

APPROVED
CENTENNIAL CELEBRATION COMMITTEE
MEETING MINUTES
8TH FLOOR CONFERENCE ROOM
100 NORTH ANDREWS AVENUE
FORT LAUDERDALE, FLORIDA
THURSDAY, SEPTEMBER 23, 2010 – 3:00 P.M.

Cumulative Attendance

Members	Attendance	Present	Absent
E. Clay Shaw, Chair*	P	3	1
Dr. Claire Crawford, Vice Chair	P	4	0
Peg Buchan	P	4	0
Sandra Casteel	A	3	1
Beauregard Cummings	P	2	2
Patricia Hale	P	2	2
Stephanie Jean (arr. 3:16)	P	1	3
Ina Lee	A	3	1
Nuccia McCormick	P	2	0
Jo Ann Medalie	A	2	2
Donna Mergenhagen	P	4	0
Charlie Palmer (arr. 3:13)	P	4	0
Wingate Payne	P	4	0
Mary Rizor	P	3	1
Lisa Scott-Founds	P	3	1
Lewis Tunnage	P	4	0
Dennis Ulmer	P	4	0
Birch Willey	P	4	0

*participated via telephone

As of this date, there are currently 19 members appointed to the Committee, which means 10 would constitute a quorum.

Staff

Shannon Vezina, Public Information Office
 Maxine Singh, City Commission Liaison
 Kathleen Gunn, Assistant to City Manager

Communication to City Commission

None at this time.

Call to Order

- **Roll Call**

Vice Chair Crawford called the meeting to order at 3:08 p.m. Roll was called and it was noted a quorum was present.

Vice Chair Crawford explained the meeting was called primarily to discuss and approve a fundraising strategy, as requested by the Mayor. Ms. Gunn added that the strategy will then go before the City Commission with the Committee's endorsement.

She noted that two members, John Aurelius and Cindi Hutchinson, have resigned from the Committee. There are two new appointees to the Committee, one of whom was in attendance. New member Nuccia McCormick introduced herself to the Committee at this time.

Motion made by Ms. Payne, seconded by Mr. Tunnage, to allow Chair Shaw to attend the meeting [via telephone]. In a voice vote, the **motion** passed unanimously.

Chair Shaw joined the meeting telephonically at this time.

Vice Chair Crawford advised the Committee needed to approve the color version of the Centennial poster.

Motion made by Mr. Ulmer, seconded by Ms. Payne, to approve. In a voice vote, the **motion** passed unanimously.

New Business

- **Fundraising**

Mr. Palmer joined the meeting at 3:13 p.m.

Vice Chair Crawford distributed copies of the Committee's fundraising strategy, and noted that guests Jan Beth Idelman and Kevin Boyd of Jan Beth Idelman, Inc. were available to answer questions.

Ms. Gunn added that the Legal Department has asked the Committee to approve the proposal written by Ms. Idelman, which calls for "different levels and benefits that are associated with sponsorship." The Legal Department itself has also approved this format. She reiterated that the strategy will go to the City Commission once the Committee has approved it.

Ms. Jean joined the meeting at 3:16 p.m.

Ms. Rizor noted that the description of “five levels” for sponsorships says additional partnerships with local businesses and individual donors will also be pursued. She said she would like to see nonprofit organizations included in this statement.

Ms. Buchan noted sponsorships are between the levels of \$1000-\$25,000. She asked if there was a level for sponsorship at a lesser amount. Ms. Idelman agreed this could be included. Ms. Rizor pointed out that an entity wishing to donate a lesser amount has no sponsorship level listed on the document.

Mr. Boyd said the Mayor and Commissioners would like a way to facilitate bringing in small business owners, churches, nonprofits, or individuals; they are hoping to receive further clarification on this at the next City Commission meeting. He concluded they are open to whatever the Commission would like to do, but noted most sponsorship levels are “geared toward the ‘bigger fish’” and raising “primary money” for Centennial projects.

Mr. Palmer asked if the probability of being able to raise \$1 million is practical. Mr. Boyd said they presently need approximately \$100,000 to cover the marketing alone, and must also plan to raise sufficient funds for the New River Street Dance. With regard to other projects, he said these would be done if the money can be raised for them.

Mr. Palmer explained he questioned the probability of being able to raise, for example, “a \$150,000 title sponsor” and other high-dollar amounts. He asked if there are actual potential candidates who may sponsor the Celebration at this level, or if it is “a wish and then we’re going to... find out whether it can be achieved or not.”

Vice Chair Crawford pointed out that it is difficult to “close the deal” until the Committee has clarified some of the benefits of sponsorship. She said she was comfortable that the goal can be achieved. Mr. Boyd added that they have met with roughly “half a million dollars’ worth of potential sponsors;” they have not yet been authorized to enter into an agreement with any sponsors without the Committee’s formal approval.

Mr. Palmer He recalled that the time capsule could be used as a fundraising tool that would reach several people for small amounts, and that they had previously discussed asking the Seminole Tribe to consider co-sponsoring the time capsule.

Ms. Gunn said the capital projects were ranked in order at the last meeting, which was “how we came up with the range [of \$1000-\$25,000].” She added that

Ms. Idelman and Mr. Boyd will also need flexibility when approaching sponsors so they can “customize a package” of what projects interest a particular sponsor.

Ms. Scott-Founds noted that the full sponsorship packet is larger than the synopsis presented to the Committee.

Ms. Idelman thanked the members for their input, stating that the purpose of today’s meeting is to arrive at “a manageable document” that will be presented to the City Commission. She agreed with Mr. Palmer that \$1 million is “very ambitious” due to the approaching timeline for the Centennial projects, and asked for a suggestion regarding how the document might solicit sponsorships in smaller amounts.

Ms. Mergenhagen asked if Ms. Idelman’s company would make money from a “booth income strategy,” such as the one proposed for the New River Street Dance. Ms. Idelman said if she had not arranged each specific booth, she did not believe she would be paid for it. Ms. Mergenhagen said she felt fundraising at this point was akin to “running up a very... steep hill,” and for this reason she did not feel the possibility of booth income should be discounted. She suggested it might be easier to arrange for ten booth participants at \$100 each as it would be to attract a title sponsor at \$150,000. She felt at this point that booth participants should also be counted toward income for the fundraisers.

Motion made by Ms. Payne, seconded by Ms. Jean, to accept this proposal with two amendments: one, that we add a sponsorship level, to be determined by our professionals, between the \$25,000 and the \$1000; also, that we acknowledge Ms. Rizer’s point that we need to, as we’re listing small business and individuals, they also should include nonprofit organizations as well. In a voice vote, the **motion** passed unanimously.

Ms. Gunn suggested the **motion** be **amended** to also state that Ms. Idelman will be given the flexibility to customize packages based upon who she is approaching. It was agreed this **amendment** would be accepted and added to the **motion**.

The **motion** was restated as follows: to accept the fundraising strategy as presented, with three amendments. First amendment: add sponsorship levels, to be determined by the professional fundraisers, between \$1000-\$25,000; include nonprofit organizations in outreach and fundraising strategy; third amendment: allow Jan discretion to customize the sponsorship packages accordingly. In a voice vote, the **motion** passed unanimously.

It was asked if the fundraisers could keep the Committee apprised of sponsors they already have. Ms. Idelman said at present, they have reached out to several potential sponsors, but have not lined up any sponsorships at this point.

Ms. Buchan said she felt there should be a means of tracking who is offering sponsorships in dollars or in-kind services, whether the fundraising team or another member of the group reaches out to them. She asserted that the Committee needs to know who their sponsors are and what funds or services they are providing, and suggested this be included in the meeting minutes.

Mr. Palmer asked who would assume the responsibility of arranging the Street Dance and raising funds through selling booths or other means. It was noted this had been done by the Special Events group. Ms. Gunn said the fact-finding groups would need to be realigned for the purpose of following up on the various projects, even if this meant making arrangements for a nonprofit organization to assume some of these responsibilities.

Ms. Buchan noted that it is possible a for-profit entity may offer to oversee some of the projects, and stated she would like the fundraising team to have first right of refusal before an outside agency takes on any of the projects.

Motion made by Ms. Buchan, seconded by Ms. Rizor, that if there is an outside group, whether it's not-for-profit or for-profit, that would like to take over a component of one of our [projects]... that our professional fundraising group should have first rights of refusal before that group [inaudible].

Mr. Cummings said there had been discussion of "the memorial project for the northwest area," and advised that some fundraising will probably be necessary for this project. Ms. Payne said this would be "separate and apart" from other Centennial projects unless the Trailblazers and other sponsors of the memorial hoped to have money brought in by the fundraising team; if they wanted the team to raise funds, they would have to "work that out with them."

Mr. Palmer said giving the fundraising team the right of first refusal would "depress" the level of involvement by other organizations and people. He suggested instead that the Committee bring any such projects to Ms. Idelman first and ask if her team would like to undertake fundraising, and if they declined they could solicit the help of other groups.

The **motion** was restated as follows: to approve giving Jan Idelman first right of refusal to manage any for-profit projects that may arise in conjunction with the Centennial celebration.

In a voice vote, the **motion** passed 12-1 (Mr. Palmer dissenting).

Mr. Ulmer recalled that at the previous meeting the Committee had made a motion to ask the City Commission for \$75,000 toward the New River Street

Dance, and asked if this is still going before the City Commission. It was confirmed that this is the case.

Other Matters of Concern

- **Confirm Date of Next Meeting**

Vice Chair Crawford said the Committee will attempt to meet on October 6, in accordance with its regular meeting schedule.

There being no further business to come before the Committee at this time, the meeting was adjourned at 3:50 p.m.

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

(Note: Maureen Dinnen was appointed to the Centennial Celebration Committee on September 21, 2010, and was not given sufficient notice to attend this meeting so her name does not appear under the attendance records on page one.)