

APPROVED
CENTENNIAL CELEBRATION COMMITTEE
MEETING MINUTES
8TH FLOOR CONFERENCE ROOM
100 NORTH ANDREWS AVENUE
FORT LAUDERDALE, FLORIDA
WEDNESDAY, DECEMBER 1, 2010 – 3:00 P.M.

| Members | Attendance | Cumulative Attendance | |
|---------------------------------|-------------------|---------------------------------|---------------|
| | | Regular Meetings Present | Absent |
| E. Clay Shaw, Chair | P | 4 | 1 |
| Dr. Claire Crawford, Vice Chair | A | 3 | 2 |
| Peg Buchan (3:08) | P | 5 | 0 |
| Sandra Casteel | P | 5 | 0 |
| Beauregard Cummings | A | 0 | 1 |
| Maureen Dinnen | A | 1 | 2 |
| Patricia Hale | A | 3 | 2 |
| Stephanie Jean (3:13) | P | 3 | 2 |
| Ina Lee | P | 4 | 1 |
| Nuccia McCormick | P | 3 | 0 |
| Jo Ann Medalie | P | 4 | 1 |
| Donna Mergenhagen | A | 4 | 1 |
| Chuck Malkus | P | 1 | 0 |
| Charlie Palmer | A | 3 | 2 |
| Wingate Payne | P | 5 | 0 |
| Mary Rizor | P | 1 | 0 |
| Lisa Scott-Founds | P | 1 | 0 |
| Lewis Tunnage | P | 5 | 0 |
| Dennis Ulmer | P | 5 | 0 |
| Birch Willey (3:09) | P | 4 | 1 |

As of this date, there are currently 20 members appointed to the Committee, which means 11 would constitute a quorum.

Staff

Shannon Vezina, Public Information Office
 Kathleen Gunn, Assistant to City Manager
 Marie Rock, 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 3:07 p.m. Roll was taken and it was noted a quorum was present.

- **Approval of Minutes from November 3, 2010 Meeting**

Motion made by Ms. Lee, seconded by Ms. Rizor, to approve the minutes of the November 3, 2010 meeting. In a voice vote, the **motion** passed unanimously.

II. Chairman's Report

Chair Shaw introduced new member Chuck Malkus. Mr. Malkus is also a member of the Beach CRA, the Greater Fort Lauderdale Chamber of Commerce Board of Directors, and Neighbors for Neighbors. He was appointed to the Committee by Commissioner Roberts.

III. Staff Report

- **Birthday Party**

Marie Rock, representing the Parks and Recreation Department, said Department Staff had met in order to brainstorm ideas that the birthday party might include, keeping the Committee's suggestions in mind. Suggestions included a historical section, children's activities, strolling entertainment, crafts, a car show, and a ceremonial birthday cake finale. She welcomed the input any members of the Committee who would like to participate in planning the event.

Mr. Willey asked if the south side of the river will be used for this event. Ms. Rock said the Department is looking at ways to reduce the cost of the event, one of which was to consolidate space. Ms. Lee added that Publix had offered to sponsor the City's birthday cake.

- **Update on Pending Projects**

Ms. Gunn said there are several items that require clarification before they are presented to the City Commission on December 7. Items to be presented at the Conference Agenda meeting include:

- Centennial events sanctioned by the Committee;
- Clydey Foundation Winterfest Centennial Showboat;
- 17th Street Bridge Lighting Project;
- Request for parking in the City Park Garage for the Fazzino event.

Ms. Gunn explained that technical expertise will be necessary in preparing the RFP for the 17th Street Bridge lighting project, which would come at a cost to the City. Ms. Buchan said she could put the City in touch with one to two experts who could assist in writing the RFP at no charge. Ms. Gunn said the City cannot accept the work of a proprietary organization, as the project will go out to bid. She concluded that they would present the project to the City Commission in order to find out how to proceed.

She continued that items to be presented at the regular City Commission meeting include:

- A proclamation designating December 9, 2010 as Charles Fazzino Day;
- Centennial Sign Ordinance (temporary exemption request);
- Centennial Photo Montage Project Agreement.

Ms. Gunn said the temporary exemption request was specific to the Centennial celebration and would allow the photomontage project to proceed.

Ms. Lee advised the Committee that the photomontage project would be “going under the Film Festival:” the Film Festival will create and show the event, and the Legal Department has given its agreement to this plan. She added that each City Commissioner has been asked for his or her participation in the project by suggesting photos from their districts, as well as buildings upon which the montage may be projected. The cost of the project has been reduced from \$25,000 to \$23,000.

Ms. Gunn encouraged Committee members to attend and show their support for the 17th Street Bridge lighting project/RFP and the photomontage project.

Ms. Scott-Founds said the Centennial showboat will feature a cirque performance atop the boat, and the Mayor has been invited on board the vessel. There is discussion of inviting the City Commissioners on board as well. The Boat Parade television show will air on December 18 at 8:00 p.m., as well as again on Christmas Day. The Centennial logo has been incorporated into Winterfest’s television commercials, as well as its print advertising.

IV. Consultant Reports

- **Fundraising**

Jan Beth Idelman stated there are now two sponsors for the Centennial: Florida Power and Light (FPL) and NOVA Southeastern University. They are still in the process of determining their levels of sponsorship. Kevin Boyd estimated that these would be in the range of \$25,000 or more.

Ms. Idelman said she had obtained a letter signed by the Mayor and the City Commissioners, which will be part of a sponsorship packet that has been approved by the City Attorney's Office. This is now being presented to potential sponsors. Ms. Idelman thanked Ms. Gunn and Ms. Vezina for their assistance in procuring the letter.

She continued that Commissioner Rogers had suggested a Centennial coin as a fundraising tool and a commemorative collectible. He had also proposed that the Committee provide printed versions of the sponsorship packet and the letter at the December 9 Fazzino event, and that a form of the photo montage might be shown at this event as well.

Mr. Boyd added that they have already approached several companies and organizations who have participated in City events in the past. They will continue to solicit sponsorships and remain open to any further suggestions.

Chair Shaw expressed concern that only two sponsors have committed thus far. Ms. Idelman explained that the letter and packet were approved just before Thanksgiving; there are additional prospective sponsors who have not yet made a formal commitment, but are examining the available sponsorship levels. Mr. Boyd noted that the approved packet gives potential sponsors "something concrete they can sign off on," and allowed the team to offer a specific set of benefits.

With regard to the possibility of showing a video montage on December 9, Ms. Payne said any presentation should be representative of the entire community, as this has been a concern for some Commissioners. Ms. Lee agreed, and pointed out that as neither she nor the Film Festival had been aware of this suggestion, no presentation has been prepared. She did not feel it was appropriate to ask that a photo montage be hastily arranged. Chair Shaw added that this could detract from the "spotlight on the poster" and on Mr. Fazzino's work in general.

Ms. Buchan said she was concerned that both the Chris Evert Childrens' Hospital and Holy Cross Hospital had "stepped up to the plate a year ago" and made commitments and expenditures for the Centennial, but had not yet been mentioned in print as sponsors. Ms. Idelman said this was not under the purview of fundraising, but would be noted to the individual responsible for putting forth press releases. Ms. Vezina advised these organizations were noted on the Centennial website with regard to the baby onesies program. Ms. Lee said the program was cited on the Convention Visitors Bureau website as well.

V. Fact Finding Committee Reports

- **Executive Committee**

- **Celebrate Neighborhoods**

Ms. Payne advised that Ms. Mergenhagen is preparing a package to encourage neighborhoods not affiliated with the Council of Fort Lauderdale Civic Associations to participate in the Centennial. She urged Committee members who are part of condominium and civic organizations to encourage these organizations to participate.

- **Create Legacies**

Ms. Payne continued that they expect to have the park plaques “in hand” very soon. The neighborhoods in which these parks are located are also encouraged to hold events related to the park plaques, and three families of individuals for whom parks are named have been asked to participate as well.

- **Historical Education & Children and Schools**

The School Board responded positively to a presentation by Ms. Payne and Ms. Casteel related to the historical marker for the Annie Tommie Seminole Camp, which will be placed at North Fork Elementary School. Ms. Dinnen is continuing to work with BECON to expand historical programming related to the Centennial.

Historian Sue Gillis has completed the traveling exhibits, which will need to be produced by an expert in photo reproduction. This project is expected to be complete by early January 2011. The trunk shows for schools are nearly complete as well. Ms. Gillis has also worked with Wil Shriner to select images representative of each of the City's four districts, and an intern is compiling a list of the City's founding citizens. Members of the Trailblazers have assisted with the compilation to ensure that both African-American and Seminole residents are included, as they were not fully represented by early census records. Ms. Casteel recognized the work of Bob Strong of the Trailblazers, who was very helpful in assembling the stories of pioneers from Fort Lauderdale's African-American community.

Ms. Payne said there are nearly two dozen speakers who will address community groups on Centennial and historical topics. Publicity on the speakers' bureau will be going out soon. Some speakers are retired teachers, including a teacher of Florida history. Ms. Vezina said this information is included in the City's packets to homeowners' associations, and will be included in the water bill in December.

Former Committee member John Aurelius is continuing to assist with the Wade-In marker event, and the Historical Society is hosting a cocktail reception that will be the kickoff event for the traveling exhibits and trunk shows. Ms. Vezina said they have also contributed a historical video, which will be posted on the website.

- **Sistrunk Monument**

Ms. Gunn said there is no new information currently available on the prospective monument.

- **Marketing**

Ms. Lee said the Holiday Beach Lighting Ceremony was a great success. She recalled that the Committee had previously discussed a Centennial “100” display similar to the NFL’s Super Bowl display, but had ultimately decided not to proceed with this due to its prospective cost; however, Ramola Motwani, who had created the Light Up the Beach event some years ago, had secured the funds as part of a joint project between the Beach Business Improvement District Advisory Committee and the Beach Redevelopment Board. The display will remain in place until turtle season, at which time further funding will be discussed.

Ms. Lee also recognized the efforts of City Engineering Design Manager Earl Prizlee, who designed the display, and Donald Morris of the Beach CRA in putting the display together. She proposed that the Committee draft a letter to City Staff, the Business Improvement District, the Beach CRA, and Ms. Motwani in thanks for their hard work on the project. Ms. Buchan suggested that Ms. Motwani be invited to attend the unveiling of the Fazzino poster so the Committee could thank her publicly.

She advised that the Convention Visitors Bureau has created its own Centennial page, which will go live on January 1, 2011. Their site normally receives over 50,000 visitors per week. The page will include a list of Centennial events, which will be updated as more events are added.

Ms. Lee said the airport plans to donate two large panels to the Centennial, for which graphics are currently being designed. The event will also be featured on a Clear Channel video loop at the airport.

Ms. Gunn said she has been contacted by the *Sun-Sentinel*, although no details have been worked through at this point. Ms. Lee characterized this as “a work in progress.” She noted the Committee is paying for its print advertising, and 10% of advertising dollars will be spent with newspapers serving minority communities.

She advised that while Channel 7 is the Centennial’s official television station, they have not yet developed an approach she felt was appropriate to the celebration. The station is promoting the Winterfest Boat Parade and the birthday party, but has not acted as “a major player” at this time. The goal will be to “get

as much TV as possible” for Centennial events. She noted Clear Channel radio has put together an extensive media sponsorship package for the Centennial.

Chair Shaw asked if airlines had been approached with regard to including the Centennial in their in-flight magazines. He noted that both Delta and Spirit have bases in the area.

Ms. Lee concluded that the Convention Visitors Bureau hopes to use footage from the photo montage project in their national campaigns, including a New York City media event in January 2011.

Ms. Gunn requested clarification of “official and unofficial sponsors” thus far. It was noted that both Clear Channel and PBS have “something in writing” regarding sponsorship.

Ms. Idelman advised that one element missing from the sponsorship packet is a signature page, which has been created but not distributed without formal approval. She emphasized that this is a necessary step in formalizing Centennial sponsorships.

- **Clearing House**

Ms. Buchan shared a list of updated events to be sanctioned.

Motion made by Ms. Buchan, seconded by Mr. Tunnage, that any of the events that are written in red have not yet been sanctioned by the Centennial Celebration Committee and I would like to make a motion that we sanction them at this time.

She noted that these events are included in the list that will be presented to the City Commission on December 7. Any events with which members express concern can be removed from the list.

Ms. Buchan said she will be working with the webmaster to link those events listed on the Centennial page to the organizations holding the events.

Mr. Ulmer asked what the sale price of the posters will be. Ms. Vezina said she did not know at this time. Mr. Ulmer also asked when the City will begin using the Centennial logo on its official stationery. Ms. Vezina explained that while no documents already in existence will be reprinted, the logo will be used on all printed materials from now on.

Ms. Rizor asked if the White House and/or the Governor send out proclamations regarding cities’ centennials. Ms. Gunn said she would check into this further.

Chair Shaw recommended they also look into the possibility of a proclamation from both houses of Congress.

Mr. Willey called the question. In a voice vote, the **motion** passed unanimously.

VI. Other Matters of Interest

Ms. Vezina asked that all members RSVP for the December 9 Fazzino poster unveiling. The event will be from 5:30-8:00 p.m., and Mr. Fazzino will sign posters for one hour. Light Up Sistrunk will be held on Friday, December 10. This is an annual event that will incorporate the Centennial. The Winterfest Boat Parade will be held on Friday, December 10 as well.

Ms. Gunn encouraged Committee members to attend the December 7 City Commission meeting as well. The Conference Agenda meeting begins at 1:30 p.m. She advised if a time certain is available, she would email members with this information.

- **Communications to the City Commission**

None.

- **Confirm Date of Next Meeting**

Chair Shaw said notice of the next meeting date would be sent to members.

Elizabeth Priori, member of the public, stated she is CEO of a video production company. She explained she would like her company to participate in Fort Lauderdale's Centennial celebration, and briefly described some ideas for how this could be done, including 30-second commercial spots, educational videos, and compiling a video library of Centennial events. She advised that she could donate her services, less out-of-pocket expenses. She provided Ms. Idelman with contact information.

There being no further business to come before the Committee at this time, the meeting was adjourned at 4:20 p.m.

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