

APPROVED
CENTENNIAL CELEBRATION COMMITTEE
MEETING MINUTES
8TH FLOOR CONFERENCE ROOM
100 NORTH ANDREWS AVENUE
FORT LAUDERDALE, FLORIDA
WEDNESDAY, JANUARY 11, 2011 – 2:00 P.M.

Members	Attendance	Cumulative Attendance	
		Regular Meetings Present	Absent
E. Clay Shaw, Chair	P	4	1
Dr. Claire Crawford, Vice Chair	P	3	2
Peg Buchan	P	5	0
Sandra Casteel (2:08)	P	5	0
Beauregard Cummings	P	0	1
Maureen Dinnen	A	1	2
Patricia Hale	P	3	2
Stephanie Jean	A	3	2
Ina Lee	P	4	1
Nuccia McCormick	P	3	0
Jo Ann Medalie (2:04)	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 (2:06)	P	5	0
Dennis Ulmer	P	5	0
Birch Willey	P	4	1

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

Staff

Kathleen Gunn, Assistant to City Manager
Shannon Vezina, Public Information Office
Maxine Singh, City Commission Liaison
Sue Molnar, Parks and Recreation Department
Susan Gillis, Centennial Historian
JanBeth Idelman, Centennial Fundraiser
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 2:01 p.m. Roll was called and it was noted a quorum was present.

- **Approval of Minutes from December 1, 2010 Meeting**

Motion made by Mr. Willey, seconded by Mr. Cummings, to approve the minutes of the December 1, 2010 meeting. In a voice vote, the **motion** passed unanimously.

Chair Shaw requested a brief update on the City's birthday party. Ms. Molnar reported that Parks and Recreation Staff has divided the party into four locations, which will feature activities based on the themes of the past, present, future, and international. Participants will include Sister Cities International, community youth groups and school bands, the Historical Society, and the Red Bull Motocross. There will also be a vintage car show along the Riverwalk, featuring cars from each decade.

Ms. Lee asked if there is a press release about the birthday party that can be sent to publications. She explained that they should let the Convention Visitors Bureau know as much as possible about the birthday party, as visitors may attend from other destinations.

II. Fundraising Report

Jan Beth Idelman said she has contacted several companies regarding sponsorship, but noted that the packets were approved just before the holidays and are now being distributed. She said they are close to finding a sponsor for the birthday party, and hopes more details will be available in the next two weeks. Current sponsors include Florida Power & Light and Nova Southeastern University, which have not yet determined what their sponsorship levels will be.

Ms. Buchan asked if each member of the Committee could have a copy of the sponsorship packet to pass on to potential sponsors. Ms. Gunn said a pdf could be sent to the members electronically, or hard copies could be printed if they are preferred.

Ms. Idelman said it is important to remember that the sponsorship packets are “rather generic;” she suggested that a meaningful approach would be to determine what would inspire or interest a company in connecting with the Centennial celebration. She asked any members who might be aware of potential sponsors to forward this information to her, and she could reach out to that prospective sponsor and learn their specific interests. A sponsorship packet could then be customized to these interests.

Chair Shaw asked if sponsorship checks are made out to the City of Fort Lauderdale and go into a specific fund. Ms. Gunn confirmed both these questions, and advised that sponsors could write “Centennial” or “donation” on their checks.

Ms. Gunn added that they are working toward the goal of taking donations online via credit card. This option may be available by next month.

Ms. Lee proposed that the first ad campaign in the *Sun-Sentinel* could show prospective sponsors “how you could get involved” in the Centennial, and list corporate, nonprofit, or individual sponsors. She explained that this is how Winterfest solicits boats to participate in the Boat Parade.

Chair Shaw asked that each member solicit three potential sponsors, noting that there are several individual projects that could be sponsored. He emphasized that fundraising is ultimately the Committee’s responsibility.

Ms. Gunn agreed that even if money has been encumbered for specific projects, sponsorships are still available for these projects and are not limited to large events such as the birthday party.

III. Recommendations to City Commission

- **Speakers Bureau Presentations**
- **Exhibits**

Ms. Gillis explained that the Speakers Bureau has had many volunteers and held several training sessions. There are two topics: “Fort Lauderdale: A Brief History” and “Fort Lauderdale 100 Years Ago.” She said there are high- and low-tech versions of presentations in order to meet all needs. Speakers are given as much information as possible, and may use a PowerPoint presentation or enlarged historic images. She showed the Committee examples of the images, which span several years in the City’s history.

Ms. Gillis continued that the two themes are also associated with the traveling trunk shows, which are aimed primarily at students studying Florida and American history. The intent is to show the students something tangible that can

be handled. She noted there are backup sets of photographs included with the trunk shows. Each trunk is accompanied by an illustrated teacher's guide with information about the presentation. There are two trunks assembled for each theme.

She provided a brief example of a trunk show, which included artifacts such as smudge pots, sunbonnets, a forage cap, and alligator eggs. The trunk also included toys, mosquito netting, pioneer portraits, and many other items.

There are also four freestanding exhibits with portable frames and eight two-sided panels that hold photographs and captions. They will be placed at public venues in each district and can be used together or separately. Vice Chair Crawford explained that the intention is for any Committee member to be able to pick these displays up and take it with them to a venue. Topics include the Forts Lauderdale, as well as themes based on City's nicknames of "Gateway to the Everglades," "Tropical Wonderland," and "the Venice of America."

Mr. Ulmer asked how the schools would know the trunk shows are available. Ms. Vezina said members have been in touch with the School Board and have made them aware of the shows. The shows can also be presented to interested civic groups.

Mr. Willey stated that the Committee owes a great deal to Ms. Payne and Vice Chair Crawford, who have assisted Ms. Gillis in putting together the presentations. The Committee recognized their contribution with a round of applause. Ms. Buchan complimented both Ms. Gillis and the Public Information Office for their work as well.

Ms. Lee proposed that the photographs and trunk shows could be presented to the City Commission. Ms. Gunn confirmed that this is already planned. Ms. Lee continued that there is a great deal of Seminole history included in the presentations, and emphasized the need to reach out to the Seminole tribe and ask if they would like to contribute to the Centennial.

Motion made by Ms. Casteel, seconded by Vice Chair Crawford, to approve the trunk content, the Speakers Bureau, and the exhibits. In a voice vote, the **motion** passed unanimously.

Ms. Gunn said these items will be presented to the City Commission at their February 1, 2011 meeting.

- **Activity Book**

Ms. Hale explained that the activity book is aimed at smaller children, as there is very little else currently available for young children on Fort Lauderdale history. It

is aimed at 5- to 7-year old children. Activities include “find the pennies” and “find the bear.” The book also features simple recipes.

Ms. Gunn advised that the activity book will be presented to the City Commission as well.

Motion made by Ms. Hale, seconded by Mr. Willey, to accept the activity books. In a voice vote, the **motion** passed unanimously.

Ms. Hale stated that the artist of the activity book has been nominated for a Silver Knight Award for the artwork. She has written him a letter of recommendation for this award. Ms. Payne suggested writing him a thank-you letter for his work.

- **Sanctioned Events**

Ms. Buchan advised that events listed in red have not yet been sanctioned by the Committee, and she will put forth a motion to sanction these events. She noted that there are 81 events scheduled for the Centennial year thus far. Events have already been held at the Bonnet House and First Baptist Church.

Motion made by Ms. Hale, seconded by Ms. Lee, to accept the events [listed in red]. In a voice vote, the **motion** passed unanimously.

Chair Shaw recognized Tim Reed, guest. Mr. Reed, who is a baseball historian, explained that several New York Yankees tribute groups from around the country have offered to help the City pay tribute to the Yankees during the Centennial year. He pointed out that March 21, 2011 will be the 50th anniversary of bringing the team to Fort Lauderdale.

He stated that he is working with an internet radio site that is a leading New York Yankees station, and they have discussed including a Centennial event on January 29 in conjunction with a game in honor of Joe DiMaggio. The game would be held at “Little Yankee Stadium” in Fort Lauderdale. Other options are holding a spring baseball event or including a boat in the 2011 Winterfest Boat Parade.

Ms. Lee recalled that a baseball theme had been suggested for the 2011 All-American Beach Party, and proposed that Mr. Reed work with Ms. Molnar and Parks and Recreation on this event. Ms. Molnar added that a definite theme has not yet been determined. Mr. Reed recommended that an event be held in March, when the baseball players are in Florida, as this could encourage more people to attend.

Chair Shaw asked how Mr. Reed is connected with the Yankees. Mr. Reed explained that he is not an official member of their organization, but is a baseball

historian by avocation and promotes Yankees history at charitable and civic events. He added that while he cannot promise players will attend the events, those who attend may have connections that could be helpful in fundraising.

Chair Shaw advised Mr. Reed to get in touch with Ms. Molnar and arrive at a plan for an event.

Ms. Vezina said there are banners available to be used by sanctioned event participants. She asked that the members pass this along to sanctioned event organizers.

- **Centennial Coin**

Ms. Vezina said a number of vendors have approached the City regarding a commemorative Centennial coin. She asked if the Committee was interested in exploring this idea further. Several members expressed reluctance to proceed with this idea. Chair Shaw suggested creating a Centennial lapel pin, which would be inexpensive to produce.

Ms. Lee pointed out that all merchandisers required a 50% deposit up front. She noted that it would be difficult to go through the procurement process for additional merchandising.

She requested an update on the *Sun-Sentinel*. Ms. Gunn said she is waiting for the *Sun-Sentinel* to get back in touch with a revised package. They have been brought up to date on the Committee's efforts and the press they have received thus far. They have "an expectation" that the City will make a financial contribution as part of the process, and are working on an insert on which they would like to partner with the Committee. Ms. Gunn said they may also be interested in participating in the birthday party and other events. She planned to follow up with the paper the next day, and characterized them as "interested and enthusiastic," although no commitments have been made at this point.

She described the proposed insert as "like a regular newspaper... [but] with headlines over the past 100 years." Chair Shaw said he did not feel the City should have to pay for the insert, which would be in part a history of the paper itself.

Mr. Willey asked if Channel 7 is doing anything as a designated sponsor. Ms. Lee said they are no longer the official television station of the Centennial, as the only event they planned to widely promote was the birthday party. Ms. Idelman noted that a public television station is on board, and Clear Channel radio has offered a proposal as well.

Ms. Payne noted that at a January 29 workshop, Ms. Gillis will advise all the civic groups who wish to research the history of their neighborhoods. The workshop will be held at the History Center at 2:00 p.m.

She requested an update on the park plaques. Ms. Vezina said that six have been received and the remaining four are in process. She advised that if neighborhood groups begin planning park events, they should contact her to double-check the dates.

Ms. Payne continued that Ms. Mergenhagen is drafting a letter to send to all registered homeowners' groups advising them of how they can participate in the Centennial. She is hoping the letter can be sent to all the groups originally included on the Committee's mailing list when it was first appointed.

Chair Shaw asked Mr. Cummings to provide an update on the proposed Sistrunk project. Mr. Cummings explained that as of today, members of the Sistrunk community have worked with both the City and the CRA to plan a memorial site. This project is currently in the artistic rendition and planning phase. The monument will be located off Regal Trace near the railroad tracks. He estimated that the total amount of money needed for the project would be \$150,000, and hoped that the CRA would be able to contribute some of these funds. Money is also being raised by the community.

He recalled that in September 2010, a presentation was made to District 3 with regard to this monument, and it was enthusiastically approved. The artist is taking oral presentations to help come up with a monument design that would depict the struggle of the City's black community from 1900 to the present day. The monument will be selected on January 28.

Chair Shaw observed that the Las Olas Boulevard area is becoming "run down," and said while the City does not have the funds to revitalize this area at present, they could begin planning toward revitalization as a Centennial project. He suggested that the Committee consider discussing this at the next meeting and possibly make this proposal to the City Commission. Ms. Gunn noted that Commissioner Rogers had discussed this at a recent meeting of the Las Olas Association.

Chair Shaw asked the members to review the Resolution that established the Committee, from which he read excerpts at this time: they are "to advise the City Commission on all matters relating in respect to the Centennial." He emphasized the importance of "advise," stating that they should not "get ahead of" the City Commission.

Chair Shaw explained that while the Committee is a "very hands-on group," they should be very careful not to overstep what is outlined in the Resolution. He

provided the members with a memo on the Sunshine Law as well, and reminded them that any communication between members is "suspect." He said if the members wished to share ideas or memos among themselves, they must send the material to Ms. Vezina or Ms. Gunn, who can make a decision regarding whether or not to distribute it to all the members.

Ms. Buchan asked if the members of the fact-finding groups are still allowed to communicate with one another regarding the Committee's work. Chair Shaw said they could not, and reiterated that the members "have to be careful" not to violate the Sunshine Law.

He concluded by reading from an attachment to the Resolution that "neither the City Commission nor any of its members shall direct the appointment of any person to office... the City Commission and its members shall deal with the administrative services solely through the City Manager, and neither the Commission nor any member thereof shall give orders to any subordinates of the City Manager, either publicly or privately." He explained that this meant neither the Committee nor the City Commission may "instruct people to do something."

He said if any of the members wished to direct questions to the City Attorney's Office, arrangements could be made for a member of that Office to attend the next meeting. In conclusion, he cautioned the members once again to "be very, very careful" with regard to the Sunshine Law.

Ms. Gunn reported that two large "100" signs were lit at the Downtown Countdown on New Year's Eve. These will be available to potential sponsors to use at events.

The task order for the 17th Street Bridge lighting project has been issued to an engineering firm. The Fazzino exhibit is no longer housed at the museum, but has been moved to the Broward Performing Arts Center until approximately June.

The photo montage project is underway. Extensive requests for photos have been sent to the community, but have not generated a large response at this time. Ms. Gunn said they are particularly short on pictures from District 1.

She concluded that she, Ms. Vezina, and other members have met with Commissioner Dubose and former Committee member John Aurelius to discuss the 4th of July Wade-In commemorative event. They are currently working on getting a speaker.

Chair Shaw asked who was in charge of the event. Ms. Gunn said Mr. Aurelius had been appointed by the Committee to "head up" the event prior to his resignation. Chair Shaw expressed concern with this. Ms. Gunn said

Commissioner Dubose is very involved in the event, and the City will be handling most of the logistics.

Mr. Cummings said he had raised the issue that churches established during the era of the Wade-In should be contacted to participate. Ms. Rizer said she did not believe many churches were aware of the Centennial, and suggested pastors could be contacted to determine if they and their congregations would like to take part. Ms. Gunn said they are compiling a list of religious institutions, and asked the members to raise the issue with their pastors.

Ms. Rizer continued that the Committee has not contacted sororities or fraternities in the black community. She characterized these groups as "good to work with." She offered to contribute the names of these organizations' presidents, as well as any churches that may not be on the list. Ms. Gunn said the list of churches would be sent to all the members to allow them to add to it.

Vice Chair Crawford asked if the fort exhibit can be placed on the frames prior to the City Commission meeting. Ms. Gunn said they would try to do this, and clarified that the Historical Society would receive credit on the display for providing the photos. Ms. Gillis noted that the cost of the photos is \$20 apiece.

Mr. Ulmer said the reception for the Fazzino poster had been "an excellent event," and thanked Ms. Lee and Ms. Scott-Founds for their work on this event. He asked if the posters are still available for sale although the exhibit has moved. Ms. Gunn said they were available at the Performing Arts Center, and Ms. Casteel noted that signed copies are available for sale at the museum.

Mr. Malkus pointed out that churches and synagogues can be a good source of historical photographs.

Ms. Idelman said she had approached Ford Motor Company with regard to a Centennial sponsorship; while they are not a sponsor, they have agreed to be "a substantial sponsor" for the 4th of July celebration.

Mr. Cummings asked if the Committee is restricted in any way from fundraising for the Sistrunk monument, noting that this is a sanctioned monument. Ms. Gunn said the City Commission had asked the Committee to raise money for the birthday party and the traveling exhibits "if we can," with capital projects as the second priority. She encouraged Mr. Cummings and Ms. Idelman to discuss fundraising so multiple individuals do not approach "one sponsor asking for different things."

IV. Other Matters of Interest

- **Confirm date of next meeting: February 2, 2011**

It was noted that this meeting will be the day after the Committee's presentation is made to the City Commission.

Adjourn

There being no further business to come before the Committee at this time, the meeting was adjourned at 3:58 p.m.

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