

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

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

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
 Kathleen Gunn, Assistant to City Manager
 Sue Molnar, Parks and Recreation
 Barbara Hartmann, Recording Secretary, Prototype, Inc.

Communications to City Commission

None

I. Call to Order

- **Roll Call**

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

- **Approval of Minutes from September 23, 2010 Meeting**

Ms. Dinnen noted that she had not been appointed to the Committee at the time of this meeting.

Motion made by Chair Shaw to approve the minutes of the September 23, 2010 meeting as corrected. In a voice vote, the **motion** passed unanimously.

- **Approval of Minutes from October 6, 2010 Meeting**

Mr. Ulmer recalled that he and Mr. Willey were given permission to attend the Executive Committee meeting during the October 6, 2010 meeting. This should be reflected in the minutes in accordance with the Sunshine Law.

Motion made by Ms. Hale, seconded by Ms. Jean, to approve the October 6, 2010 minutes as corrected. In a voice vote, the **motion** passed unanimously.

II. Chairman's Report

Chair Shaw welcomed new member Maureen Dinnen to the Committee.

He reported that the Rotary Club has requested a raft race on the New River to be a sanctioned event.

III. New Business

Fact Finding Committee Reports:

- **Executive Committee**

Ms. Gunn stated that the Executive Committee has developed a list of "things to do." She said they would like to change the agenda format to allow for reports from each of the fact-finding groups, which will apprise the entire Committee of what is being done by each group on a monthly basis.

- **Marketing Committee**

Ms. Gunn said the Executive Committee has worked closely with the Marketing group, and Ms. Lee in particular, to iron out the details of the photo montage project. This project would show photographic images on various buildings throughout the City. They have also worked with Wil Shriner, who is on the Board of the Fort Lauderdale Film Festival, as the Film Festival has many of the assets the Committee would need for the photo montage project, including a van and a mobile projection unit. Ms. Gunn explained the Committee could “more easily... offload [this project] from the City to the Film Festival and work in partnership to produce” the photo montage. This would cut down on expenses and manpower that would otherwise have to be provided by the City.

Ms. Gunn and Ms. Vezina will meet with the City Attorney’s Office to determine how to make the project work, and will meet with Mr. Shriner and Ms. Lee the following week “to get a proposal together and iron out the details.” She concluded that this was the best chance of preparing this project within the necessary time frame and with the resources at hand.

Mr. Willey asked how often the photo montage would be shown. Ms. Gunn said it would be shown over “several weekends between the first of the year at least through March.” There will be several “loops” shown with different themes, such as the history of a particular district in which the montage is shown. Mr. Shriner will meet with the individual City Commissioners to determine what aspects of their particular districts should be featured.

Chair Shaw added that he had spoken with the Fort Lauderdale Historical Society and they will “cooperate” with the Committee regarding the use of photographs, which will save money.

Ms. Gunn also invited the Committee members to attend the Holiday Beach Lighting Ceremony, which will take place at 6:30 p.m. on November 23 at A1A and Las Olas Boulevard. Part of the display will include a “huge number 100” similar to the design featured for the Super Bowl. The display will remain at this location until turtle season, at which time it will be moved to another location.

Ms. Vezina added that the marketing group is working on several press releases, including an announcement of the Fazzino show at the museum on December 10, following the poster unveiling on December 9. Committee members will receive invitations to this event in the mail. She noted that the current (Nov.) issue of *Go Riverwalk* magazine features the Centennial on pp.10-11.

- **Celebrate Neighborhoods**

Ms. Mergenhagen said there have been requests for presentations to civic groups in some neighborhoods. She gave presentations the previous week to the Tarpon River Civic Association and the Downtown Civic Association. She, Ms.

Vezenia, and Ms. Gunn have created packets for any speaker who is addressing a civic group regarding the Centennial. The packets contain a two-page history of Fort Lauderdale, a summary of talking points, and three brochures that are also available online. The packets were available for Committee members at tonight's meeting.

Sue Gillis, the Committee historian, and Ms. Payne will join Ms. Mergenhagen at the next Council of Fort Lauderdale Civic Associations meeting to present "the concept of a historian working on individual neighborhood projects." They plan to "put pressure on so that each park opening gets a neighborhood event."

Ms. Vezenia said there have been requests for "general presentations" to civic associations, such as the two Ms. Mergenhagen gave the previous week. Ms. Buchan and Chair Shaw have volunteered as well. Ms. Vezenia advised that there are three pending requests for which there are no volunteers yet.

Ms. Payne noted that the City Commissioners welcome updates on the Centennial at their pre-agenda meetings as well. Ms. Gunn suggested taking additional packets to distribute at these meetings as a way to "get the word out."

- **Create Legacies / Clearinghouse**

Ms. Buchan distributed a list of events, stating that those listed in red have already been sanctioned by the Committee. Events requiring sanction include:

- Winterfest Centennial Shoreline Decorating Extravaganza;
- Centennial Family Picnic at Collee Hammock Park;
- Jazz Jam Centennial Celebration at Stranahan House.

Motion made by Ms. Buchan, seconded by Ms. Jean, that these events be sanctioned. With no objections, the **motion** passed unanimously.

Ms. Buchan advised she, Ms. Vezenia, and Ms. Gunn are also working on certificates for sanctioned events, which will be provided to each "Centennialized" event.

She continued that both participating hospitals have finalized their logos for the baby "onesies," and have ordered a total of 5000 onesies between them in the three- to six-months' size. The *Sun-Sentinel* has also been approached to cover the birth of the first baby of the new year in 2011.

Ms. Buchan said the 17th Street Causeway Bridge has received a partnership and concession from FDOT: the Department has allowed the use of their electrical drops and will pay for the electricity. If the Committee changes the lights on the bridge, the City will not be asked to absorb the cost of the electric

bill. The Committee is in discussion with the Public Works Department regarding how to keep the project moving forward.

Ms. Gunn stated that the FDOT concession was due primarily to Ms. Buchan's hard work on the project. The Committee recognized her efforts with a round of applause.

Ms. Buchan said the group is also working on an interactive calendar online, which will allow visitors to the site to scroll to a particular month and see the events scheduled. They are working to make the calendar "very attractive" so groups will want to see their events featured on it.

She stated that *Florida Trend* magazine is planning to feature the Fort Lauderdale Centennial in its March 2011 issue. Their distribution is to businesses statewide. If they seek advertisers they could potentially take money away from Centennial sponsorships. She would have like to have seen advertising in the March issue as a benefit to Centennial sponsors. The Committee desperately needs sponsorships and should be trying to pull them together so that it does not continue to miss opportunities.

Mr. Tunnage stated that the Sistrunk Memorials have not yet been designed. They will be placed at a park at 6 Street and Andrews Avenue, at "the old private hospital," and at the African-American Library. Sponsors are still being sought for the monuments.

Ms. Payne said State approval is still pending for three of the historical markers, and the School Board has a pending resolution "on the North Fork state marker." Park plaques have been prepared, and Ms. Payne is awaiting final contact with the family members of one of the individuals for whom a park is named before the plaques can be ordered.

One small time capsule is planned to go inside Southside School. Ms. Casteel noted that the Committee will have to determine if only school-related items will go into the time capsule or if the content should be broadened.

- **Historical Education / Children and Schools**

Ms. Payne said 17 people have attended Speakers' Bureau training, and background checks will be done on individuals who would be asked to go into schools. Classroom teachers will be advised that speakers are available to discuss Fort Lauderdale history. Ms. Gillis is preparing the speakers' materials and exhibits, including trunk shows.

Ms. Gunn recalled that October 17-23 was City Government Week, and Staff members spoke to students in the after-school programs about the Centennial.

Students who participated in the programs presented posters on Fort Lauderdale “then, now, and 100 years from now” to the City Commission at last night’s meeting. The posters will go on display in City Hall.

Ms. Dinnen said on November 12, Stranahan and Fort Lauderdale High Schools will have a “dual homecoming” at Lockhart Stadium. Halftime will be devoted to a celebration of the Centennial. Alumni from both schools are encouraged to attend. Ms. Vezina said she has been working with the school to coordinate this event and flyers advertising this celebration are downstairs in the lobby for those interested.

Ms. Dinnen continued that she will meet with the director of BECON to discuss some of the types of shows that could be featured on this service. In addition, Charles Fazzino will work on an art project with the three high schools in November and December, and BECON will film part of these sessions.

- **Birthday Party**

Ms. Gunn said there have been discussions regarding the City taking over the birthday party as well as the Wade-In Celebration. She has spoken with representatives of the Parks and Recreation Department, and they are willing to take over these events.

Ms. Molnar said City Staff will undertake “a lot of the logistics” of the birthday party, including the details involved with putting the event together. She will ensure that the members of this fact-finding group are included in these plans. She noted that the Street Dance may have to be “scaled back” to an extent due to financial needs.

- **Website**

Ms. Vezina said the Centennial information on the City’s website is being expanded. The Centennial link from the home page shows a menu of multiple pages online including Home, Events, Participate, Centennial Artist, Historian, Sights and Tours, Local History, and Contact Us. They plan to add links for donations, photos, and a media/press kit as well. She is creating an online photo album, and IT is working on a donation page so individuals can donate online using their credit cards.

There is a list of events shown on the site, and they are exploring adding the online calendar Ms. Buchan had mentioned. This will be easier to navigate than the list, Ms. Vezina explained. Information is included on how individuals can get involved with the Centennial, register their events, request speakers, and view artwork. Information on Ms. Gillis is also included, as well as a form through which groups or individuals can request her assistance on a Centennial project.

She concluded that the site will be updated even further by the next Committee meeting.

Ms. Mergenhagen asked if donors will be acknowledged “within the donate page.” Ms. Vezina said this has not yet been decided. Ms. Vezina also stated that there are plans to add a Sponsor page once sponsors are secured.

IV. Other Matters of Interest

Chair Shaw introduced Claudia Diez, Chair of Sister Cities International. Ms. Diez said they will celebrate their 50th anniversary relationship with the city of Medellin, Colombia during the Centennial year and will hold a celebration at the Broward Center for the Performing Arts on March 25, 2011.

Motion made by Ms. Payne, seconded by Ms. Hale, to sanction the celebration of our 50th anniversary of sister city relationship with Medellin as a Centennial event. In a voice vote, the **motion** passed unanimously.

Ms. Payne requested an update on fundraising. Ms. Gunn said the fundraising packets should be complete by November 4; however, there were some issues, as the City Attorney’s Office had concern with “some of the sponsor benefits with a letter from the Commission on top.” The City Attorney’s Office required the use of specific language for the packet. She concluded that they would make “an impressive appearance” to potential sponsors.

Motion made by Ms. Payne that the dual homecoming of Stranahan High School and Fort Lauderdale High School homecoming event football game be recognized as a Centennial event.

Ms. Jean asked if events that do not occur during the Centennial year must be sanctioned as Centennial events. It was noted that Winterfest and the Holiday Lighting events will both take place in 2010.

Ms. Medalie **seconded** the **motion**. In a voice vote, the **motion** passed unanimously.

- **Communications to City Commission**

Ms. Mergenhagen asked if the Committee wanted to send a Communication to the Commission to let them know the informational folders were available.

Ms. Vezina stated that the availability of the folders and the updates to the website could be included in the Committee’s monthly status update to the City Commission, as opposed as advising them via a Communication.

It was decided there would be no communication at this time.

- **Confirm Date of Next Meeting**

The next Committee meeting is scheduled for Wednesday, December 1, 2010.

There being no further business to come before the Committee at this time, the meeting was adjourned at 4:16 p.m.

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