

**APPROVED**  
**City of Fort Lauderdale**  
**Visioning Committee**  
**Special Meeting**  
**5:00 p.m., Tuesday, May 24, 2011**  
**Mizell Center, 1409 NW 6<sup>th</sup> Street, Fort Lauderdale, FL 33311**

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

Mayor Jack Seiler

**Staff**

Shannon Vezina, Staff Liaison  
Chaz Adams, Public Information Office  
Barbara Hartmann, Recording Secretary, Prototype, Inc.

**Guests**

John Fernsler, WRT  
Silvia Vargas, WRT  
Chris Madsen, Mad4Marketing  
Linda Flynn, Mad4Marketing

**Communication to City Commission**

None.

**I. Call to Order**

The meeting was called to order by Chair Tim Smith at 5:09 p.m.

**1) Roll Call**

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

Chair Smith stated there were no minutes to approve.

[Mayor Seiler entered the room at 5:10 p.m.]

Chair Smith remarked that he had asked the Mayor and Commissioner DeBose to join the meeting tonight, and he asked the Mayor to comment on what he hoped the Committee would accomplish.

Mayor Seiler was excited to see the project moving along and mentioned that he had a meeting with the new City Manager about items to work on. Mayor Seiler said that the Visioning project was the second only to budgeting.

[Ms. Giles-Smith joined the meeting at 5:11 p.m.]

Mayor Seiler commented that the branding "title" will be important and hoped the Committee would consider it carefully. Chair Smith mentioned that they have a marketing professional to help them, Ms. Madsen.

Chair Smith expressed his appreciation to Mayor Seiler for his public support of the visioning process.

Ms. Katz asked the Mayor what he thought of the future of the project getting past Phase I. Mayor Seiler said he was very confident that the project would go through, mostly due to breaking it up into manageable parts. He added that with the momentum of the Centennial, this was the ideal time to undertake the project.

[Mr. Sieger joined the meeting at 5:14 p.m.]

Mayor Seiler also gave credit to PIO for their "fantastic" work throughout the Centennial, and foresaw that work continuing throughout the visioning process.

[Mr. Lindblade joined the meeting at 5:16 p.m.]

Mr. Vitale asked Mayor Seiler if he had a recommendation on the branding name, and he deferred to the Committee. The Mayor added that this is such a great opportunity to make a difference to the City, and he hoped that the process would be fun, not stressful. He acknowledged the efforts of the Committee to get to the point they are today, and advised them to start thinking "big picture," forget the ups and downs they had up until now, stop worrying, and be optimistic and productive.

Chair Smith observed that this Committee still has all of its original members and he thought they were working as a “well-oiled machine.” Mayor Seiler remarked that he hoped this Committee and the visioning would serve as a model for other cities.

[Mayor Seiler left the meeting at 5:18 p.m.]

## **II. Project Branding**

Ms. Madsen reported they had gone through multiple variations of looks, feelings and names, and now need feedback from the Committee. She introduced Linda Flynn, a Director of Research, who will be assisting.

Ms. Flynn explained that usually when they start the process of brand discovery, there are three elements: image, title and tagline. She said it is not necessary to keep all three at the end of the process.

Ms. Madsen displayed the first example (A) with the title “Fort Lauderdale Forward.” The tagline is “Defining our Future.” The graphics feature arrows. She had black and white, single-color and multiple color versions.

The second one (B) was “Fort Lauderdale Focus” - “Envision Tomorrow.” The graphics featured an eyeball.

The third example (C) was “Fabulous Fort Lauderdale” – “Explore the Possibilities.” The icon was a global look with a strong pallet of colors. Ms. Flynn said it speaks to the diversity and mosaic of Fort Lauderdale.

The fourth example (D) was “Future Fort Lauderdale” – “The Next Wave,” and the graphics were in blue/green or multi-colored.

Ms. Madsen said her creative team came up with about 20 other slogans, but she felt these were the top four.

The Committee then viewed the four images side by side and proceeded to comment on them.

Mr. Gabriel:

- Liked the one with the wave, as it brought together a lot of parts of Fort Lauderdale
- Didn't like the eyeball on #B, but liked the tagline
- Didn't like the tagline on #C, as he didn't think it looked forward
- Liked the image for #C

Chair Smith made sure everyone had the handouts of the suggestions previously made by the Committee.

Ms. Madsen asked how many did not like the eyeball, and based on the Committee's response, she declared that the eyeball was out. She said now the Committee could evaluate the tagline and title.

The Committee's comments are noted below.

Mr. Ladd:

- He wanted to use the Fort Lauderdale logo, and maybe some aerial photos showing how the City has grown up, from the infant to adolescent stage. The City's next step will be to become a mature, sophisticated city.

Mr. Thompson:

- Liked the mosaic approach, and next wave approaches
- Also wanted City's logo on it
- Liked "Future Fort Lauderdale" – "The Next Wave"
- Second choice (A) was "Defining our Future" – more conservative
- Exhibit (D) was more contemporary and diversified
- Wanted to combine something showing diversity as well as logo

Ms. Katz:

- First choice was number 1, with the blue which is like the ocean
- "Moving Forward" makes a statement
- She likes something that draws the eye to the logo

Mr. Sieger:

- Liked Mr. Ladd's idea of City logo, a constant that everyone recognizes
- Liked idea of wave because the City is on the ocean
- Wondered about incorporating City logo in middle of wave, saying "Fort Lauderdale Focus" – "The Wave of the Future"

Mr. Fernsler clarified that they are not intending for the City's logo to go away, and the branding logo is just for the Visioning Process.

Ms. Giles-Smith:

- Thought she had seen the arrows before, but liked "Fabulous Fort Lauderdale" and its graphics
- Not everyone is on ocean, so didn't see the need to emphasize water

Mr. Lindblade:

- Found some graphics "stogy"
- Liked diversity of C and the idea of someone reaching for the future
- Perhaps use a child
- Does not want two logos used together

Ms. Buchan:

- Loved “Keep Austin Weird” – not corporate or stogy, but was fun
- Fort Lauderdale more than an ocean community
- Using the wave focuses too much on downtown and East side mentality
- Doesn’t see diversity with the balloons
- All logos were crisp and corporate, missing the fun element
- Wants something to cross the ages
- Putting a child in the square logo reminded her of a day care center

Ms. Madsen cautioned against thinking of the wave too literally. Mr. Ladd thought it was problematic that “Wave” is the name of the street trolley, which is a downtown project.

Mr. Vitale:

- Likes the colors and logo for “Fabulous Fort Lauderdale”
- Likes C and D, not A or B
- Likes idea of the wave meaning “what’s next” but didn’t think of the street trolley
- Does not like the phrase “Fabulous Fort Lauderdale”
- Submitted “Fort Lauderdale First” – maybe incorporate into one of suggested tag lines

Chair Smith:

- Really important to get it right, everything will stem from name
- All too long and boring
- Tends to like C more than others, maybe incorporate different ethnicities and age groups
- Need short and catchy, bumper sticker saying
- Agrees with Peg, has to be fun/whimsical
- Likes the balloons, doesn’t like any tag lines except maybe “Fort Lauderdale Forward”
- Suggested “We Can See the Future” or “Break’s Over” or “Dream Big” for possible tag line ideas

Ms. Flynn wondered if the Board wanted a title and a tag line, or just shorten it to a title.

Mr. Ladd commented that when four ideas are put up for discussion, the “group think” is to pick one of them. He said he does not like any of them, they are too abstract and “milk toast.” He said it should be inspiring and exciting, an invitation to the citizens to help dream of the future.

There was discussion of various titles.

Mr. Sieger said he didn't like "Fort Lauderdale Today" as it does not suggest the future and sounds like an ad campaign. He suggested using "future" or "focus" or "next generation."

Ms. Vezina reminded the Committee that sometimes the logo would be in black and white, so they should pick a logo that can stand on its own.

Since the Committee could not agree on any one of the four submitted, Chair Smith read the suggestions that came from the Committee's list:

- We Got Vision
- Fort Lauderdale: We Can See the Future
- Fort Lauderdale: We Can Do More Together
- Break's Over
- Fort Lauderdale: Circle the Wagons
- Fort Lauderdale: Think Big
- Fort Lauderdale: Dream Big

Other ideas mentioned were:

- Where the Joys Are
- Great Tomorrows Begin Today
- Enriching the Community
- A New Vision for Tomorrow
- Endless Possibilities
- Pride of Broward
- Imagine Fort Lauderdale

Several people did not want "Broward" mentioned in the title.

Ms. Buchan thought the generational aspect was important, and maybe show a family to show it is a plan for the future.

Chair Smith recapped that a lot of people liked the word "dream" and the generational aspect, balls in the air, and representation of diversity.

Ms. Flynn observed that the Committee is looking for something modern and fun.

Mr. Vitale wondered how long the vision was supposed to last, and Chair Smith said it was for 25 years.

Chair Smith recapped that a lot of people liked some aspect of the image in Example C. Mr. Gabriel noted it does not have the same impact in black and white. Ms. Madsen said they could work with it to bring out more contrast.

Ms. Vezina would like to see a logo that would be very easy to apply, maybe with more balance and less negative space.

Chair Smith moved on to the name (title). He wanted to get consensus on the word “dream” in conjunction with “Fort Lauderdale.” Some ideas were:

- Dream Our Future
- Dream Together
- Dream Your Future
- Dreaming for the Next Generation

[Ms. Madsen left at 6:09 p.m.]

- Dream Tomorrow
- Dream for Tomorrow
- Dream Fort Lauderdale
- Vision Fort Lauderdale: Dreaming for Tomorrow
- Dream Fort Lauderdale: Imagine Tomorrow
- Dream Fort Lauderdale: Imagine Our Future
- Keep Fort Lauderdale Hot
- Dream Fort Lauderdale: Design The/Our Future
- Dream Fort Lauderdale: Envision Our Future
- Dream Fort Lauderdale: Charting Our Future
- Prepare to Be Amazed
- The Future is Ours
- Dream Fort Lauderdale: Focusing on the Future

Mr. Thompson suggested leaving these ideas with the professionals and have them come back with some new concepts for the Committee to consider. Chair Smith wondered when that would be.

Ms. Flynn said two weeks would be the least amount of time they would need to prepare. She said only one designer worked on the Exhibits A-D, so maybe they could have another designer work on it also.

Ms. Buchan just wanted something short and sweet, and did not see the necessity for having both a title and a tag line.

Mr. Fernsler remarked that “Dream Fort Lauderdale: Charting Our Future” captures both parts of the process, identifying the vision that becomes a self-fulfilling prophecy, and the strategy. Ms. Vargas said that “Dream Fort Lauderdale” could also stand on its own.

After discussion of when to meet, the Committee chose June 14<sup>th</sup>, their regular meeting, when they will choose the brand.

[Ms. Flynn left the meeting at 6:27 p.m.]

### **III. Stakeholder Interviews**

#### **1) Identify groups or individuals for opinion leader interviews**

Mr. Fernsler said he has a list of 83 stakeholders, and Ms. Vezina said that was the list submitted by Chair Smith. Ms. Buchan submitted a three-page document of suggestions.

Chair Smith asked Mr. Fernsler how many people he wanted to interview, and Mr. Fernsler said as many as they could interview in three-four days at ½ hour each, either in small groups or individually.

Chair Smith explained that some of the names on his list are there for historical perspective, as they were opinion makers at one time. Ms. Buchan said she picked her people based on categories such as tourism or schools, rather than the individuals themselves being opinion makers. Mr. Ladd explained that he started to cross names off, but then backed up and started going with several categories that he did not think were on Chair Smith's list.

Mr. Ladd suggested starting off with broad groups that should be represented, such as major employers (cruise ships, hotels, auto nations, Sun Sentinel, citrus, Broward Workshop, culture/schools). Ms. Katz recommended looking at the major groups that represent the categories they originally talked about and then put names to them.

Mr. Fernsler said he was planning to have 50-60 meetings over the course of three to five days (one hour meetings).

Mr. Ladd suggested one group the consultants could meet with would be land use attorneys. For culture/schools, Mr. Ladd suggested people from Broward College, NOVA, FAU and PACA Museum.

Mr. Ladd's started suggesting categories as follows:

- Land use attorneys
- Schools
- Employers and their industries
- Planning and design community (including architects)
- Neighborhood groups (perhaps the Council of Civic Associations)

Ms. Vargas explained that their meetings will be in an interview format and need to stay fairly small so everyone can express their views and be candid.

Mr. Fernsler said they need to know what the leaders in each field are thinking about the future specific to their field.

Mr. Sieger brought out Ms. Buchan's list and suggested using that as a starting point.

Mr. Vitale asked the consultants how many maximum people per group would be effective, and Mr. Fernsler responded that four or five would be the upper limit. Mr. Vitale asked if there were specific industries that they felt a one on one would be more effective than a small group. Mr. Fernsler replied it would come down to the issue of whether an individual felt comfortable speaking in a small group. He added that elected and appointed individuals are always done one-on-one. Neighborhood associations are typically small groups. Economic development people are typically small groups. Leaders of a major industry are probably one-on-one.

Mr. Vitale suggested prioritizing from Ms. Buchan's list within the framework they laid out from the beginning.

Ms. Buchan suggested coming up with four names for each area, and Mr. Vitale wanted to add more groups to the list if anyone had groups that were not on there. Transportation and the executive airport were suggested.

Chair Smith started with the tourism interests and marine interests. He said those were the two biggest industries. He further noted that the groups on the right of her list were sub-categories of those.

Chair Smith asked if somebody from the historical perspective needs to be included on that list, and there were a variety of answers. Chair Smith thought it was important that the Historical Society be included, but in a different category (Community Attitude/Image/Identity).

Mr. Fernsler suggested that the Committee try to agree on the categories at this meeting. If someone knows the best person for that category, send the name and phone number to Ms. Vezina.

There was a discussion about the method of choosing the Neighborhood groups, and it was decided to use the Council of Civic Associations and have them pick their own people for one meeting.

The Committee then started identifying the categories. The first category was "Economic Engines." Ms. Buchan said the big governmental economic engines were the airport and Port Everglades.

Ms. Giles-Smith wanted to add a few other entities to that list, but it was pointed out that the category was the major employers, not small companies. She said the two places in her neighborhood that people come to see are the Dillard Museum and the African

American Research Library. After discussion, the Committee decided those two entities would go in a different category with the museums and the arts.

Chair Smith said Meeting #2 would be Tourism, basically the beach. Ms. Buchan said that the hoteliers, TDC (Tourist Development Council), CVB, and Las Olas Company should be the groups represented at that meeting.

Meeting #3 would be "Tourist Attractions" such as Performing Arts Center, Museum of Art, Museum of Science and Discovery, Dillard Museum, African American Research Library and Swimming Hall of Fame. Chair Smith wondered if those five could meet in one interview, and Ms. Buchan thought they could. Bonnet House and Stranahan House were also suggested but not included.

The fourth meeting would be the Marine Industry: Marine Industry Association, Marine Advisory Board, Boat Show, Mega Yacht group and the water taxi.

Chair Smith directed the Committee to page 2: Infrastructure.

Under Transportation (#5), the Committee mentioned the following:

- Broward MPO (Greg Stewart)
- FEC
- TMA (trolley) (Chris Wren)
- Broward County Transit (head)
- Tri-Rail
- Cyclist Association
- Executive Airport (Clara Bennett)

It was noted that Mr. Stewart might be "a meeting of his own," as he is knowledgeable about all the types of transits.

Mr. Thompson announced he had to leave for another meeting, so the Committee discussed churches. It was noted that churches were included under "Neighborhoods."

Churches:

- First Baptist Church (104 years old) – Pastor Thompson

Public Safety:

- Fort Lauderdale Police Department
- BSO

[Mr. Thompson, Ms. Katz and Mr. Ladd left the meeting at 7:08 p.m.]

It was noted there was still a quorum.

Chair Smith returned to the topic of Transportation, observing that the three people mentioned might have to have one-on-one meetings. Ms. Vargas recommended at this point not to worry about who meets with whom, but just get the names in the right category.

Under Economic Development/Business Climate Competitiveness (#6) the Committee suggested the following:

- Chambers of Commerce, including Latin Chamber and Negro Chamber (Richard Kurtz), Mid-Town Business Association (Pam Adams), and Haitian business community (Francois LeConte) as one group
- Realtors Association (Richard Barquette)
- Under-represented groups: 13<sup>th</sup> Street Alliance, WorkForce One, OIC.

It was noted that if they go to individual merchant groups, they will have too large of a group. Mr. Lindblade wondered if this is where they make sure they include the “under-represented” groups. Chair Smith and several others thought so.

Ms. Giles-Smith brought up the OIC, which is a group for incarcerated individuals. Chair Smith mentioned the 13<sup>th</sup> Street Alliance. There was discussion about whether the under-represented groups should go in with the Chambers or have their own group.

There was a vote on whether to carve out the under represented groups so that special attention is given to the under-represented groups. In favor of not carving them out and having them attend the “big meeting”: Mr. Lindblade and Ms. Giles-Smith, and Mr. Vitale. Those in favor of carving them out: Ms. Buchan, Mr. Gabriel, Mr. Sieger and Chair Smith. The vote carried (4-3) to “carve” them out into their own group.

The next category was Education (#7). Ms. Buchan suggested Board member Maureen Dinnan, and Ms. Giles-Smith mentioned Ben Williams. It was noted that due to Sunshine issues, there would have to be individual meetings.

For the category of Higher Education, the following groups were suggested: NOVA, FAU, and Broward College. Ms. Buchan remarked that these groups were already in a group called “Education.” Lower Education is the school board, and The Art Institute, Broward Teachers’ Union, a member of the State Board of Education, Voc-Tech, and American Heritage.

Mr. Fernsler said he could do a meeting with the (10) principals of all the high schools. Mr. Vitale proposed including principals of elementary schools and elected officials as well. There are 23 elementary schools. Mr. Sieger thought that could be covered in a focus group.

Chair Smith then suggested the outgoing Superintendent, Dr. Notter. That would bring the Education meetings to five: Ms. Dinnen, Dr. Notter, Mr. Williams, higher education and high schools.

Ms. Giles-Smith wondered about adding in Early Learning Coalition and Children Services Council (after-school funding), and the Board agreed.

Chair Smith directed the Board's attention to the next page, under Neighborhoods: Public Safety and Quality of Life.

Public Safety (#8) would include Fort Lauderdale Police (Chief Adderly) and BSO (Sheriff Lamberti), who were mentioned earlier. The Fire/Rescue (Chief) was added. The Committee did not want the Citizen on Patrol groups.

Ms. Giles-Smith mentioned Fort Lauderdale Links, which provides scholarships and services to a large African-American community. She said it is not an education group, but rather like Junior League. Chair Smith said that would be under a different category.

Category #9 would be Neighborhoods. Chair Smith suggested asking the Council of Civic Associations to send a group of four or five for a meeting. He added they have a political representative for each of the four areas plus the President.

Category #10 would be Quality of Life/Parks. Mr. Lindblade said when people think of quality of life they think of access to medical, culture, amenities, property taxes and other things that weave into one big item. He thought these items were all included in other categories. He said one exception would be the "fabric of the community," which refers to the nonprofit organizations.

Chair Smith said they would add nonprofits to Category #10. Several suggestions for an umbrella organization were Leadership Broward and Association of Nonprofits. Mr. Lindblade said there were 175 nonprofits in the Chamber and he would recommend interviewing Jen Klaassens (Program Director for the Wasie Foundation). Chair Smith brought up service groups. Ms. Giles-Smith suggested the NAACP, Fort Lauderdale Links, Broward County Delta Sigma Beta Sorority Association. Chair Smith said the Rotary Club had to be included, as it was large. Others suggested were United Way and Community Foundation.

The Committee came up with a group (#10) to be called the Umbrella of Nonprofits to include:

- Jen Klaaseens
- United Way (Jennifer Anderson)
- Community Foundation (Linda Carter)
- Homes Inc. (Kathryn Berry)
- Leadership Broward (Terry Flannery)
- Rotary Club

Pastor Larry Thompson's name was mentioned again as one who could coordinate the pastors. Marcus Davidson (Mt. Olive) was also suggested and agreed upon.

Chair Smith brought up Category #11 – Government. The groups to be represented were:

- City Manager
- City Commission
- County Government (Bertha Henry)
- Courthouse
- State and National Senators (Chris Smith)

[Mr. Lindblade left the meeting at 7:46 pm.]

For the medical community, the Committee suggested the following:

- Holy Cross
- Broward Health
- North Broward Hospital District

Chair Smith recapped by saying that their goal was to find people to interview and he thought they did that. He said he would go over the list with Ms. Vezina, who would type it up and send it out in an email to Committee members.

#### **IV. Public Open Houses (not addressed)**

#### **V. \*\* Public Comment (not addressed)**

#### **VI. Other Business (not addressed)**

#### **VII. Communication to the City Commission**

None.

#### **VIII. Adjourn**

Chair Smith reminded the Committee that their next meeting will be June 14 at 4:00 p.m. at City Hall, when they will vote on the branding.

**Motion** by Mr. Gabriel, seconded by Mr. Vitale, to adjourn the meeting at 7:55 p.m.

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