

**APPROVED**  
**CENTENNIAL CELEBRATION COMMITTEE**  
**MEETING MINUTES**  
**8<sup>TH</sup> FLOOR CONFERENCE ROOM**  
**100 NORTH ANDREWS AVENUE**  
**FORT LAUDERDALE, FLORIDA**  
**WEDNESDAY, MAY 4, 2011 – 3:00 P.M.**

**Cumulative Attendance**

<b>Members</b>	<b>Attendance</b>	<b>Present</b>	<b>Absent</b>
E. Clay Shaw, Chair	P	7	1
Dr. Claire Crawford, Vice Chair	P	6	2
Peg Buchan	P	8	0
Sandra Casteel	P	7	1
Beauregard Cummings	P	3	1
Maureen Dinnen	P	4	2
Patricia Hale	P	5	3
Mark Halgunseth	P	3	0
Stephanie Jean	A	5	3
Ina Lee	A	6	2
Chuck Malkus (3:08)	P	4	0
Nuccia McCormick	P	6	0
JoAnn Medalie (3:05)	P	7	1
Donna Mergenhagen	P	7	1
Wingate Payne	P	8	0
Mary Rizor	A	3	1
Lisa Scott-Founds (3:14)	P	4	0
Lewis Tunnage	P	8	0
Dennis Ulmer	P	8	0
Birch Willey	P	6	2

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

**Staff**

Shannon Vezina, Staff Liaison  
 Kathleen Gunn, Acting Assistant City Manager  
 Tom Terrell, Public Works Facilities Manager  
 J. Opperee, Recording Secretary, Prototype, Inc.

**Guests**

Jan Beth Idelman, Jan Beth Idelman, Inc.  
 Kevin Boyd, Kevin Boyd Public Relations

## **Communications to City Commission**

None.

### **I. Call to Order**

Chair Shaw called the meeting to order at 3:02 p.m.

- **Opening Statement and Roll Call**

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

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

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

### **II. Old Business**

- **Legacy Projects**

Ms. Buchan introduced Tom Terrell, Facilities Manager of the City's Public Works Department.

Ms. Buchan advised that Mr. Terrell had been instrumental in working with her on the proposed 17<sup>th</sup> Street Bridge lighting project; however, she reported to the Committee that the project cannot be completed. The lowest bid for lighting the bridge was over \$1 million, which was unexpected. There were aspects of the project that had not been foreseen, such as a five-year warranty for the bulbs, mobilization costs for the rental of equipment, and upgrading electrical cabinets on the bridge. She concluded that there were no "naysayers" to the project, and members of City Staff were very supportive; it was only a matter of the expense. She concluded that the Committee would need to select another Centennial legacy project.

Ms. Mergenhagen asked if there was any "wiggle room" available on the price of the bid. Mr. Terrell explained that all responses to the RFP were close in price.

Ms. Mergenhagen continued that she hated to see the Committee give up on the project after so much work has been done, and because its long-term visibility would be so great. She asked if it would be possible to put together a subcommittee to approach very large potential donors in the hopes of coming close to the necessary amount.

Ms. Buchan advised that the Committee's fundraisers, Jan Beth Idelman and Kevin Boyd, had taken this initiative even before the bids came in on the project. Mr. Boyd said he had asked other consultants to take a second look at the materials and specifications required, and they believe it is possible to bring the cost in at below \$1 million but re-bids would be necessary.

Chair Shaw requested more information on the specifications for the project. Mr. Terrell said many of the specifications would ultimately be the responsibility of the contractors. Materials must meet Florida Department of Transportation (FDOT) standards, as the bridge belongs to them. Ms. Buchan recalled that the original estimate for the project was \$250,000; after FDOT's input, the price had been doubled to roughly \$500,000.

Ms. Buchan said the writer of the RFP was also surprised at the bids.

Mr. Malkus asked if it would be financially sensible to learn what was done with a similar bridge in Jacksonville and then structure the RFP so the responders would "be looking to achieve what already exists in another major Florida city." Ms. Buchan explained that the City of Fort Lauderdale does not own the 17<sup>th</sup> Street Bridge, while Jacksonville owns their bridge. This made some aspects of the bid non-negotiable. In addition, the lighting that was sought for the 17<sup>th</sup> Street Bridge would use "green" technology with LED lighting, which was not done in Jacksonville. Mr. Terrell added that another aspect of the project was to use color-changing lights, which requires computerized control equipment.

Ms. Payne suggested that the Committee make a report on these findings to the City Commission and "turn it over to them as a package." Ms. Gunn agreed that the planned next step was to take these findings to the City Commission after presenting them to the Committee, if that is the Committee's desire. She reiterated that it may not be possible to "scale down" the project, as some of its costs may be fixed. She continued that costs have come in for the Sistrunk Boulevard monument as well, and she had hoped to present the prospective legacy projects to the City Commission at the same time.

Ms. Buchan recalled that the bridge lighting had been proposed for installation by December 9 as part of the closing ceremony for the Centennial year. Because she did not want the year to end without a legacy project, she agreed that the Committee should discuss alternative projects, as time is growing short.

Ms. Gunn noted that the Sistrunk monument had been ranked "in the top 2 [projects]" to take to the City Commission. She did not know if any of the City Commissioners, other than Commissioner DuBose, had seen the mock-up of the project. Mr. Cummings reported that there have been meetings since the project was presented to the Committee, and he could provide a breakdown of the options for that project.

Ms. McCormick commented that the 17<sup>th</sup> Street Bridge Project should not be abandoned, as it could be a very important legacy project. She felt it may be possible to raise sufficient funds for this project, even if it could not be embellished as originally planned.

Ms. Casteel noted that the Southside School project was also a proposed legacy project; the City Commission has turned this project over to Nova Southeastern University. She said the “exterior building” could still be used as a legacy project if Nova was willing to dedicate it accordingly.

Vice Chair Crawford added that the four State heritage markers, and the park plaques, would remain in perpetuity.

**Motion** made by Mr. Willey, seconded by Mr. Ulmer, to report to the Commission on the results of the legacy projects to date, and that we continue as a Committee to research the [17<sup>th</sup> Street Bridge] project that is before us now, and also look at what we might do to replace that project if it can't be done.

Chair Shaw asked that the reference to a replacement project be dropped from the **motion**. Mr. Willey accepted this **amendment** at the Chair's request.

Ms. Idelman commented that while it is difficult to let go of the 17<sup>th</sup> Street Bridge project, it would be “almost impossible” to complete it during the Centennial year in any case. This would mean the fundraising process would also be necessarily extended and more funds might need to be raised.

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

Chair Shaw stated that Ms. Buchan's enthusiasm in working for the Committee should not be damaged by the turn of events with the bridge lighting project. He thanked her for her outstanding work.

Ms. Mergenhagen suggested that when the results of the RFP are presented to the City Commission, they should consider City money, such as Business Capital Improvement Program (BCIP) funds, which could be used toward the bridge lighting project. She proposed a partnership with Florida Power & Light (FPL), which could serve as a major fundraiser for the project.

Ms. Gunn agreed that this was a sensible proposal, and noted that the City Commission may also have ideas on how to leverage the cost of the project. She pointed out, however, that the upcoming budget year will be very difficult.

Chair Shaw reported that Ms. Gunn is leaving the City, and thanked her for her hard work on behalf of the Committee. The Committee recognized her efforts

with a round of applause. Ms. Gunn said she was grateful for the opportunity to work on the Centennial.

Ms. Dinnen informed the Committee that the Broward County Historical Commission had discussed the Southside School project, as there are some difficulties with paperwork. She cautioned that while these issues were not insurmountable, there were hurdles involved with this project, as the plan for the land was not cleared with the Historical Preservation Board and it is possible that burials were once located on the site.

Mr. Cummings said several meetings have been held regarding the Sistrunk monument, and Commissioner DuBose had asked that a list of options for the realization of the project be compiled. The original estimate for the project was \$266,000, which would include the Sankofa bird at Sistrunk Park, two triangular structures, and the Sankofa egg at Provident Park. Additional estimates have been made for less expensive versions of the project, including the Sankofa bird at Sistrunk Park and the egg at Provident Park for \$163,000, and the Sankofa bird alone at Sistrunk Park for \$83,000.

He recommended that the \$83,000 project, which was part of the original presentation, go forward, and advised that fundraising for the project should commence as soon as possible in order to complete the monument by December 2011. He added that no fundraising has begun yet, as the City and the CRA may want to commit funds to the project.

Ms. Payne asked if the Trailblazers have worked with Ms. Idelman, and what they have found in terms of money for the monument thus far. Mr. Cummings said Commissioner DuBose had advised that no fundraising begin until the cost breakdown for the monument had been prepared and options could be considered. He added that he hoped Ms. Idelman would be an integral part of the fundraising process.

Ms. Idelman said she agreed that the Sistrunk monument would be a potential legacy project. Ms. Payne asked if she felt it was possible to raise \$163,000 or \$83,000 toward the proposed monument. Ms. Idelman said she did not feel it was impossible, but did not want to influence the Committee's decision on which version of the project they would like to see.

Ms. Casteel commented that the cost of landscaping and the concrete base of the proposed monument did not leave "too much" for the artist. Mr. Cummings said there is still the option of seeking in-kind contributions from a contractor. He emphasized that it is important to advise the artist with regard to constructing the molds and other preliminary work.

Chair Shaw said the issue remains that the Committee cannot authorize any expenditure toward the project. Mr. Cummings asked if the Committee could make a recommendation to the City Commission regarding the options presented.

**Motion** made by Ms. Payne, seconded by Ms. Dinnen, to approve the third, least expensive option, subject to fundraising; if fundraising should exceed that amount, we would go for option 2. In a voice vote, the **motion** passed unanimously.

- **Fundraising Activities**

Ms. Vezina explained that the City's contract with Jan Beth Idelman, Inc. is for fundraising for special events; when they recently explored using her services for legacy projects, such as the 17<sup>th</sup> Street Bridge or the Sistrunk Monument, it was determined that a legacy project is not technically an event. Therefore, if the Committee wishes to use Ms. Idelman's services to raise additional funds for legacy projects, they will need to approach the City Commission to request a modification to the scope of services of Jan Beth Idelman's contract. She concluded that it must first be confirmed that the Committee wants to take this direction, and intends to pursue a legacy project for which additional funds will be required.

Ms. Payne said she was in agreement with this, as the Committee agreed to raise funds for projects such as the historical markers in order to reimburse the money advanced by the City Commission for the history projects.

Chair Shaw requested if a motion to amend the contract is made, it should be clear that it applies only to funds raised by Jan Beth Idelman Inc.; if a Committee member raises the money, this would not be part of the contract.

Ms. Idelman advised that \$196,000 has been raised thus far, although she was not certain how much of this money had gone toward the March 27 City birthday party; this meant there are already monies that can be dedicated toward other Centennial projects or efforts. She agreed that the amendment of the contract is "a matter of semantics."

**Motion** made by Ms. Payne, seconded by Ms. Hale, to recommend amending the contract so Jan Beth Idelman can raise funds for capital projects and other activities pertaining to the Centennial [specifically for funds] that she raises.

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

- **July 4 Event Update**

Ms. Vezina said the State has approved the first three State heritage markers, which include the July 4 marker. The text has been approved and the order has gone out to the monument company. It should be available in time for the July 4 event. The NAACP is on board with the event, and the home of Eula Johnson, former president of the NAACP, will be reopened as the organization's headquarters on July 4 as well.

She explained that events will begin with a ribbon-cutting ceremony in front of the house, and a walk-through of the renovated home; roughly an hour later, the event will reconvene on the beach at A1A and Las Olas. A definite time has not yet been scheduled for the event on the beach. The second half of the July 4 event will include the commemoration of the wade-in of July 1961. The event will end with the unveiling of the State heritage marker, which will be located "just to the right of the 100 sign" at A1A and Las Olas. Light refreshments will be served on the beach after the ceremony, and the City's regular July 4 event will start roughly an hour after the end of the wad-in commemoration.

Mr. Cummings advised that three local churches have committed to provide transportation for elderly and disabled persons between the two locations. Ms. Vezina noted that these churches were instrumental in the wade-ins of 1961. The City also hopes to create a commemorative slideshow about the wade-ins, featuring an audio recording of an interview with Eula Johnson. They are also working on a program that will be handed out to the churches on Sunday, July 3, and will be available at both locations on July 4.

Ms. Vezina concluded that the Fort Lauderdale Historical Society Fish Fry will be held this weekend, and tickets are still available. Members are encouraged to attend and volunteer at this event if possible. Other sponsors of the Fish Fry include Take Stock in Children.

### **III. New Business**

- **Sanctioned Events**

Ms. Buchan distributed a copy of forthcoming events to be sanctioned.

**Motion** made by Ms. Buchan, seconded by Ms. Hale, that this body would officially sanction the events listed so that those events can be advertised as Centennial events.

Ms. Idelman advised that she was in touch with a group of former Mrs. Fort Lauderdale winners who would like to participate in one or more activities. Ms. Vezina recommended that they participate in the upcoming Great American Beach Party over Memorial Day weekend.

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

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

- **Confirm Date of Next Meeting**

Ms. Vezina advised that the Committee sunsets on January 31, 2012. It was determined that the Committee would not meet in June, and Ms. Vezina would notify the members of the next meeting date.

Mr. Halgunseth commented that if the 17<sup>th</sup> Street Bridge project is not possible, the Committee might consider making a legacy project out of the 100 sign on the beach. He felt this would be a memorable permanent marker for the City.

Ms. Mergenhagen said she was concerned the Committee was not maximizing the use of Ms. Gillis's work as historian. She asked permission to "do a mailing of a sell sheet" that would remind people in the community that "things are available to use." She felt they were missing markets, such as non-public schools or day camps, that could make use of the children's trunk shows or other exhibitions, and would like to ensure that it is widely known these resources are available.

Ms. Payne reported that Victoria Park dedicated the Annie Beck plaque, and she plans to work with Ms. Vezina to schedule other dedications. She suggested that the traveling exhibits could be displayed in the community rooms at various City parks.

Ms. Dinnen said artist Charles Fazzino has been working with two local high schools. The reception has been held for the project at Stranahan High School, and he will be present at the unveiling of Fort Lauderdale High School's project, which is tentatively scheduled for May 26.

She concluded that the Broward County Historical Commission will have a heritage celebration on May 26 at the old Westside School.

Ms. Casteel said Ms. Payne had participated in a program on BECON about the heritage markers, and she herself had taken part in a program about the old Cromartie House.

#### **Adjourn**

There being no further business to come before the Committee at this time, the meeting was adjourned at 4:23 p.m.