goal."

Ms. Payne asked if Ms. Gunn would be available full-time, noting that this has been an issue with many Staff members who have "very full jobs" in addition to their work with the Committee. Mr. Aurelius replied that "there is no full-time City employee" to help the Committee on a full-time basis. Ms. Payne explained that she did not want to overburden an individual with many other responsibilities.

Ms. Mergenhagen said the Committee had been asking for additional help for a year, but had not received the necessary "volume of time" or connections to proceed. While she felt the addition of an Executive Director would be helpful, she expressed concern regarding the definition of "how we work with a new Executive Director" so the appointment would not simply "add a layer of opportunity for things to get lost."

Mr. Palmer also felt the Committee needs an Executive Director, but felt they also needed "a different structure." He asked if they should consider making a request to set up a 501C3 organization, which would be able to contract for some services and products, such as the Centennial poster.

Mr. Aurelius agreed the Committee needs "a separate structure to raise money and to spend money" without having to request City Commission approval for each expense. It was noted that this had already been requested at an earlier time.

Motion made by Mr. Aurelius, seconded by Mr. Tunnage, that the Committee accepts the offer of the City Manager to have Kathleen Gunn as Executive Director, to work with existing Staff for this commission.

Ms. Gunn explained that she currently handles grants and legislative affairs, which is a full-time position; however, she has "a lot of relationships with Staff" and has taken on several projects in the past. She concluded that she would be happy to help the Committee and felt she could be of use.

Ms. Idelman agreed that Ms. Gunn would "bring a lot to the table," and advised that one problem for the Committee has been "connecting the dots." She felt Ms.

Gunn would help them “navigate the bureaucracy.” She added that she had worked with Ms. Gunn before and thought highly of her.

Vice Chair Crawford suggested that there should be a job description so the Committee would know what Ms. Gunn would do. Mr. Aurelius asserted that “she’s an Executive Director and she’ll funnel everything we need to get us going.” Ms. Casteel felt the Committee should let Ms. Gunn know what they are doing so she could better understand the projects that are already in place.

Mr. Willey stated that Liaison and Executive Director are different jobs, and noted that Ms. Vezina had assured him these two positions could work together. He felt if they can work well, bringing in an Executive Director would be “a great idea,” and if they are comfortable working together they should be given a chance to do so.

Ms. Payne felt the Committee needs a steering committee that would work with the chairs of the fact-finding groups and help Ms. Gunn prioritize her work and figure out what the Committee’s priorities and efforts should be.

Vice Chair Crawford asked if any members would volunteer to serve on a steering committee. Ms. Hale asked if it would be helpful for each Committee member to email Ms. Gunn “a detailed description of what they are doing for the Centennial,” as everyone has his or her own projects.

Ms. Gunn responded that she would like to review the meeting minutes as well as the City Commission’s minutes to learn what items have been discussed; after that, she agreed it would help to understand the members’ individual goals. She also agreed it would be helpful to meet with a smaller group that could advise her on the Committee’s priorities and activities, as she did not have an extensive background with the Committee.

Vice Chair Crawford asked again if there were members who would serve on a steering committee. It was determined that these would be the “heads” of the fact-finding groups, which were as follows:

- Marketing: Ms. Lee
- Special Events: Ms. Hutchinson
- Neighborhoods: Ms. Mergenhagen
- Legacies: Ms. Payne
- Historical Education: Mr. Willey
- Fundraising: Mr. Aurelius

Ms. Vezina added that there is also a “clearinghouse committee,” although it has not been active. Vice Chair Crawford noted that she and the Chair would serve on a steering committee as well. It was agreed that this group would meet “in between meetings” to help form an agenda for the Committee.

Ms. Lee asked if the Mayor and City Manager are “completely aligned” with the idea that Ms. Gunn will spend as much time as necessary working with the Committee. Ms. Gunn clarified that she has a responsibility to the City with regard to maintaining grant funding; however, she felt once she has an understanding of the time needed to work with the Committee, she could have a discussion about time needs with the City. She emphasized that serving as Executive Director would not be her full-time job.

Ms. Buchan recalled that the Committee had presented an RFP for an Executive Director at an early meeting, but after discussion of the RFP they “got nowhere.” She did not believe it would be wise to bring on an Executive Director who did not know the scope of work, deliverables, or job description. She proposed bringing back the RFP to determine the scope of work Ms. Gunn would be asked to take on, and ensuring that the Mayor and City Manager “understand what we need.”

Ms. Gunn asked to see the RFP outlining the scope of work, and explained that she has a background with the City that will help her better understand what she is being tasked with. She asked for 30 days to review all the information available.

Ms. Payne asked if the steering committee could review the RFP as well and meet with Ms. Gunn within the next two weeks to prepare for “a really profitable July meeting.”

Ms. Payne called the question. In a voice vote, the **motion** carried unanimously.

Vice Chair Crawford recalled that the Committee had put out an RFP for a historian, and asked if any action should be taken at this time. Ms. Payne stated that the selection of the historian is scheduled for the following week, and suggested the formation of another fact-finding group, consisting of herself, Mr. Willey, Ms. Mergenhagen, and Ms. Gunn to meet with the historian once the position has been filled. She hoped the Selection Committee’s decision would be approved at the July 7, 2010 City Commission meeting. The meeting with the historian would establish priorities, a work plan, deadlines, and other considerations of the job so they could “really move quickly with the historian.”

Ms. Lee expressed concern regarding the Sunshine Law, explaining that she was unsure what members can and cannot do under this rule. Ms. Vezina stated that members of the fact-finding groups are allowed to speak to one another outside meetings, as they are fact-finding and conducting research. If one group needs the assistance of another, they should contact the Liaison, who will pass on this information to the second group. She also recalled that Ms. Payne was appointed

by Chair Shaw to be the official contact regarding the historian, and all information and questions regarding this position should go through her.

Mr. Aurelius asked how many individuals had responded to the RFP for a historian. Ms. Payne explained the Selection Committee will review three detailed proposals for the position. Ms. Vezina advised that she, Ms. Payne, and another City employee make up the Selection Committee and are following the RFP process according to City guidelines.

Ms. Payne stated she had proposed that the heads of the fact-finding groups who will need material from the historian should work with that individual, advising him or her with regard to plans and deadlines. She added that while they know what the historian will do, the Committee does not yet have a list of priorities for the historian.

Old Business

- **Update on 17th Street Bridge Lighting Project**

Ms. Buchan stated the estimated cost of the lights themselves is \$150,000. One company has submitted information already and two more are expected to submit information as well. She explained that the \$150,000 cost includes an in-kind contribution from the manufacturer of the lights; installation would be done by the City or by a separate contractor. Ms. Buchan informed the Committee that FDOT pays for the bridge's current lighting, but if the lights are changed to LED, the cost would revert to the City.

Ms. Gunn suggested if this project is budgeted and the City Commission "really wants it," perhaps they could address the issue with FDOT.

Vice Chair Crawford asked that Ms. Buchan provide "final numbers" for the project so it can be accurately budgeted. Ms. Buchan stated she cannot include the cost of installation until she has learned whether the City or a separate contractor would be required to install the lights, and the cost of either plan. She added she would continue to follow through with this project.

- **Review of Comprehensive List of Centennial Projects**
- **Review of Comprehensive Centennial Budget**

Ms. Vezina advised that the City Commission has requested a budget from the Committee "several times." Vice Chair Crawford noted that the budget currently comes to over \$900,000, and stated they should realistically determine what they can raise money for and "what we want to happen."

Motion made by Mr. Aurelius that this Committee start with Winterfest and conclude with the birthday celebration as their goal for the celebration.

He explained that in this case, they would not need to worry about further activities after March 2011. He felt they should “concentrate on having a great birthday party” and all the events that would fall within the 100 days.

The **motion** died for lack of second.

Vice Chair Crawford noted there were items included in the budget with which she was not familiar, and stated there should be “some sort of agreement of what we’re doing” before coming up with the numbers. Ms. Singh pointed out that many of the events listed do not reflect budget numbers because they are being put on by organizations other than the Committee.

Vice Chair Crawford asked for clarification on the budget associated with Winterfest. Ms. Scott-Founds explained this is for a “Centennial Showboat,” and she and Ms. Idelman are attempting to raise funds for this.

Ms. Payne suggested that the Committee review the list and provide brief “justifications of the money” in case there are items that can be removed.

Vice Chair Crawford felt the Committee should determine whether they would like their fundraiser to spend her time on these specific events, or designate the items for which someone else may raise money. Mr. Aurelius stated that he has not been informed of any items for which individuals have “access to certain people to raise money.”

The Committee reviewed the individual items in the budget, including the following highlights:

- There should be some participation in the Winterfest Boat Parade, as this is the “kickoff” event for the Centennial;
- The cost of the Wade-In Installation Party will include transportation to the beach for participants and observers, signage, and speaker systems, while the marker itself will have a separate cost;
- Trailblazer Performances include theatrical performances of oral histories to be presented in three separate locations, and expenses cover the costs of the actors and performances;
- 500 copies of the 36-page children’s activity book have been promised to the Parks & Recreation Department’s afterschool program; the first print run will produce 2000 copies. The budgeted amount reflects the cost of printing by the City;
- The costs associated with the Fazzino poster are merchandising costs, as most major merchandisers will ask for 50% payment up front. This will

- also be the case for merchandising related to souvenirs, such as t-shirts and collectibles;
- The projector photo montage would project historical photographs of the City onto the walls of various City buildings. The montage would move to different areas of the City to be projected, and sponsors' logos could be included in the projections;
 - Mr. Palmer revisited the idea of using a mausoleum as an above-ground time capsule, with statues atop the structure. Containers in the time capsule may be sold to residents.

Mr. Aurelius asked if approval of the merchandising contract is scheduled to go before the City Commission. Ms. Vezina confirmed that the contract is on the City Commission's June 15 Agenda.

Mr. Aurelius stated the Mayor has requested that the Committee "seriously consider" having the City birthday party on the beach.

Ms. Scott-Founds added that she and Commissioner Dubose have discussed some ideas for additions to the poster. She offered to try to have the line drawings for the poster before the Commission on this date as a "walk-on" item. Ms. Gunn advised bringing the drawings to the City Commission on June 14 if possible.

Ms. Lee pointed out that some items included in the budget are "placeholders that we may or may not need," and suggested that these could constitute a separate category until a decision is made regarding what will or will not be needed.

Vice Chair Crawford left the meeting at this time (1:32 p.m.).

Motion made by Ms. Payne, seconded by Ms. Lee, that Mr. Aurelius act as Chair. The **motion** was not voted upon.

Mr. Aurelius added that members of Planning and Zoning Staff have agreed to meet with a City consultant and members of the Parks and Recreation Department to give the Committee "appropriate sighting opportunities" for the proposed mausoleum(s) and statues.

Ms. Vezina asked who would assume the BECON project in Ms. Keith's absence from the Committee. Mr. Willey advised that Ms. Keith has said she will continue to follow this project.

Mr. Aurelius asked if the Public Information Office could prepare a brief video introduction to the Centennial Celebration by the Mayor, to run on the City's

television channel. Ms. Vezina recommended that this video appear on the City website instead.

Ms. Mergenhagen commented that some projects seem to be running "parallel" instead of maximizing opportunity, citing two to three video or projection plans that may use the same images. She suggested condensing these to "one project with multiple applications."

Ms. Idelman advised that she had met with representatives of the *Sun-Sentinel*, who had informed her they would "not budge from their previous position" regarding the cost of advertising. The *Sun-Sentinel* had discussed a \$40,000 investment, which they would "match and go beyond." Ms. Idelman noted, however, that she has a revenue-producing suggestion for the newspaper that might allow her to negotiate further, perhaps for \$20,000.

She has also spoken to the *Miami Herald*, which was not interested in working with the Committee on a promotional basis. Her recommendation was that they negotiate the best possible deal with the *Sun-Sentinel*.

Ms. Lee stated she was "extremely frustrated," recalling that the previous meeting with the *Sun-Sentinel* had also not been productive; various individuals, including the Mayor, had planned to address the issue with the newspaper's publisher, but this had not been done and the Committee was "back to square one with the *Sun-Sentinel*."

She continued that the Committee must now come to an agreement with this newspaper, as the sponsorship packages cannot be put together without their cooperation. She concluded that the City "didn't get the job done" in this case, and pointed out that other media outlets would now ask why the Committee had not invested in a media budget for them as well.

Ms. Idelman proposed attempting to contact the *Sun-Sentinel's* publisher once more, perhaps through a "soft approach."

Ms. Rizor stated that the Committee's work is not widely known throughout the City and they must make a greater effort to "reach the masses" and inform them of the celebration plans.

Mr. Ulmer expressed concern that the City has requested a budget from the Committee, pointing out that the City is preparing its own budget and "we have a deadline." Ms. Vezina noted as well that the budget has been discussed at the past two Committee meetings. She recommended that it be sent as soon as possible, as "the window is definitely closing" because the City's budget is being prepared.

Ms. Mergenhagen recalled that she had been one of the individuals to appear before the City Commission to request approval for previous items, and the Commission had “made it very clear that there is no money unless the money is raised.” She felt the City’s request for a budget was made so they would know “who is giving us money other than the City... so that they can help us fundraise.”

Ms. Vezina felt the City Commission would consider an additional request for funds in the next budget year, but did not want the Committee to “go back to the well” for funds more than once. She agreed that they would like to know that the Committee is doing some fundraising to supplement the monies the City is providing, so the City is not funding the entire Celebration.

Mr. Aurelius recommended that the Committee ask for \$100,000 in additional funds for the next budget year, and attempt to raise \$800,000.

Ms. Payne recalled that some “up-front” money for merchandising would be necessary, and remarked that this would be an effective way to raise awareness of the Centennial throughout the community. Mr. Aurelius agreed that this expense should be allocated up front.

- **Updates from Fact-Finding Groups**

None at this time.

Other Matters of Interest

Ms. Vezina reminded the Committee that the contract for the Fazzino poster will be presented at the June 15, 2010 City Commission regular meeting. She urged as many members as possible to attend in support.

- **Communications to City Commission**

None at this time.

- **Confirm Date of Next Meeting (3:00 p.m., July 7, 2010)**

Ms. Vezina advised that July 7 is now a Commission meeting date, and the Committee must reschedule. It was determined that the next meeting would be held on Wednesday, July 1, 2010, at 3:00 p.m.

Ms. Idelman felt it would be helpful if she could participate in the steering committee meeting to bring Ms. Gunn up to speed due to her function as fundraiser. She added that she would try to prepare copies of the sponsorship kit to be handed out to members in time for the July 1 meeting.

Ms. Lee acknowledged the work of Mark Budwig, who donated his services to the marketing group in preparing its design. Ms. Vezina said he had also been very helpful with the website. Ms. Mergenhagen suggested that Mr. Budwig be given a sponsorship in thanks for his efforts.

Mr. Aurelius proposed creating a ticket to include in the publication selected for advertising; this would be a "Centennial Citizen" ticket, with, for example, 25 events listed. When 10 or more events are attended, the ticket could be turned in to become eligible for a prize drawing, and everyone turning in a ticket would become a Centennial Citizen and receive a certificate in recognition. He felt this would help encourage the public to attend the Centennial events. It was agreed that the marketing group would explore this possibility.

There being no further business to come before the Committee at this time, the meeting was adjourned at 2:15 p.m.

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