

APPROVED
City of Fort Lauderdale
Visioning Committee
4:00 p.m., Tuesday, September 13, 2011
City Hall, 100 North Andrews Avenue, 8th floor,
Fort Lauderdale, FL 33301

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

Staff

Sue Torriente, Assistant City Manager
Shannon Vezina, Staff Liaison
Jimmy Koeth, Planning and Zoning
Adrienne Ehle, Planning and Zoning
Chaz Adams, Public Information Office
D'Wayne Spence, City Attorney Office
Amanda Lebofsky, Recording Secretary, Prototype, Inc.

Public

Bill Smart
Art Seitz

Communications to City Commission

None.

I. Call to Order

The meeting was called to order by Chair Randall Vitale at 4:10 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.

2) Conference call participation

Chair Vitale relayed a request from Ms. Katz to participate via conference call.

Motion by Mr. Lindblade, seconded by Mr. Eichelbaum, to allow Ms. Katz to participate via conference call. In a voice vote, the motion passed unanimously.

3) Approval of minutes from the August 9, 2011, meeting

Motion by Vice Chair Gabriel, seconded by Mr. Lindblade, to approve the minutes of the August 9, 2011, meeting. The minutes were approved without objection.

4) City staff introduction

Ms. Vezina recollected how, at the last meeting, the City Manager addressed the Committee and outlined how he saw the visioning plan fitting into the framework of the City. She said the City will be transitioning the liaison to Planning and Zoning Department, which, after October 1, 2011, will be known as the Sustainability Development Department. She noted that the Office of Public Information will continue working with the Committee and Ms. Vargas and Mr. Fernsler. She added that Jimmy Koeth will be the primary contact for staff.

Jimmy Koeth introduced himself, noting he has been with the City for 17 years and is a Principal Planner. He has been involved in the long-range planning process for the past few years.

Adrienne Ehle introduced herself, saying she was most recently the Project Manager for the Neighborhood Development Materials Revision Project to address residential zoning. In addition, she is the liaison for the Short-Term Residential Use Committee and participates in Sustainability Planning Initiatives.

II. Visioning Project, Phase I

1) Recent Commission action

Ms. Vezina reported that the Committee's recent Communication was not discussed at the last Commission meeting. In an email sent to the Committee, however, the Mayor expressed his hope that the Committee would continue to participate and see the process through to the end.

Chair Vitale encouraged Committee members to communicate with the City Commissioner who appointed them to keep the lines of communication open.

2) Update on website, open house meetings, etc.

Ms. Vezina said four open house meetings are scheduled, and they will start the week of Monday, October 3, 2011. Each Commission district will have one meeting.

Ms. Vargas reported that they have started communicating with the public. The concept is to create awareness for the public to the actual visioning forums and begin engaging the public in the process by creating interest and enthusiasm.

Each open house will have three active stations and one introductory station. The introductory station will have a sign-up sheet and a map to track attendee's residences. There will be an overview featuring a rolling presentation of the process, which may include video clips and a welcome from the Mayor, City Manager, relevant City Commissioners and the Committee Chair.

The other stations will focus on Florida's past, present, and future. The first one (Florida's Past) will create a tie to the Centennial Celebration, and perhaps have photo montages specific to the District where the open house is being held. Individual's stories about their experiences in Fort Lauderdale will be displayed in some fashion. There may be a video recording booth for oral recordings of the stories.

The third station is "Florida Today," and aims to get people thinking about the most pressing issues of today. As with the "Florida's Past," there will be prepared note cards/sheets for people to write comments about their concerns.

The last station, "What's Next," will ask people to write down one big idea that they think will make the City stand out and excel 20 or 30 years from now.

Ms. Vargas said children are encouraged to attend the open houses, and there will be tables for them to participate and share in the process.

She continued that perhaps the Committee can recruit sponsors for catering and have a "Taste of Fort Lauderdale" to take to the meetings. She hoped to be able to do a scavenger-type hunt with the participating food vendors using the QR code. She also encouraged the Committee members to attend the open houses so that they can be introduced to the public and the process. In addition, she challenged Committee members to invite 10-20 people to attend the open houses.

Ms. Vezina noted that the City Commission has been advised of the open houses and each local City Commissioner is expected to attend his/her open house.

Chair Vitale said the Committee needs to help get the word out. Ms. Vezina added that the Public Information Office will be assisting by sending out notices in the water bills, posts on the City website, outreach to local HOAs and civic associations, and announcements on Radio 1610AM and Channel 78 (government access channel).

Ms. Vargas mentioned that talking points have been prepared and distributed to the Committee for sharing with their network.

Ms. Buchan remarked that she had expected the open houses to be more tailored and business-like, and offer more guidance.

Mr. Eichelbaum commented that they are missing the traditional public media and the Editorial Board promoting the events. Ms. Vezina said they are preparing press releases. Mr. Eichelbaum thought they should be outlining the program to the Editorial Board.

Mr. Sieger said he sees the open houses as an introduction to “come and find out what it’s all about,” as opposed to being structured. He liked the plans of covering the past, present and future. He was concerned that the major newspaper may “bury” the news, and recommended coverage on all three local TV stations. Ms. Vezina said they cannot get it into the magazines, because of the long lead time, but they can try the weekly publications, TV and radio. Mr. Sieger continued that a Committee representative and PIO representative have to attend the City Commission’s pre-agenda meetings.

Mr. Lindblade questioned the fast-approaching dates, and lamented that some important deadlines were missed because of that. He suggested that for future meetings there needs to be more involvement in the ramp-up and marketing. He continued that they are “back in the pioneer days” of news releases and utility inserts, when more up-to-date methods are available.

Ms. Buchan suggested a coordinated e-vite which would include the logo. Ms. Vezina said her office can explore creating a coordinated e-vite. Ms. Buchan also suggested adding blocks to check on the e-vite which will indicate their areas of interest and so forth.

Ms. Vargas commented that the mobilization phase of a process does not typically take five months. All the activities could take place in the space of one month. However, the process has been more protracted than anticipated, and they had expected to have the open houses before school started. She emphasized that the open houses are not the “main dish” – they are an introduction to the process, to give people a “taste” and to begin to listen to what people say.

Regarding the website, she does not know how functional it will be by the time the open houses occur, but there will be a landing page, a comment section, and a place for people to sign up to receive notices. In addition, the City has received authorization to

set up a Facebook page and Twitter account. Ms. Vargas said her team will be meeting with staff right after this meeting to discuss those items.

In the second phase (the Visioning Forums), structured activities will occur with specific groups. She remarked that when people are "mixed up" in a room, some interesting ideas can evolve.

Ms. Katz agreed that the open houses are the "first bite." Secondly, she thought someone should approach the Editorial Board of the Sun Sentinel and talk about featuring the future and the visioning process. Lastly, Ms. Katz pointed out that members of the under-represented communities may not have computers to receive e-vites - there need to be other ways to reach those people (perhaps churches and HOAs). Mr. Lindblade recalled they had discussed utilizing clergy and schools to advertise the events, and they are important ways even though they are old methods.

Mr. Eichelbaum suggested preparing inserts for circulars or magazines. Ms. Vezina said they usually run off 5,000 flyers that are put in all public facilities and parks in addition to posters, and they provide the churches with hard copies of the flyers. In addition, they can email information to the local churches and HOAs.

Ms. Buchan asked if there was a written marketing plan, noting it is important to know who is responsible for the content, and who is going to receive it. Ms. Vezina said she could put something together which reflects what is being done. Ms. Buchan also said she would like to see the marketing materials. Ms. Vezina said she did not realize the Committee was going to get involved at a detailed level regarding the marketing.

Mr. Eichelbaum thought there was a list of things that would be focused on at the meetings, and he also thought there was a schedule. Ms. Vargas acknowledged the schedule had not worked out the way they initially thought. She said they would prepare a public relations strategy, but she reminded the Committee that they are working with the Public Information Office of the City and are relying on them and their resources. She emphasized that the Committee members have to reach out to their own networks and get them involved.

III. Public Comment

*The floor was opened for **Public Comment** at 5:00 p.m.

Bill Smart commented that he was at the last meeting and Chair Vitale noted that he will be allowed a little extra time for his presentation. Mr. Smart presented an image for Fort Lauderdale which he proposed for use. The project involves taking the old smokestacks and creating palm trees. He has names of structural engineers who can accomplish it. He said he recently read that Florida Power & Light is considering demolishing the smokestacks and that spurred him to bring his project back up after ten years. He brought a book of photos and sketches of what the trees would look like from

airplanes and ships. He stated that the idea was to build a structure around the stack and maybe have solar panels on top. It would be hurricane resistant.

Ms. Buchan said the stacks are coming down in the next three years and there will be new shorter ones that will be burning natural gas instead of coal. She said the old ones are navigational features. Mr. Smart added they are 350 feet tall and are landmarks.

Mr. Sieger wondered how they could get Mr. Smart's idea into a database of ideas. Chair Vitale thought there would be an "idea box" on their website. Ms. Vargas said when they amass lots of ideas they can put them into categories such as "community identity."

Art Seitz suggested a 27-mile world-class marine-way from Deerfield to Hallendale. He said it has been approved by the County Commission, the Fort Lauderdale City Commission, and others. He claimed it did not involve land acquisition, but a better use of existing right-of-way. He said the City's most precious asset was the barrier island.

*The floor was closed for **Public Comment** at 5:13 p.m.

The Committee returned to discussing **Agenda Item II.**

There was a discussion on how these ideas will be collected. Chair Vitale thought that all ideas would be shared at the community meetings, and the consultants would synthesize the ideas, categorize them, and draw them out into a vision. Ms. Vezina said people are always welcome to submit their ideas via email. Ms. Vargas said they would encourage Mr. Smart and Mr. Seitz to come to the open houses and put their ideas up on the wall so others can see them. She added that one of the outcomes of the process is to set priorities to get people behind the ideas that are important to them.

Ms. Ehle stated that these minutes can also serve as documentation of ideas for people who cannot attend the open houses or forums.

Vice Chair Gabriel noted there will not be a Committee meeting before the first open house. He wondered how they should coordinate attendance at the open houses. Chair Vitale said all Committee members should attend one at the least, but if scheduling permits, attend all of them. He suggested a sign-up sheet.

Ms. Buchan repeated that she wishes to see a public relations strategy plan. Also, she would like the Committee to have time to weigh in on future events. Chair Vitale noted that Item 1.5, Public Open House, in the Revised Scope of Work, March 29, 2011, was almost exactly as described. Chair Vitale urged the Committee to move on and work on things they can for the upcoming events.

Ms. Vargas clarified that they brought up the open houses for several meetings, but did not have much time to discuss the details, so they (the consultants) had to get busy and

do something. They understood the basic components and went with that. She said they do want input from the Committee, but hope they, as consultants, can bring a strategy to the Committee and have the Committee weigh in on that. Chair Vitale said the Committee needs a guide as to when they should weigh in and on what topics.

Vice Chair Gabriel said it would have been better if they had the discussed items in their packets ahead of time, and he also wanted more notice of events that he was expected to attend. He warned against slowing down the process, however. He stated that the Chair needs to be responsible for seeing that information gets to the Committee. In addition, he wondered what his active role, if any, would be at the open houses.

Chair Vitale committed to having that process going forward, having as much information as possible in advance. The Committee agreed that they would like to see what the important issues are in bullet point format and backup documents.

Ms. Ehle suggested adding an item to the Committee's agenda to help set future agendas.

Mr. Sieger asked when the materials would be ready, and Ms. Vezina said she could share an electronic copy with the Committee by the end of this week.

Chair Vitale opened discussion on what Committee members might like to see regarding the open houses.

Ms. Vezina said the hours were specifically varied to accommodate different audiences. Mr. Adams added there are other reasons, such as building on attendance at meetings or events before and after the open houses. Ms. Vargas emphasized that attendees do not have to stay the entire two hours, it is a drop-in event.

Ms. Katz stated that the Committee should not be involved in the minutiae, and they should let the consultants do their job.

Mr. Adams remarked that he was not concerned about any politicizing of the visioning meetings, as the pre- or post-meetings would be separate.

Ms. Vargas said that for the next round of meetings, they could rethink the locations and how they might cover the City geographically completely.

She reported they would be using the brand as much as possible, and there will be a mock-up of the landing page very shortly for her to review. Several members indicated they would be speaking to the public in the upcoming weeks and requested flyers to hand out. Ms. Vargas mentioned that the url for the website is FortLauderdaleVision.com.

Ms. Vargas noted that documents detailing the processes and all the phases had been distributed to the Committee. Chair Vitale said that would be the general guideline, but it was noted that the Committee does request bullet points on what specifically the consultant wants input on for the next meeting.

Chair Vitale mentioned that the Mayor of Charleston asked residents what aspect is most embarrassing to a person about their neighborhood. Often, the answer is an easily fixed thing, such as a broken sidewalk. Ms. Vargas said something like that would be a good idea for the next phase of the project, even though they want to keep the vision citywide, not neighborhood specific. They will be looking for threats and weaknesses for the future.

Chair Vitale brought up the issue of catering. Vice Chair Gabriel mentioned there are a lot of new restaurants that might be interested in participating. Ms. Katz said that if they choose to get sandwiches and beverages from a discount retailer, it would probably cost about \$200. Mr. Lindblade volunteered to solicit restaurants and catering companies connected to the Chamber. Mr. Eichelbaum suggested asking Publix to not only coordinate the food for all the open houses, but also possibly run an ad for the events. Chair Vitale will contact them, and if that does not work, he will notify the group to proceed with Plan B (requests to specific vendors and tasks that Committee members can sign up for).

3) Next Steps

Ms. Buchan asked if they knew when the other meetings will be, and Ms. Vezina answered that they do not, as they are part of Phases 2, 3 and 4, which have not yet been approved by the Commission. Ms. Vargas expressed hope that after the Open Houses, the consultants will be able to go to the City Commission with a report and a plan for the remainder of the process. At that time, she said they will have a schedule of events.

Chair Vitale understood that the City Commission wanted to see the results of Phase I, and he thought that was to happen at a November meeting. Ms. Vezina commented that the lead-time on Commission agendas is one month prior to the meeting, and she does not foresee this item going to the agenda for the first meeting in November. Chair Vitale stated that the consultant would present the results from Phase I and funding for Phase II, which the Chair said would go into the budget for the next FY. Ms. Vargas remarked that the steps themselves would not be altered, but the sequence of steps might be. Chair Vitale commented that the cost for the remainder of the project was estimated at \$260K.

Chair Vitale reminded the Committee that it is scheduled to sunset December 31 of this year and that should be an agenda item for the next meeting, along with a Communication to the City Commission regarding extension of the consultant's contract and the sunsetting of the Committee.

Ms. Katz was curious about the disposition of the matter of another individual being added to the Committee. Ms. Vezina commented that it had not yet come before the City Commission.

Vice Chair Gabriel thought they should separate the Committee being scheduled to sunset from the consultant's contract being extended. He proposed requesting that the Committee continue independently of the consultant's contract or timeline.

Ms. Vezina reported that the social media elements are anticipated to be up and running before the first of the open houses. Ms. Vezina also reported that they are currently working on the video clips to be shown at the open house meetings.

Chair Vitale asked the Committee for feedback on whether they think the Facebook page should be dedicated to the Visioning Committee or the City of Fort Lauderdale. Mr. Adams stated that he thought it was the City Manager's preference to launch the City page now as a pilot program. Once that page is established, the Visioning page would be folded in. Ms. Vezina said the QR code will go to the website.

IV. Other Matters of Interest

Mr. Eichelbaum brought up an email he received from former Mayor Dressler regarding the actions that occurred at last month's Committee meeting. After discussion, the Committee agreed that Chair Vitale should respond to former Mayor Dressler with an informal email referring to the actions taken at the last meeting.

1) Communication to the City Commission

Mr. Lindblade thought it was important to let the City Commission know of the Committee's enthusiasm and forward progress. Ms. Vezina mentioned that the Centennial Committee had sent monthly "updates" to the City Commission and these were under Item III on the Conference Agenda. She said the Committee can put the information together and staff will prepare an update.

Vice Chair Gabriel asked about inviting the City Commissioners specifically to attend the open houses, and wondered if there were any Sunshine issues involved. Ms. Vezina commented that the meetings are publicly noticed, but no minutes would be taken. She thought it would be permissible as long as there are no discussions about items that will come before the City Commission for a formal vote. It was decided that the open houses could be referenced in the update report.

Ms. Ehle noted that the City Commission receives a copy of every set of minutes, and she wondered what, in addition to that, the Committee wanted to convey. Several members suggested "something shorter." Ms. Vezina said it could be a one-page bulleted list with the four or five top items discussed at the meeting. She volunteered to

prepare the summaries and allow the Chair to preview them before sending them on to the City Commission.

Mr. Koeth suggested adding the next month's agenda items to the summaries.

Mr. Lindblade said that the agenda should include a revised timeline, and a PR marketing plan with measurable mileposts and deliverables. Any items that Ms. Vargas needs staff or Committee input on should also be received in advance.

Ms. Ehle confirmed that after the monthly update is crafted by staff, then Chair Vitale is the only person who needs to approve it.

Ms. Ehle also confirmed that the second request for staff is to be able to provide any information from WRT in advance that is necessary for the next month's agenda.

2) Date of next meeting

Ms. Vargas reminded the Committee that the next meeting (October 11, 2011) will occur the day after the last open house. There will be a preliminary oral report and some results visually and cumulatively, but not a final document at that point. Chair Vitale said it would be helpful if she had some preliminary outcomes at that time, so that the Committee can move forward on those assumptions. Ms. Vargas said they envision preliminary identification of issues as the main outcome. The final key issues will not come out until the Forums take place.

Ms. Buchan wondered if the content of the next meeting would be more productive if it was not held on the day after the final open house. Chair Vitale recommended honoring the meeting calendar.

V. Adjourn

Motion by Mr. Lindblade, seconded by Mr. Eichelbaum, to adjourn the meeting at 6:30 p.m. In a voice vote, the motion passed unanimously.

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

From: Robert A Dressler [mailto:dresslerra@bellsouth.net]
Sent: Monday, October 10, 2011 1:57 PM
To: Vitale, Randall; Shannon Vezina
Cc: Harry Stewart; Lee Feldman
Subject: Correction to Visioning Minutes

Mr. Randall Vitale, Chairperson
CC: Shannon Vezina, Staff Liason
Visioning Committee
City of Fort Lauderdale, Florida

Randall,

It has been brought to my attention that the Minutes of the September 14, 2010 meeting of the Visioning Committee, page 4, contains language stating that I said things which could be considered defamatory against the Vice-Chair of the Visioning Committee at that time, Stan Eichelbaum, which I did not say.

Specifically, the minutes state:

"... went on to state that he received a phone call from former Mayor Dressler, who reported that Vice Chair Eichelbaum's efforts to sunset this Committee and start a new Committee that is not Sunshine-restricted is picking up steam."

This is not accurate. There was no such phone call and I never said those words.

Stan, as an experienced professional, had a concept of the visioning process which was different from mine, but I never felt that he had any improper motives or said that he was making efforts to "...sunset this Committee and start a new Committee...".

In these days of internet searches, even old Minutes may show up on a name search, so I believe it is important that my repudiation of these alleged statements be given equal status in the official Minutes.

Thank you.

Robert A. Dressler