

APPROVED
CENTENNIAL CELEBRATION COMMITTEE
MEETING MINUTES
8TH FLOOR CONFERENCE ROOM
100 NORTH ANDREWS AVENUE
FORT LAUDERDALE, FLORIDA
WEDNESDAY, AUGUST 25, 2010 – 3:00 P.M.

Cumulative Attendance

Members	Attendance	Present	Absent
E. Clay Shaw, Chair*	P	2	1
Dr. Claire Crawford, Vice Chair	P	3	0
John Aurelius	P	3	0
Peg Buchan	P	3	0
Sandra Casteel	P	3	0
Beauregard Cummings	P	1	2
Patricia Hale	P	1	2
Cindi Hutchinson	P	1	2
Ina Lee	P	3	0
Jo Ann Medalie	P	2	1
Donna Mergenhagen	P	3	0
Charlie Palmer	P	3	0
Wingate Payne	P	3	0
Mary Rizor	P	2	1
Lisa Scott-Founds	P	1	2
Lewis Tunnage	P	3	0
Dennis Ulmer	P	3	0
Birch Willey	P	2	1

*participated via telephone

As of this date, there are currently 18 members appointed to the Committee, which means 9 would constitute a quorum.

Staff

Petula Burks, Public Information Department
 Chaz Adams, Acting Director, Public Information
 Maxine Singh, City Commission Liaison
 Kathleen Gunn, Centennial Committee Executive Director
 Barbara Hartmann, Recording Secretary, Prototype, Inc.

Communications to City Commission

None at this time.

Call to Order

- **Roll Call**

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

Motion made by Ms. Lee, seconded by Ms. Hutchinson, to allow Chair Shaw to attend this meeting via the telephone. In a voice vote, the **motion** passed unanimously.

Chair Shaw joined the meeting telephonically at this time.

Chaz Adams and Petula Burks, both from the City's Public Information Department, introduced themselves to the Committee at this time.

- **Approval of Minutes from August 4, 2010 Meeting**

Motion made by Ms. Hutchinson, seconded by Mr. Willey, to approve the minutes of the August 4, 2010 meeting. In a voice vote, the **motion** passed unanimously.

Centennial Projects

- **Review of Centennial Projects and Budget**

Vice Chair Crawford reported that the chairs of the fact-finding groups have met regularly in an effort to "get things rolling." They have arrived at a way to prioritize their projects so they can be presented to the City Commission.

She noted that the Centennial poster, the baby onesies, and the logo have been approved, and a historian has been hired. Beach markers, park plaques, and history trunks are in process as well.

- **Prioritize Centennial Projects**

Ms. Payne recalled that some projects were tabled at the August 4 meeting and asked if more information is now available regarding these projects. She noted the Gator Bridge and the Sistrunk project in particular.

Ms. Gunn stated that she has spoken with a contact person regarding how the Gator Bridge could work. "Wrapping... the bridge directly" is not possible; the wrap must be "outside of the bridge" so the structure may undergo regular inspection. The Committee would have to come up with a way to attach the wrapping without its being "adhered to the bridge." Ms. Medalie noted that this

was very different from the original concept, which was to paint a template offsite and attach its pieces to the bridge.

Mr. Cummings explained that both the oral history project and the Sistrunk memorial have made progress since the previous meeting. He and other Trailblazers had met with City Commissioner DuBose to discuss plans for the Sistrunk corridor, which include a memorial site including exhibits of achievements by black residents from 1900 to the present day.

The oral history project, which is the culmination of two years' worth of oral history research in the black community, will be "put... together in theatrical form." An individual has been engaged to prepare a script, and there will be three productions of the project during the Centennial year.

Mr. Willey asked if the CRA will assist with funding the Sistrunk corridor project. Mr. Cummings said the estimated cost is \$135,000; \$35,000 is requested from the Committee to "kick off" the project, and \$100,000 will be requested from the CRA. When the concept and design are complete, the project can be more accurately "priced out." Ms. Gunn added that community input is also being sought for the memorial site's location and content.

Ms. Gunn advised that projects will be voted upon and ranked before being forwarded to the Commission. The projects are broken up into different categories, such as capital improvements, events, and educational projects, with a brief description and an estimated cost.

Ms. Scott-Founds advised that the Winterfest boat can be removed from consideration, as this item is being funded.

Ms. Lee noted that the marketing group considers the photo montage to be a marketing project rather than a capital improvement, although it is listed as a capital improvement. She pointed out that part of the approved marketing plan is "to do the different components that it takes to market [the Centennial], including the advertising." She did not feel she could comfortably rank the marketing projects, as she believed they were a single listing.

Ms. Gunn stated the intent of the ranking exercise is to "get some consensus" before taking the projects before the City Commission. While she agreed it is difficult to compare some projects with others, she asked the entire Committee to participate in order to arrive at this consensus, as "time is running short."

She advised that projects in each category are numbered so they can be ranked. Chair Shaw clarified that each project is "subject to receiving the financing." Vice Chair Crawford explained that the ranking will show the City Commission the

projects that are being discussed and provide a sense of the Committee's priorities.

Ms. Casteel asked if the photo montage could be moved from the capital improvements list to marketing. Vice Chair Crawford stated the executive committee had made the decision and asked that it be left "where it is."

Ms. Gunn distributed ballots to the members at this time. Mr. Aurelius stated that he would not vote, as he did not agree with the process.

It was noted that the 50th anniversary commemoration of the wade-in had been adopted by the City as part of the 2011 4th of July celebration.

Ms. Gunn clarified that in a case where only three projects, for example, were listed, the highest priority would be a "3" instead of a "5." This change would be made during tabulation of the results.

Motion made by Mr. Aurelius, seconded by Ms. Lee, that irrespective of the rankings as to the four education items, that we recommend each of those items to the Commission at the prices indicated here and put it in our budget.

In a voice vote, the **motion** carried 15-2 (Vice Chair Crawford and Ms. Rizor dissenting).

Motion made by Mr. Aurelius, seconded by Ms. Lee, that all marketing items, including the photo montage, be submitted to the Commission and that we include those in our budget without ranking.

Ms. Payne said she would support this **motion** if it did not include the Centennial video. She noted that there are also "historical inaccuracies in the video."

Mr. Aurelius withdrew the **motion**.

Motion made by Mr. Aurelius, seconded by Mr. Palmer, that all marketing items except the Centennial video and montage be included in one submittal, and that [the] Centennial video be further discussed or tabled for some other matter if funds are available.

Ms. Mergenhagen recalled that the Committee had previously voted to approve the marketing proposal, and noted that they are "now cutting and pasting" from that proposal, which she stated was "counterproductive." In addition, she expressed concern that the photo montage not be considered a capital project, as it does not fall into that category. She felt it "devalues all the work we've done" if the Commission perceived that the Committee did not understand the difference between capital projects and marketing.

Mr. Willey said it was not inappropriate to express “some degree of preference” to the City Commission. He stated that a good deal of work has been done to come up with a way to show this preference and stated he would not vote in favor of the motion.

Ms. Hutchinson agreed with Mr. Willey that the Commission is “looking for this Committee to rank these projects.” Although not everyone was in favor of making recommendations through ranking of projects, she asserted that “we need to make our recommendation to the Commission” as a group. Chair Shaw said he agreed with Ms. Hutchinson and Mr. Willey, and felt the Committee could “save the Commission a lot of time” by showing their collective enthusiasm for each project.

Mr. Aurelius said if the Committee cannot raise sufficient funds for the projects he had mentioned in his motion, when added to the funds they have been given by the City Commission, “we shouldn’t be in the fundraising business.” He felt that the ranking would say to the Commission that some “nominal cost items” are not priorities for the Committee, and reiterated that they should be able to raise sufficient money to fund the projects in question.

Vice Chair Crawford requested that Mr. Aurelius restate his motion. Mr. Aurelius explained his **motion** is “related to the inclusion of the photo montage into the marketing items, excluding the Centennial video,” and that the items were “not more than \$80,000,” which the Committee should be able to raise. He felt these items should be “in the funding of the poster, the advertising in the *Sun-Sentinel* together with minority advertising, the banners, the photography as necessary, the fence, and the photo montage all be submitted to be included equal weight in our budget, and that we raise the money to fund them all.”

In a show of hands, the **motion** passed 10-6 (Vice Chair Crawford, Ms. Hutchinson, Mr. Cummings, Ms. Payne, Ms. Rizor, and Mr. Willey dissenting).

Motion made by Mr. Aurelius, seconded by Mr. Ulmer, to recommend to the City Commission that they appropriate into the Parks Department a sum of \$75,000.

He explained that this **motion** addressed the New River Street Dance, and noted that the Committee has to “go through all the procurement processes and expenditure processes.” He said he would ask them to, “as part of the budget process, line-item \$75,000” as the initial budget for the event, with the hope that the Committee can augment this amount with funds raised. He added “This way we know it’s funded by the City,” as the Committee cannot predict what funds they will be able to raise.

Vice Chair Crawford asked Ms. Gunn if there is “a second \$75[000]” in the Committee’s budget. Ms. Gunn replied she believed “there is money in the budget, but [was] not sure the Commission is aware because it’s in the budget of a Department.”

Vice Chair Crawford asked what the Committee would do “if they only gave us one [\$75,000]” toward marketing and other items. Mr. Aurelius said the City Commission would “have to make a decision” and the New River Street Dance should be “a separate item.”

Ms. Mergenhagen noted that this year’s budgeting process for the City is “extremely tight,” and said she was “hesitant” to suggest this amount should be added into the Parks and Recreation Department’s budget.

Mr. Ulmer explained he had **seconded** the **motion** because the New River Street Dance is an historic event that has gone on in the City for many years. He felt “if the City can’t put up some money then I don’t even think we should all be here.”

Vice Chair Crawford requested that Mr. Aurelius restate his **motion**. Mr. Aurelius said it was to recommend that in our recommendation of the Centennial New River Street Dance, that we ask the City to fund into the Parks Department a line item of \$75,000 as seed money for this event.

In a voice vote, the **motion** passed 17-1 (Vice Chair Crawford dissenting).

Mr. Aurelius stated there was no way to determine whether the Committee would be able to raise funds for other projects, citing the Gator Bridge and the Sistrunk monument as examples. He did not feel the Committee was making progress by “voting on these things” instead of going out to raise the money.

Jan Beth Idelman, guest, advised that she has begun soliciting sponsorships, but one difficulty is the lack of “a finite list of benefits” for potential sponsors.

Ms. Gunn noted that some of the votes are “irrelevant,” as all the education items and most of the marketing items are being sent to the City Commission, and the New River Street Dance is recommended to be a line item to the Parks and Recreation Department. She pointed out that the wade-in markers are part of the 2011 4th of July celebration and the Winterfest boat parade is funded separately.

She said the capital improvement projects are ranked as follows, in descending order of importance:

- 17th Street Bridge;
- Sistrunk monument;
- Time capsule;

- Gator Bridge.

Motion made by Mr. Aurelius to accept the rankings 1 through 4 for the capital projects, subject to funding. The **motion** died for lack of second.

It was noted that the cost of the time capsule would be \$80,000 rather than \$135,000 if statues were not included in the estimate. The hope is that statues could be donated.

Mr. Aurelius read the following Resolution:

“That a Centennial Committee member, myself, be granted the authority to recruit and appoint a minister of the Fort Lauderdale area to be the Event Chairman for the July 4, 2011 wade-in ceremony, installing a permanent marker at the corner of Las Olas and A1A. The Chairman will be asked to individually or in concert with his appointees on a Wade-In Committee, provide a 30- to 40-minute presentation, including one or more choirs with featured speaker. The event would commence at 9 a.m. with appropriate road closings and blockages early in the morning, and the City event will be established at the corner. The City Parks Department would be in charge of all logistics, and coordinate with the Committee Chairman so that this dedication ceremony would include music chosen by the Chairman with one or more church choirs participating, and that a dignitary be asked to attend for comment at the ceremony as recommended by the Wade-In Committee, that a proper unveiling of the marker take place, and that water, coffee, juices, pastries, and cool fruit be available due to the date and during, before, and after the event. We ask the City to provide the cost for the showmobile, what police detouring costs may be involved, and the sound system. The beverages and food will be donated by the vendors on the beach at no cost to this Committee or the City for food and hydration as may be available.”

Motion made by Mr. Cummings, seconded by Mr. Tunnage, to place the Resolution as a motion.

Ms. Rizor stated she had spoken to members of the original wade-in participants, and pointed out that the wade-in was “not actually at Las Olas,” although she did not object to the placement of the monument. She explained that for purposes of documentation, she was not certain that was the original site.

Ms. Payne offered an **amendment** to the **motion**, suggesting that they not specifically refer to an unveiling of the marker. She advised it is not certain the marker would be available in time for the ceremony.

Mr. Cummings asked if the Resolution is intended to decide the location of the marker. Ms. Payne said there is an exact location shown "on the Las Olas plaza."

Ms. Mergenhagen offered the **amendment** that they include a stage and chairs as part of the **motion**. Ms. Hutchinson felt the **motion** is "overwritten" and not all details need to be included. She stated its intent is "appointing a minister to handle the event."

Mr. Aurelius added that as Chairman of the event, he would be "the conduit" for all suggestions so the Committee is not "mixed up" in decisions, including as the selection of a minister.

Vice Chair Crawford advised she did not wish to vote on the **motion** without knowing who the potential appointee might be. Mr. Aurelius said the minister would be Reverend Dr. James Curtis Eubanks, who is "the minister of a community church" and knows many of the individuals involved in the event. Mr. Aurelius said he had been acquainted with Reverend Eubanks for over 20 years and felt he "will remain non-controversial" and will understand the event is intended to bring "a whole community together at this event."

Vice Chair Crawford observed that having the City Commission approve an Event Chairman would be more in keeping with a City event than allowing an individual to make the decision on his or her own. Mr. Aurelius said if Reverend Eubanks agreed to be Event Chairman, he would "bring his name forward and disclose it to the City Commission at that time."

Mr. Palmer suggested speaking with Reverend Eubanks before the Resolution is passed. Mr. Aurelius said if Reverend Eubanks was not willing to serve as Event Chairman, "I want to recruit somebody else."

In a voice vote, the **motion** passed 17-1 (Vice Chair Crawford dissenting).

Mr. Aurelius stated he had met with City Staff and "other fundraisers," and is "beyond upset" that the Fort Lauderdale Historical Society is holding an event to honor Wayne Huizenga on October 29, 2010, before the Centennial kickoff. While he allowed that the Historical Society "has those rights" to hold such an event, it is noted that they are "raising sponsorships" at the event. He concluded that the negative impact of this event on the Centennial Committee cannot be determined, but "there is no positive coming out of it."

Ms. Buchan recalled that Centennial events had been required to register with the Committee and be brought forward for sanctioning. Mr. Aurelius did not feel the issue could be resolved "in a polite way" and encouraged the Committee to "work around it."

Mr. Aurelius continued he was upset that Vice Chair Crawford “knew all about this.” Vice Chair Crawford stated she did not see a conflict, as the Historical Society had held the Founders’ Dinner for 17 years as an annual fundraiser.

Ms. Scott-Founds pointed out that the Committee would “lose money by embracing [the event],” as individuals who had contributed to the Historical Society’s event would believe they had already donated to the Centennial as well. Ms. Idelman said this has already happened, and cautioned that working closely with the event would lead to further confusion.

Ms. Scott-Founds advised that on December 9, 2010, Nova Southeastern University would pay for a party at the Museum of Art from 5:30-8 p.m., for the unveiling of artwork.

She added that she was not able to confirm Willard Scott as a guest or Smuckeres as a sponsor for Winterfest, although Mr. Scott is “doing something for us” on “The Today Show.”

It was clarified that only events sanctioned by the Committee were allowed to use the Centennial logo. Approved events would appear on the Centennial calendar. Vice Chair Crawford said she would submit these events for Committee approval on a monthly basis.

Ms. Gunn suggested that the sanctioning of events be included in the presentation to the City Commission, including the approval process, so the Commission may become involved if they choose.

Chair Shaw returned to the motion regarding the wade-in commemoration, noting that this would likely need to go before the Parks, Recreation, and Beaches Advisory Board.

With regard to the Historical Society’s event, Chair Shaw encouraged a “hands off” approach unless the Historical Society wished their event to be sanctioned, in which event the Committee should sanction them.

Ms. Lee provided a copy of “ongoing press” regarding the marketing group’s work on the Centennial for interested members. She felt a book should be prepared for each City Commission member at the time of the Committee’s presentation so they could see the accumulation of press.

Ms. Lee also recognized Ms. Scott-Founds for doing “an extraordinary job” on funding the museum event and the Centennial boat.

Ms. Idelman stated that public television will be a media partner for the Centennial, and Yellow Cab is donating “taxi tops.”

Vice Chair Crawford said she had requested the meetings to occur on the first Wednesday of each month at 3 p.m. so members can plan schedules accordingly. It was agreed that the Committee would not meet on Wednesday, September 1, as they have held two meetings in August. It was determined that they would next meet in October. Ms. Gunn confirmed that the presentation to the City Commission will be September 21.

There being no further business to come before the Committee at this time, the meeting was adjourned at 4:35 p.m.

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