

**APPROVED**  
**CENTENNIAL CELEBRATION COMMITTEE**  
**MEETING MINUTES**  
**8<sup>TH</sup> FLOOR CONFERENCE ROOM**  
**100 NORTH ANDREWS AVENUE**  
**FORT LAUDERDALE, FLORIDA**  
**WEDNESDAY, MARCH 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                 | 6              | 1             |
| Dr. Claire Crawford, Vice Chair | P                 | 5              | 2             |
| Peg Buchan (3:07)               | P                 | 7              | 0             |
| Sandra Casteel                  | A                 | 6              | 1             |
| Beauregard Cummings             | P                 | 2              | 1             |
| Maureen Dinnen (3:09)           | P                 | 3              | 2             |
| Patricia Hale                   | A                 | 4              | 3             |
| Mark Halgunseth                 | P                 | 2              | 0             |
| Stephanie Jean                  | P                 | 5              | 2             |
| Ina Lee                         | P                 | 6              | 1             |
| Chuck Malkus                    | P                 | 3              | 0             |
| Nuccia McCormick                | P                 | 5              | 0             |
| JoAnn Medalie                   | P                 | 6              | 1             |
| Donna Mergenhagen (3:24)        | P                 | 6              | 1             |
| Wingate Payne                   | P                 | 7              | 0             |
| Mary Rizor                      | P                 | 3              | 0             |
| Lisa Scott-Founds (3:07)        | P                 | 3              | 0             |
| Lewis Tunnage                   | P                 | 7              | 0             |
| Dennis Ulmer                    | P                 | 7              | 0             |
| Birch Willey                    | P                 | 5              | 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  
Reina Gonzalez, Public Information Office  
Barbara Hartmann, Recording Secretary, Prototype, Inc.

**Communications to City Commission**

None.

## I. Call to Order

Chair Shaw called the meeting to order at 3:03 p.m.

- **Roll Call**

Roll was called and it was noted a quorum was present.

- **Approval of Minutes from February 2, 2011 Meeting**

**Motion** made by Mr. Malkus, seconded by Mr. Willey, to approve the minutes of the February 2, 2011 meeting. In a voice vote, the **motion** passed unanimously.

Ms. Buchan and Ms. Scott-Founds arrived at 3:07 p.m.

Ms. Lee asked that Chair Shaw appoint Mr. Malkus to serve on the Marketing fact-finding group. Chair Shaw appointed Mr. Malkus to this group, with his agreement.

## II. New Business

- **Community Appearance Board Award**

Ms. Vezina introduced Reina Gonzalez, Liaison for the Community Appearance Board (CAB), and Chair Greg Stuart and Vice Chair Marilyn Mammano. Mr. Stuart explained that the Community Appearance Board gives awards each year to homeowners and businesses that have made architecturally significant statements in the Fort Lauderdale community.

He stated that the Board is seeking to recognize the City's Centennial with an award for a Fort Lauderdale property 75 years old or older, as there are only three properties in the City over 100 years old. He requested the Committee's support in presenting a Centennial Award, and provided the members with a handout listing the criteria the Community Appearance Board will use in selecting the winning property.

Ms. Dinnen arrived at 3:09 p.m.

Ms. Mammano said the Board members will select their top five properties from the list of structures 75 years or older; they will then view the nominated properties and select the winner. If the Committee was interested, the winning property would receive a special bronze plaque featuring the Centennial logo as a dual award from both the Committee and the Community Appearance Board. She advised that the special award would not be included in the CAB's regular budget, as creating a special plaque would incur additional costs.

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Ms. Lee commented that this was a very good idea, and proposed that the three properties over 100 years old could be recognized separately from the list of properties over 75 years in age. These three properties are the Stranahan House, the New River Inn, and Warfield Park. Vice Chair Crawford noted that there are two other properties that may be over 100 years old, which are listed with the Historical Society.

Ms. Payne suggested that the selection of properties could be broader, noting that there are other very old sites such as the old Dillard School that could also be included in the list. Ms. Gonzalez said the list was provided by the Historic Preservation Board and included properties that have received a local or national designation as historic sites. Ms. Mammano said the award must go to a physical building rather than a cultural or historical site, and must meet the general criteria including an architectural contribution to the appearance of the community.

Mr. Ulmer asked if there will be time to create a special Centennial plaque before the Board's Annual Event. Ms. Gonzalez said the plaque would be designed in advance and then ordered.

Mr. Stuart noted that one of this year's speakers at the Annual Event is Susan Gillis, the Centennial historian, who will give a presentation on "Fort Lauderdale: the Past 100 Years." Another speaker will address the City's next 100 years.

Ms. Mammano said the Board would look into the possibility of selecting a winner from buildings over 100 years old in addition to "casting a wider net" to include buildings over 75 years old. She suggested if the Committee is interested in presenting a joint award with the Board, they might appoint a liaison to the Community Appearance Board.

Chair Shaw asked what the costs would be for a joint award. Ms. Gonzalez said the Board's basic bronze plaque costs \$183; a different design, however, would require a new plaque to be cast, which would raise the cost. She did not know the specific cost, but estimated it could be \$400 per plaque.

Chair Shaw said he was in favor of including the Centennial logo on a plaque, but was not certain the Committee could cover the cost. Ms. Mammano said it might be possible to retain the City logo and specify a special Centennial award in the wording only.

Ms. Jean volunteered to act as liaison between the Committee and the Community Appearance Board.

The Committee thanked the Community Appearance Board representatives for attending the meeting.

- **Centennial Beachfest on March 26**

Ms. Lee reported that Ramola Motwani, who helped make arrangements for the “100” light display on the beach, has also come up with a kickoff event for the birthday party weekend to take place on Saturday, March 26. The Centennial Beachfest will begin at 6 or 7 p.m. on Fort Lauderdale Beach and will run through midnight. The City Commission has granted conceptual approval for the event, which will be funded at least partially by the Beach CRA Board.

The event will be modeled on the Saturday Night Alive event that takes place in the summer, and will feature music, other entertainment, and fireworks. The Florida Fish and Wildlife Department will need to give its approval to have the fireworks after 9 p.m. as turtle season is pending; if this approval is not granted, the fireworks display will take place at dusk.

Ms. Lee continued that the City Commission will meet with the Beach CRA Board on March 15; however, funds have been allocated to this event, with a small portion set aside for marketing. The Beach CRA Board has also contributed funds to keep the 100 display up through December 2011. She advised that the sign will be adjusted in order to be turtle season compliant.

She requested that the Committee give the Centennial Beachfest its approval, and that they allocate a portion of the paid advertising in the *Sun-Sentinel* toward the event. The Centennial Marketing group can also create a flyer to advertise Beachfest on one side and the Riverfest on the other; the intent is to “blanket the community” with this flyer to spread the word about the event.

Ms. Mergenhagen arrived at 3:24 p.m.

Ms. Lee said there have been bench signs donated to help promote the event. She clarified that the taxi top advertisements will not be specific to the March events but will promote the Centennial in general and drive traffic to the website.

**Motion** made by Ms. Lee that the Committee endorse the Beachfest as a sanctioned Centennial event and include it as a major piece of the birthday party itself.

Chair Shaw requested more information regarding the Beachfest. Ms. Lee said it would stretch from the Oasis to the Alhambra, as it is required to stay within the CRA district.

Ms. Payne asked how the 100 sign would be managed for the 4<sup>th</sup> of July, as the celebration is planned to occur at the same site. Ms. Vezina said she had visited the site with Mark Almy of Parks and Recreation and Don Morris of the Beach

CRA, and the 4<sup>th</sup> of July event would have to work around the 100 sign, as the sign cannot be moved.

Mr. Willey requested clarification of how much of the *Sun-Sentinel* advertising allocation would go toward the Centennial Beachfest. Ms. Lee said this would be a very small portion of the funds, and explained that the *Sun-Sentinel* is donating some of its advertising for the City birthday party; ideally, she hoped that the Beachfest might be included in this donation. If this is not done, some of the paid allocation of funds would be donated to promote the Beachfest. She explained that she could not estimate the amount of these funds, as she has not seen a proposal from the *Sun-Sentinel*.

Vice Chair Crawford asked if City Staff will be involved in the Beachfest event. Ms. Lee said they would not be, and explained that Wizard Entertainment, the company contracted to produce Saturday Night Alive, will produce Beachfest.

Vice Chair Crawford asked if the Committee should offer *Sun-Sentinel* funds toward the other sanctioned events if they allocate funds specifically for the Beachfest. She expressed concern that the Beachfest event seemed to be “tacking on” to the community-wide birthday party. Chair Shaw stated that “the beach is Fort Lauderdale’s back yard” and would not seem like a small neighborhood event. He said he did not see difficulty with the event and was grateful to the Beach CRA for its funding.

Ms. Lee said the CRA has allocated \$25,000 toward the event, which does not include their payment for the ongoing lease and upkeep of the 100 sign.

Ms. Mergenhagen **seconded** Ms. Lee’s **motion**. She pointed out that it had always been the Committee’s intent to sanction events throughout the year and “Centennialize” them, and Beachfest will require no additional work and is “a gift” to the Committee.

Mr. Ulmer asked if marketing would include the birthday party as well as the Beachfest. Ms. Lee confirmed this, stating that Beachfest and Riverfest would be marketed as one package of weekend events.

Chair Shaw said Ms. Vezina and other Staff members have worked several hours of overtime each week to ensure that the Centennial events are a success. He cautioned that the Committee should seek to avoid overburdening Staff members any further.

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

Chair Shaw recognized the work of the Beach CRA in contributing to Centennial events, stating that they have done a tremendous amount of work. In turn, Ms.

Lee recognized Mr. Malkus' efforts in convincing the CRA to keep the 100 sign lit throughout the year. Mr. Malkus said tourists and visitors to the City have given it a great deal of exposure and helped publicize the Centennial.

### **III. Old Business**

Ms. Idelman said fundraising is near \$161,000, with deadlines rapidly approaching. There are additional "strong possibilities" for other initiatives if the potential sponsors can commit in time. She estimated a grand total would be available within the next few days.

Ms. Payne asked what benefits could be offered to sponsors regarding capital projects that do not have a deadline, such as the bridge lighting project. Ms. Idelman suggested that the Fundraising fact-finding group could meet to discuss and determine these benefits.

- **Centennial Riverfest**

Ms. Vezina said she has been meeting with City Staff from several different Departments almost daily to discuss the upcoming Centennial Riverfest event. Details for this event are rapidly coming together. The event will take place in four separate areas from noon to 5 p.m., and will include a procession to bring in the birthday cake at roughly 2 p.m. The cake, which has been donated by Publix, is approximately 4x8 ft.

She advised that there will be a checkpoint for the VIP area at the birthday party, and members' names will need to be on a list to access this area on the day of the event. There will be antique cars, boats, and motorcycles, an appearance by the Fort Lauderdale Strikers, a children's town with interactive features, and writers' talks and lectures sponsored by the *Sun-Sentinel*. The newspaper will take over the event from 6-8 p.m. for a multimedia presentation, which may end with fireworks, if permitting allows. She encouraged all the Committee members to attend the event.

- **Sanctioned Events**

Ms. Buchan distributed the most recent list of events to be sanctioned. She noted that the Centennial is featured in *Florida Trend*, along with ads congratulating the City on its first 100 years.

Ms. Vezina said the *Sun-Sentinel* will begin its special Centennial section on March 20. This section will include an editorial from the Mayor, a timeline, photos, and articles to kick off a 13-week series commemorating the City's and the newspaper's Centennial each Sunday through June. The March issue of *Go*

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*Riverwalk* will also feature a Centennial component, and the April issue will promote the photomontage project.

Ms. Payne noted that approximately 20 appearances have been booked by the Speakers' Bureau, and asked if it was possible to get blanket approval to add all these as Centennial events. Ms. Buchan agreed these appearances should be sanctioned.

**Motion** made by Ms. Lee, seconded by Ms. Jean, to give blanket approval to Speakers' Bureau appearances. In a voice vote, the **motion** passed unanimously.

Ms. Vezina said the City's Citizens' Committee of Recognition has named Ms. Scott-Founds its Citizen of the Year. There will be an event on March 15 to recognize honorees.

Chair Shaw said he, Ms. Dinnen, Ms. Payne, Ms. Vezina and Ms. Gillis appeared before the School Board the previous day to give a presentation on Centennial features for students, including the trunk shows. Ms. Dinnen said the schools are being encouraged to bring a speaker and the trunk shows to their classes.

She continued that Stranahan High School students will attend a workshop with Centennial artist Charles Fazzino, who will also undertake an art project with Fort Lauderdale High School. The BECON television station plans a special with Mr. Fazzino when he returns to the City, and will also film an additional show about the Centennial. Ms. Payne said speakers can visit schools as well, and have time available on the Bureau's calendar past April.

Chair Shaw asked if the Fazzino posters are being sold. Ms. Vezina said the artist will have a tent at Centennial Riverfest to sell the posters. She said the posters will be around \$20, with a slightly higher charge for autographed posters.

Ms. Vezina said the *Sun-Sentinel* will feature the Centennial in its next society section. A photo shoot for the Committee is planned to take place on the beach in front of the 100 sign. The shoot will be on Friday, March 4 at 8:30 a.m. The Mayor, Vice Mayor, and at least one City Commissioner will attend. Business attire is requested.

She said the traveling exhibits and trunks are featured at the Historical Society, and will be unveiled on March 23 at the New River Inn. She encouraged the members to attend and help get the word out regarding this event.

At the March 1 City Commission meeting, the Commission approved the Committee's partnership with the Historical Society for the upcoming fish fry on May 7. Ms. Vezina encouraged the Committee to attend this event as well.

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

- **Confirm Date of Next Meeting – April 6, 2011**

Chair Shaw advised that a good deal of Committee business will be wrapped up after March 27, and he did not feel an April meeting would be necessary. The members agreed. Chair Shaw said the next meeting would be scheduled for May, "subject to the call of the Chair."

Ms. Lee suggested that the Committee could put a mechanism in place to allow Ms. Buchan to sanction events on her own in case no meeting is held in a particular month. Chair Shaw said Ms. Vezina could let the Committee know when there are more events to be sanctioned, and if there is an objection to any event(s) they could be held over until the next meeting.

Chair Shaw made the following appointments to fact-finding groups: Ms. Buchan and Ms. McCormick were appointed to the Marketing group.

#### **Adjourn**

There being no further business to come before the Committee at this time, the meeting was adjourned at 4:04 p.m.

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