

**APPROVED**  
**CENTENNIAL CELEBRATION COMMITTEE**  
**MEETING MINUTES**  
**8<sup>TH</sup> FLOOR CONFERENCE ROOM**  
**100 NORTH ANDREWS AVENUE**  
**FORT LAUDERDALE, FLORIDA**  
**WEDNESDAY, FEBRUARY 2, 2011 – 3:00 P.M.**

**Cumulative Attendance**

| <b>Members</b>                  | <b>Attendance</b> | <b>Present</b> | <b>Absent</b> |
|---------------------------------|-------------------|----------------|---------------|
| E. Clay Shaw, Chair             | P                 | 5              | 1             |
| Dr. Claire Crawford, Vice Chair | P                 | 4              | 2             |
| Peg Buchan                      | P                 | 6              | 0             |
| Sandra Casteel                  | P                 | 6              | 0             |
| Beauregard Cummings             | P                 | 1              | 1             |
| Maureen Dinnen                  | P                 | 2              | 2             |
| Patricia Hale                   | P                 | 4              | 2             |
| Mark Halgunseth                 | P                 | 1              | 0             |
| Stephanie Jean (3:06)           | P                 | 4              | 2             |
| Ina Lee                         | P                 | 5              | 1             |
| Chuck Malkus                    | P                 | 2              | 0             |
| Nuccia McCormick (4:06)         | P                 | 4              | 0             |
| JoAnn Medalie                   | P                 | 5              | 1             |
| Donna Mergenhagen               | P                 | 5              | 1             |
| Wingate Payne                   | P                 | 6              | 0             |
| Mary Rizor (3:07)               | P                 | 2              | 0             |
| Lisa Scott-Founds (3:10)        | P                 | 2              | 0             |
| Lewis Tunnage                   | P                 | 6              | 0             |
| Dennis Ulmer                    | P                 | 6              | 0             |
| Birch Willey                    | A                 | 4              | 2             |

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  
 Sue Molnar, Parks and Recreation Department  
 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 3:03 p.m. Roll was called and it was determined a quorum was present.

- **Approval of Minutes from January 11, 2011 Meeting**

**Motion** made by Mr. Malkus, seconded by Ms. Lee, to approve the minutes of the January 11, 2011 meeting. In a voice vote, the **motion** passed unanimously.

Chair Shaw introduced new member Mark Halgunseth. Mr. Halgunseth is a longtime resident of Fort Lauderdale and is excited to serve on the Committee.

## **II. New Business**

Chair Shaw introduced Rob Dressler, former Mayor of Fort Lauderdale.

Mr. Dressler advised that the Fort Lauderdale Forum holds monthly programs, including a recent program about the Centennial. In March 2011, they plan to hold a program about what was done 25 years ago for the City, as well as the new visioning program. He explained that the idea is to show both the history and accomplishments of the past and similar efforts made toward the future.

Chair Shaw explained the Visioning Committee is not directly related to the Centennial Celebration Committee, but does have something to do with the Centennial. He advised that any members interested in attending the Fort Lauderdale Forum provide Mr. Dressler with their email addresses. Mr. Dressler added that Ms. Vezina could put these members in touch with him.

Chair Shaw added that the City's previous visioning efforts had resulted in the creation of the wave wall, the Swimming Hall of Fame, and the Museum of Science and Discovery, as well as the identification of various neighborhoods, among other projects.

- **Update on Commission Action**

Ms. Gunn said all the items discussed at the previous Committee meeting, including the Speakers' Bureau, history trunks, photo montage, children's activity book, and City birthday party went before the City Commission for their approval on February 1. She felt the Commission was "very well pleased" with what they saw, and all items were approved as presented. She thanked the Committee members for their work.

She recalled that merchandising efforts, such as t-shirts and other collectibles, had been previously discussed by the Committee, but were not pursued. As the City Commission had specifically asked about merchandising, she suggested that the Committee reconsider this effort and seek out an entity to "do this for us" due to the short turn around time.

Ms. Gunn continued that the Fort Lauderdale Historical Society holds an annual fish fry, which is scheduled for May 7, 2011; she reported that they would like the City to co-sponsor this event with them. This would not mean the City would have to contribute funds toward the event. This will go before the City Commission on February 15. Ms. Gunn said if the Committee would like to express its support for working with the Historical Society, this can be incorporated into the request.

Ms. Casteel explained that the fish fry costs approximately \$25-\$30 and begins at 4:00 p.m. on the street across from the New River Inn. Music, dancing, and children's games are included in the event.

Mr. Malkus said the International Swimming Hall of Fame is holding an induction weekend on the same date. He did not feel the two events would be in conflict, as most of the Swimming Hall of Fame's events will be held during the day. Ms. Lee added that this event has been approved as a Centennial event, and is held over a period of four days, beginning on Thursday, May 4.

Ms. Payne asked if the City will "participate in the profits of the fish fry." Ms. Gunn said this was the plan. Ms. Payne asked if these profits could go toward Centennial fundraising. Ms. Gunn said this was the intent.

Chair Shaw requested that Jan Beth Idelman report on fundraising efforts at this time.

Ms. Idelman reported that her team has secured a minimum of \$91,000 in sponsorship commitments, with the possibility that some sponsors may contribute even more. She said they have continued to meet with various companies in the area, and received some information from the *Sun-Sentinel* regarding what they plan to do before the City birthday party. She advised that some sponsors have expressed concern about "the post-party plan," and she is awaiting further information from the *Sun-Sentinel* with regard to this.

Ms. Idelman continued that Clear Channel is supporting the Centennial through a live remote broadcast of the Irish Fest on St. Patrick's Day, and radio station 105.9's morning host will introduce the Mayor at the City birthday party. This station may also be involved with some of the music at this event, and Ms. Idelman said she is looking into the possibility of a live remote from the birthday party as well.

Comcast has agreed to air public service announcements for the Centennial if the Committee will produce them, and Channel 7 television will help “pre-birthday party.”

**Motion** made by Ms. Jean, seconded by Vice Chair Crawford, that this Committee supports a partnership with the Historical Society on the fish fry, with a share of the profits going to support the Centennial. In a voice vote, the **motion** passed unanimously.

### III. Old Business

- **Sistrunk Monument**

Mr. Cummings explained that after entertaining proposals from two artists, the Trailblazers had engaged artist George Gadson for the project. Mr. Gadson’s focus is on “restoring history through art.” He has been commissioned to create artwork for individuals and companies, including the NFL and the White House, as well as local work in Palm Beach and Broward Counties.

Mr. Gadson said many of the works he has done are site-specific, as he believes a work has to speak to its environment and its history. He said the Sistrunk Heritage Project is located in Sistrunk Park, which is west of Andrews Avenue. The monument is expected to serve as a gateway to the community, a gathering place, and a “museum without walls,” which will allow individuals to experience the monument and be educated at the same time. It will also serve as a source of community pride.

Mr. Gadson presented the concept of the monument, explaining that the symbol of the Sankofa bird has turned its head to represent looking back into the past. The triangles included in the concept represent the pyramids and represent change. He has also heard numerous oral histories, and noted that some common threads throughout these discussions included a desire to see history passed on and a focus on the churches and the schools in the African-American community. Part of the project will provide written information on these symbols and depictions so the viewer can be educated by the monument. Some of the additional symbols included on the monument include dollar signs to depict the businesses on 5<sup>th</sup> Avenue and conch shells to represent migration from the Bahamas.

Mr. Gadson added that when the sun shines on the sculpture and casts a shadow on the ground, the shadow will show a pattern similar to one found in the Seminole Indians’ clothing to represent the connection between African-Americans and Seminoles. The base of the monument will include individuals who were important to the development of the African-American community,

including Alfred Sistrunk and Dr. Von Mizell, and several historical photographs. The result is a historical and educational experience.

Mr. Cummings pointed out that the monument is bordered by 5<sup>th</sup> Avenue and 2<sup>nd</sup> Street, which are two main thoroughfares of the African-American community.

Mr. Gadson explained that the project is proceeding in phases: phase 1 is community outreach; phase 2, the current phase, involves presentations of the project; phase 3 will include fundraising, and phase 4 is the implementation of the design. The proposed material for the monument is bronze, and the size is 10 to 12 ft. The budget is estimated at \$266,000 for the entire project. Mr. Gadson described the artist's process that would be used to create the sculpture.

Ms. Payne asked what the plans will be for the park surrounding the monument. Mr. Cummings said the intent is to develop the entire area into a historical site.

Vice Chair Crawford asked if the cost of the monument has been adjusted to reflect hurricane Code. Mr. Gadson said once the project is approved, he would reach out to individuals with City Departments to determine the maximum height based upon Code. He added that he works with a project engineer who will approve each part of the installation.

- **Centennial Riverfest**

Ms. Molnar said the plans for the birthday party are progressing nicely. The most exciting development has been the addition of the *Sun-Sentinel* as a partner, as they will take over the activities after 5 p.m. The newspaper is also celebrating its Centennial in 2011 and would like to participate in the City's event. They have proposed a multimedia show to begin after the cake-cutting ceremony. This would include music, performing arts, and news clips from the last 100 years, and fireworks for the grand finale of the event.

Ms. Lee asked when there will be a preliminary press release for the event. Ms. Vezina said the City Commission had to first be advised of the potential partnership; now that they have agreed to it, a press release can be sent out.

Ms. Lee asked if Ms. Idelman is fundraising for the overall event. Ms. Idelman said Auto Nation is the title sponsor of the birthday party, and there are other sponsors, including Heineken, as well.

Ms. Lee asked what portion of the overall monies raised for the Centennial will go toward the birthday party. She also asked whether the *Sun-Sentinel* is raising its own funds for their portion of the event, and if this will conflict with what the Committee is trying to raise.

Ms. Gunn explained that the *Sun-Sentinel* will pay for their part of the event, which will be the multimedia show and the fireworks. The City has an agreement that there will be no overlap in fundraising between the *Sun-Sentinel* and the City.

Ms. Vezina said they she has been in touch with several media outlets to promote the birthday party, including *Go Riverwalk* magazine, the *Sun-Sentinel*, *Gold Coast* magazine, *Yellow Cab* magazine, and several HOA newsletters. She felt this left promotion of the birthday party "in great shape."

Chair Shaw said he was not aware of any formula to determine which funds went toward which part of the Centennial; he said when an individual contributes, this money can be "earmarked" toward a specific event or fund.

Ms. Lee explained that Yellow Cab will feature 50 taxi tops over a three-month period, but the Committee would first have to fund the creation of the tops, which would cost approximately \$925. Ms. Mergenhagen agreed this is important, as it could maximize attendance and participation at Centennial events. She also asked if the Committee intends vendors at the birthday party to provide income to offset costs. Ms. Molnar said there will be vendor fees charged to food, crafts, and merchandise vendors.

Ms. Idelman explained that Auto Nation, in addition to serving as title sponsor for the birthday party, will receive some ongoing benefits for their level of sponsorship throughout the year. Ms. Gunn asked if the entirety of the money Auto Nation is providing will go to pay for the birthday party. Ms. Idelman said this was not a decision for her to make, but for the City to determine. Ms. Gunn explained that the use of the money was ultimately Auto Nation's decision; as the title sponsor of the birthday party, their money will be used to pay for this event. She said this left the City "in good shape" for the funding of the birthday party.

Ms. Idelman continued that several companies have asked for immediate invoices for their sponsorships; she hoped that this meant they will pay quickly and there will be an incoming cash flow. She expressed concern that the *Sun-Sentinel* selling sponsorships to the birthday party could create confusion among potential sponsors and dilute further fundraising efforts by the Committee.

Chair Shaw suggested when potential sponsors are solicited, Ms. Idelman could ask them if they wished to earmark their funds for any particular events in order to prevent confusion.

Vice Chair Crawford said she was not in favor of spending \$925 to create taxi tops for Yellow Cab. She felt many people were already aware of the birthday party on March 27 and this would be an unnecessary expense added to the budget. Ms. Lee said the taxi tops would promote the Centennial in general

rather than the birthday party only. They would be used for at least three months, depending upon availability of the space.

Chair Shaw asserted that this would be a good way to publicize the Centennial, and did not feel that the celebration was well-known. He concluded that paying for the taxi tops would result in “a very small contribution for a very large gift.”

Ms. Mergenhagen suggested that over a three- to four-month time period, the Committee could create a marketing plan just for the taxi tops in order to maximize attendance for the birthday party and for other events, such as the 4<sup>th</sup> of July event. Ms. Idelman characterized the taxi tops as “moving billboards,” and said she would contact the production house for the taxi tops to find out if they might be willing to provide the signs at cost as a contribution to the Centennial.

**Motion** made by Ms. Lee, seconded by Mr. Ulmer, to approve up to \$925 and accept the offer of Yellow Cab to put the signs on top. In a voice vote, the **motion** passed 18-1 (Vice Chair Crawford dissenting).

Ms. Lee recalled that the City Commission urged a “huge outreach” to former City Commissioners and their families to make them part of the birthday party. Ms. Gunn asked for the members’ help in this effort, stating she was not certain how to get in touch with the former Commissioners’ families in some cases. Chair Shaw added that the outreach could extend to the relatives of individuals for whom City parks are named.

Vice Chair Crawford asked if the Committee could vote on the proposed Sistrunk monument so it does not have to come before them again in the future. Mr. Cummings recalled that the Committee had previously voted to accept the project; Vice Chair Crawford pointed out that they had not seen the design at that time.

**Motion** made by Vice Chair Crawford, seconded by Ms. Dinnen, to accept the sculpture as presented by George Gadson so that he can move forward, and also with the approximate cost that they anticipate it to be, \$266,000, as subject to fundraising. In a voice vote, the **motion** passed unanimously.

- **Photo Montage**

Ms. Lee said this project is now going into “high production” since it has been approved by the City Commission. The buildings upon which it will potentially be shown were also proposed to the Commission, as were the various photo loops.

She continued that the “100” logo sign has been paid for by the City Commission on behalf of the Beach CRA in partnership with the Beach Business Improvement District. The lease contract will be up at the end of February 2011.

Ms. Lee said there was discussion at the recent Beach CRA meeting about retaining the sign through March 27; however, this will depend upon getting enough money to continue to lease the sign. Another major issue is turtle season, as there would be no reason to keep the sign if it cannot be lit. She advised that “unless something major happens” the sign would come down at the end of February, as most of the Beach CRA was not in favor of keeping the sign up.

Chair Shaw disagreed that the sign could not be retained if it was not lit, and asked what the expense of keeping it through the birthday party would be. Ms. Lee estimated the cost was roughly \$50,000. She strongly encouraged the Committee to try to find the funds to keep the sign lit, pointing out that its marketing and its iconic value have been extraordinary.

Ms. Casteel asked if the sign could be moved. Ms. Lee said the cost of moving the sign would be \$30,000. She said she would continue to update the Committee on this issue, and requested that Ms. Idelman discuss the possibility of procuring a sponsorship for the company that owns the sign, which would allow them to donate its use through the date of the birthday party.

She continued that there is approximately \$130,000 in “public relations value” from the Centennial thus far, including a recent feature on the CBS Morning Show. *Travel Host* magazine is also producing a Centennial-themed issue.

The Charles Fazzino exhibit has moved from the Museum of Art to the Broward Center for the Performing Arts, where it will remain through June. Ms. Vezina said she would meet with Mr. Fazzino’s representatives the following week, and added that he is interested in doing an event with the Wentworth Gallery, possibly on the weekend of the birthday party.

Ms. Lee concluded that the parking lot at Fort Lauderdale Beach Park has been ripped up, and explained that this is a CRA-funded project that began the previous week and is scheduled for completion by January 2012. She recommended that this be made a Centennial legacy project, as it has already been funded and will be in existence for a long time. Ms. Medalie added that the owner of the construction company is hoping to complete the project before the 2011 Boat Show.

**Motion** made by Ms. Lee, seconded by Ms. Buchan, to sanction the Fort Lauderdale Beach Park Wall Replacement and ADA Improvement Project as a Centennial legacy project.

Vice Chair Crawford asked what it means to be a Centennial legacy project. Ms. Payne replied that the Centennial logo can be featured on the beach in this way.

In a voice vote, the **motion** passed unanimously.

- **Sanctioned Events**

Ms. Buchan distributed a list of new events to be considered for sanctioning. She asked that an additional event be included: a luncheon at the Bonnet House on February 28 to celebrate their 90<sup>th</sup> anniversary. She noted that there will be over 100 sanctioned Centennial events if the list is approved.

**Motion** made by Ms. Buchan, seconded by Ms. Medalie, to accept the newest events that have not yet been sanctioned as sanctioned events.

Vice Chair Crawford requested that the 54<sup>th</sup> annual Pioneer Women of Fort Lauderdale luncheon be added to the list of proposed sanctioned events as well. This event will be held on March 26. Ms. Buchan agreed to add this event to her **motion**.

In a voice vote, the **motion** passed unanimously.

Ms. Payne said 17 people from various community groups attended Centennial historian Sue Gillis's workshop at the Historical Society. The workshop focused on tapping the County's historical resources to research the history of a neighborhood or organization. She asked the members to remind individuals that Ms. Gillis's help is not limited to workshop participants only, and an organization can get in touch with her through the Historian Assistance form.

There are now 28 individuals who are ready to act as speakers, and can address community organizations with the photo exhibits or traveling trunk shows. Ms. Vezina commented that requests for speakers have picked up in recent weeks.

Ms. Payne said Ms. Gillis, with the help of the Trailblazers, has updated the list of the City's founding members to include African-American and Seminole founders. She asked how the list will be circulated once it is complete, suggesting that it could be posted at the birthday party and reproduced in poster form for display at the City's libraries or other sites. Vice Chair Crawford proposed that the list could be presented to the City Commission in March.

Ms. Dinnen suggested that a "pioneer booth" could be set up at the birthday party, which would allow attendees to view the list and seek out the names of their relatives. Ms. Molnar said there is an entire area of the birthday party that will feature displays, booths, and activities based on the City's past.

Ms. Gunn recalled that there is an exhibit at City Hall for Black History Month, and suggested that a similar display could be created for the birthday party. Ms. Dinnen added that the *Sun-Sentinel* could advise readers that the list will be

featured at the birthday party. Ms. Gunn said in addition to their sponsorship of the party, the newspaper will feature a special section on the City's and the *Sun-Sentinel's* Centennials. The section will be available on March 20, one week in advance of the party. They are also working on a "Then & Now" section and an extensive online photo album.

Ms. Vezina suggested that the updated list of City founders could be professionally written in calligraphy, and a framed copy could be hung in City Hall. Ms. Casteel suggested that the updated list of founders could be compiled into a pamphlet and made available at historical sites throughout the City. Ms. Gunn said the list might also be a potential story for the *Sun-Sentinel*.

Mr. Ulmer asked if the City is still seeking pictures for inclusion in the photo montage project. Ms. Vezina said while this project is being "wrapped up," additional photos would not be turned away. She added that the Historical Society is also seeking photos for inclusion in their permanent archives.

Ms. Dinnen said a special presentation on the Centennial and its events could be made to the School Board; this could be added to the BECON broadcast. Ms. Rizor said there should be more student involvement in Centennial programming. Ms. Dinnen said two local students participate in the School Board meetings, and said she would ask them for ideas. Ms. Vezina commented that between the Fazzino installations at the high schools, the traveling trunks, the activity book, the performances as upcoming events, they were doing a lot to involve the local schools.

Ms. Mergenhagen said the Florida Neighborhood Conference will meet in Fort Lauderdale from July 7-9, and will hold a workshop on "Preserving Our History" on July 8, which will feature the City's Centennial. She invited any interested members to participate in a panel discussion of the Centennial or a bus tour of the City's historic areas.

#### **IV. Other Matters of Interest**

- **Confirm Date of Next Meeting – March 2, 2011**

Ms. Vezina said the Sistrunk Festival will be held on Saturday, February 26. There will be a Centennial banner at the Festival and she is working with the Festival organizers to incorporate the Centennial into the activities.

Ms. Payne asked if the Black History posters displayed in City Hall might be displayed at the Festival as well. Ms. Vezina said the posters are intended for distribution outside City Hall from March 1 throughout the rest of the year, after which time they will be donated to the Historical Society. She said she would look into the possibility of displaying them at the Sistrunk Festival.

Chair Shaw noted that there is only one Centennial banner at this time, and said more are needed for display at multiple sites. Ms. Vezina advised that she has more banners, and several will be placed in key locations over the next month.

Ms. Lee said she wished to acknowledge Ms. Gunn's and Ms. Vezina's work for the Committee, and thanked them for their efforts. The Committee recognized their hard work with a round of applause.

Chair Shaw noted that the March 2, 2011 meeting will be the last Committee meeting prior to the birthday party, and encouraged all the members to attend.

### **Adjourn**

There being no further business to come before the Committee at this time, the meeting was adjourned at 4:42 p.m.

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