

APPROVED
City of Fort Lauderdale
Visioning Committee
4:00 p.m., Monday, April 11, 2011
City Hall, 100 North Andrews Avenue
3rd floor Conference Room
Fort Lauderdale, FL 33301

MEMBERS		REGULAR MTGS		SPECIAL MTGS	
		Present	Absent	Present	Absent
Tim Smith, Chair	P	7	0	7	0
Stanley Eichelbaum, Vice Chair	A	7	0	6	1
Peg Buchan	P	7	0	6	1
Alan L. Gabriel	P	7	0	6	1
Desorae Giles-Smith	A	5	2	2	5
Gloria Katz	P	6	1	6	1
Charles B. Ladd	P	6	1	4	3
Dan Lindblade	A	5	2	5	2
Gary T. Sieger	P	7	0	6	1
Wiley D. Thompson, III	P	6	1	6	1
Randall Vitale	P	7	0	4	3

Mayor John P. "Jack" Seiler

Staff

D'Wayne Spence, Asst. City Attorney
Chaz Adams, Public Information Office
Shannon Vezina, Staff Liaison
Amanda Lebofsky, Recording Secretary, Prototype, Inc.

Communication to City Commission

None.

Call to Order

The meeting was called to order by Chair Tim Smith at 4:07 p.m.

• **Roll Call**

(As of this date there were eleven appointed members to the Visioning Committee, which means six would constitute a quorum.) Following a roll call by Ms. Vezina, it was determined that a quorum was present.

• **Approval of minutes of March 8, 2011 meeting**

Motion by Mr.Thompson, seconded by Ms. Katz, to approve the minutes of the March 8, 2011 meeting. In a voice vote, the motion passed unanimously.

Old Business

- **Visioning Consultant RFP**

Chair Smith introduced Mayor Jack Seiler, who explained he wants to put the following matter on the April 20 City Commission agenda if the Committee concurs.

Mayor Seiler referred to the cover memorandum from WRT in the distributed handout. The handout also included the following documents: Fort Lauderdale Vision Plan Modified Scope of Work, Fort Lauderdale Vision Plan fee proposal, Hourly Billing Rates for Fort Lauderdale Vision Plan, and Anticipated Client Responsibilities.

Mayor Seiler reported that since the last Committee meeting, he has had a series of negotiations with WRT to try to scale back the price without impacting the public input. Mayor Seiler also met with other individuals, including former Mayor Rob Dressler and Chair Smith. The cover page explains that there is a modified scope of work, a fee proposal breakdown by work phase, list of anticipated client responsibilities and a list of billing rates.

Mayor Seiler directed the Committee's attention to the distributed memo and read from p. 1. He said WRT agreed to the following:

- Substitute some non-standard billing rates by about 25%,
- Replace some professional categories,
- Eliminate several tasks from the original scope of work which WRT said would not significantly impact the overall final outcome of the project and were not in the original RFP:
 - Quality of life survey
 - Focal area visions
 - Visualizations

Mayor Seiler reported that WRT said that as a result of eliminating the above tasks, the project schedule has been shortened.

WRT asked City staff to compile information on baseline data array, data book compilation, and social network subtasks (which will be done by PIO office). The City would be responsible for notices, printing, photocopying and similar tasks. WRT will provide the actual copy for announcements and templates for design notices, but the City will reproduce them. These expenses will therefore transfer from WRT to the City.

Mayor Seiler continued that to match the shortened schedule, WRT reduced the proposed overall number of meetings, primarily with the technical staff resource team. There will be the same amount of interaction with the Visioning Committee (four meetings in Phase III, and three meetings in Phase IV).

There will be one public presentation instead of two.

Mayor Seiler proceeded to talk about timing. The biggest issue revolves around the data that is to be collected under Phase I, Task 1.3. The City had already gone out on an RFP for the EAR (Evaluation and Appraisal Report), which is required every seven years. The work set forth on p. 2, Task 1.3 is the same work that needs to be compiled for the EAR. The City already budgeted approximately \$100,000 for a consultant to do the EAR in the current year. Mayor Seiler stated that he has asked for that project to be moved up to dovetail with the Visioning process and be done within the next few months.

Mayor Seiler continued that their original plan was to mobilize Phase I in June, do Phase II in July and August, the Visioning Statement (feedback and input) the next three months, and the Implementation Strategy/Vision Plan Documentation in the following four months. He remarked that the bid for the EAR was released on April 1 and is due back May 2, and those bids will be voted on in May.

Chair Smith asked if staff would be producing a separate Existing Conditions Report for the Committee. Mr. Adams said the (EAR) consultant would do the data collection in August and September, and the Visioning Consultant will still do the analysis and Existing Conditions Report.

Mayor Seiler emphasized the importance of this visioning opportunity and said if it is to be done, it should be done right.

Ms. Buchan was concerned about the website, social networking and the interaction with the public using the internet and social media. She felt the City is constrained in areas relating to website production and maintenance. Mr. Vitale said that Task 1.4 on the larger document said "social networking will be sub tasked out to the City." He said another document relayed that the consultant would be developing and providing content and maintaining a dedicated Vision Plan website linked to the City's website. He asked for clarification on who would do that and asked for a comment on the City's social networking capabilities.

Mr. Adams commented that the website can be done one of two ways: have the consultant develop the website and have it linked to the City's current site; or, have it as part of the City's current website. He said they would have to clarify that with the consultant. Regarding social networking, he said they would have to check with Mr. Spence's office.

Mr. Spence said it is a matter of understanding how the interaction between the Committee and the public will be implemented.

Ms. Buchan asked if the City can host a blog, and Mr. Spence commented it would be public record. If the City pays for it, it is public record. Mayor Seiler noted that elected officials cannot host blogs.

Mr. Spence stated that the City issued a memorandum regarding the use of Facebook and social media sites, cautioning against their use. There is also an effect related to Sunshine Law with elected officials and Committee members interacting online. Mr. Spence added that the City does not have a way to retain the comments that might be made on a social networking site.

Mr. Vitale thought it was imperative that the Visioning process has a Facebook account and a Twitter account so people can interact. Ms. Buchan added it could be hosted off the City site. Mayor Seiler thought the reason it could not be hosted on the City website was that members of the Committee might comment on something they are voting on.

When asked if the Committee could have a Facebook page (aside from one being on the City's site), Mr. Spence said it would take more evaluation on the City Attorney's part. He said he could have that information by the next Committee meeting. Mayor Seiler said they would need the answer at the City Commission meeting.

Mr. Spence asked Mr. Adams if they have the capability to retain comments posted on a Facebook page for the required time period. Mr. Adams said he believes there is software available that can do that. Mr. Spence continued that once they have the ability to retain comments, he thought the second prong of his concern would be addressed. The first prong, however, is the Sunshine issue. Mayor Seiler suggested that the voting members of the Committee and the City Commissioners should not be allowed on the page. Mr. Spence said that would be fine.

Mr. Vitale commented that all information on Facebook belongs to Facebook. Mayor Seiler asked what the consultant suggested regarding social networking. Ms. Buchan said that in the Selection Committee meeting, the consultant said they were going to create a Facebook page and do everything, "soup to nuts."

Mayor Seiler said that the day the Visioning effort asked for City dollars, it became a public document/record. Ms. Buchan admitted she did not factor in the Public Information Act into Facebook. Mr. Vitale said there are two issues: who is managing content and the public information piece.

Mr. Sieger thought there were three issues:

- website content (does not present a problem because there is no interaction)
- gathering of information from the public (can be done electronically)
- Facebook and Twitter may not be necessary

Mr. Vitale said the difference is that a person can share a lot of information easily with people who will not go to the City website, but are on Facebook or Twitter. Those people can then re-share it with their contacts. It is the ability to touch a lot of people who would not have been reached.

Mr. Ladd expressed his gratitude to the Mayor for supporting the Visioning process.

Mayor Seiler stated that he would find out from the League of Cities network what other cities have done in similar situations. He pointed out that the Mayor of Coral Springs is on Facebook as the Mayor.

Mr. Gabriel reiterated that the problem arises with the back and forth communications between outside parties.

Chair Smith said the Committee would prefer to be fully engaged with Facebook and Twitter, and if that is not possible, they will go to "plan B."

Mr. Gabriel had a question about billing rates, noting that the rates are only effective through December 31, 2011. Mayor Seiler said he would ask them to extend the rates for a few months. He said the consultants have been very flexible and easy to deal with so far.

There was a short discussion on what slogan the City could use.

Chair Smith reviewed how the contract has changed from \$400,000 to \$300,000:

- \$50,000 came from the City taking care of the Existing Conditions Report
- PIO would be tasked with social networking, public notices, printing of materials
- A reduced hourly rate
- Small reduction in scope (reduction in number of meetings, elimination of Quality of Life survey, Focal Area Visions and Visualizations)

These changes cut the cost by the mandated 25%. He also noted the project was shortened from 12 months to 10 months.

Mayor Seiler said he would have a better idea when the actual work will get started after the EAR RFPs come in on May 2.

Mayor Seiler said he could either push to have the item on the April 20 City Commission agenda, or try to get answers to the social networking issue and wait until after the May 2 RFP deadline.

Motion by Ms. Katz, seconded by Mr. Gabriel, to ask the Mayor to move the item ahead on April 20 and get the contract set. In a voice vote, the motion passed unanimously.

Chair Smith thanked former Mayor Dressler for his interest in the project. Former Mayor Dressler commented that the Visioning Committee is a “tremendous resource.”

Ms. Buchan asked Mayor Seiler if he envisioned tasking the new City Manager with the primary responsibility for this, and the Mayor responded that it will be a priority in the interviews, but said that for the first few months, the budget will probably be the top concern.

Ms. Buchan felt it was imperative that the City put a face/manager on the project. Mayor Seiler said he is not going to make the new City Manager be the one to drive the project. Ms. Buchan explained that the Committee has been advised that they are not to have interaction with the consultant, but that the staff liaison is the only one who can direct and manage the work of the consultant. She said that person has to be of a high enough level that it will appear to the community as though the City has given this a high priority.

Chair Smith suggested that the Mayor be the point person and the Mayor said he would be happy to do that.

Mr. Vitale asked if there was anything the Committee could do to lessen the impact of the “vocal minority,” and Mayor Seiler advised the Committee to just keep supporting the process.

[Mayor Seiler left the meeting at 4:48 p.m.]

Motion by Ms. Buchan, seconded by Mr. Thompson, that Mayor Jack Seiler be the Face for the Visioning effort in the City of Fort Lauderdale. In a voice vote, the motion passed unanimously.

Mr. Spence commented that the Charter specifically separates the powers of the Mayor and Commissioners from that of the City Manager. The City Manager is the administrator and the Mayor and Commissioners are prohibited from performing within that realm of duties.

Other Matters of Interest

- **Communications to City Commission**

None.

Chair Smith brought up what the Committee's role going forward should be and proceeded to read the purpose of the Committee. Mr. Vitale brought up the name or tag that the effort should use to identify the process. Chair Smith said that he had bought the domain name “Vision Fort Lauderdale” just in case.

Mr. Sieger suggested a contest to get ideas from the public – this would also publicize the visioning effort. Chair Smith said WRT is starting work on the website during the following week, and he thought perhaps the contest could be announced there. Ms. Buchan thought a contest was not the professional level they want to project. Mr. Sieger said they could then decide on a name internally.

Ms. Vezina remarked that the Existing Conditions Report is the first item on the consultant's agenda and that is going to happen in July or August, so she wondered if they would be working May – July. She added that their timeline is ten months and the clock may start ticking when they start working. There was a short discussion on how to communicate to WRT that the Committee wants them to start thinking about branding ideas.

Ms. Buchan asked if Ms. Vezina could ask WRT when they could meet with the Committee. Ms. Vezina said the next regularly scheduled meeting is May 10, so she will see if they are available for that meeting. Chair Smith asked her to communicate to them that the Committee is interested in some type of brand and logo that will be ready to go when the Existing Conditions Report is done.

**** Public Comment**

Chair Smith opened the meeting up for public comment, apologizing that it was 12 minutes late.

Chris Beck suggested a pro-bono advertising agency competition for the brand. He also said Facebook drives people to a website, and is excellent for promotion.

Mr. Beck suggested that the City Commission pass a resolution that enhances the Visioning Committee's authority to work with the consultant to ensure that the consultant is producing what the Committee wants. Chair Smith noted the consultant is already scheduled to meet with them six times, and is required to have personal interviews with major stakeholders. Ms. Vezina stated that no information collected during the process would be confidential. Mr. Spence explained that remarks can be anonymous, but not confidential. If someone gives their name, their comments are longer anonymous.

Mr. Sieger wondered if the resolution suggested by Mr. Beck would be possible. Chair Smith replied that if it were, he wondered what the Committee might want in terms of expanded authority. Mr. Beck suggested asking for raw data.

Chair Smith liked the idea of having a professional competition for the branding, but that would be up to Chris Madsen. He also thought Facebook would be an important tool.

Ms. Vezina said the consultant item is on both the conference and regular agendas for the upcoming City Commission meeting.

Art Seitz suggested tapping into more pro-bono resources. He felt that the vision is being lost to politics and lobbyists, and thought the City should develop a greenway on the A1A for enhanced bike paths or for a promenade.

Chair Smith reminded Mr. Seitz that this Committee's job is not to produce the vision, it is to produce the process that goes and finds the vision.

****End of Public Comment**

Mr. Vitale directed the Committee's attention to Item 1.6 on p. 2 of the Modified Scope of Work, noting that it addresses the project branding. He said the document says that the Committee has already kicked off a project naming effort, and said they probably got that from reading the Committee minutes. Mr. Adams said it might also refer to the fact that early in the process, the Committee encouraged folks to send in names and ideas. Ms. Vezina reported they have received ideas, but no names so far.

Ms. Katz reported that the Subtropical Group has hired someone to "write the whole thing up and give it to us" and to the City.

Chair Smith said that the Sustainability Committee of the Downtown Development Authority reached out to him and wanted to stay involved.

Chair Smith recognized Mr. Beck, who commented that Anthony Abarti promised a presentation and it might be available to the Committee. Chair Smith asked Mr. Beck to find out if Mr. Abarti would be available.

- **Confirm date of next meeting**

Chair Smith asked each Committee member to call their "adopted" City Commissioner before the next City Commission meeting and field their concerns about the Visioning process.

Chair Smith said the next meeting will be May 10.

Ms. Katz remarked she will be gone during June, July and August.

Adjourn

Motion by Mr. Vitale, seconded by Mr. Sieger, to adjourn the meeting at 5:40 p.m.

[Minutes prepared by J. Rubin, Prototype, Inc.]