



**COMMUNITY APPEARANCE BOARD MEETING
CITY OF FORT LAUDERDALE
CITY HALL, 8TH FLOOR
100 NORTH ANDREWS AVENUE
MAY 19, 2022 – 5:30 P.M.**

CITY OF FORT LAUDERDALE

Board Member

Attendance

Stephanie Tonsfeldt, Chair	P
Patricia Roth, Vice Chair	A
Karon Carpenter	P
Cabot Edewaard (at 5:36 p.m.)	P
Elka Keimel	P
Paul Robinson	P
Miguel Wright (at 5:39 p.m.)	P
Sally Zubero	P

Staff Attending

Anthea Thomas, Staff Liaison, Strategic Communications Specialist
Stephanie Wilk, Senior Administrative Assistant

I. Call to Order/Roll Call

The meeting was called to order by Chair Tonsfeldt at 5:32 p.m. Roll was called, and it was determined a quorum was present.

II. Approval of Minutes

- **May 4, 2022**

Motion made by Ms. Carpenter, seconded by Mr. Robinson, to approve the minutes of the May 4, 2022 meetings as presented. In a voice vote, the **motion** passed unanimously.

III. Liaison Report

Ms. Thomas shared that she had spoken with Michael Albetta and Mary Peloquin of the Council of Fort Lauderdale Civic Associations regarding passing the award information to the associations. She noted the next meeting agenda was full, but leadership agreed to send the information to their master list.

IV. New Business

- **Pick Date CAA Nomination Tour**

Ms. Wilk explained she had spoken with previous staff and learned the Board can select the tour date that is best for them. She noted the tour is typically in July and does not need to be during a regular meeting. Discussion ensued regarding available dates.

Motion made by Ms. Carpenter, seconded by Mr. Edegaard, to select Saturday, July 23 as the date for the Community Appearance Award Nomination Tour. In a voice vote, the **motion** passed unanimously.

Ms. Thomas reviewed the logistics of the tour and stated Board members would meet at City Hall for a morning start.

Motion made by Mr. Edewaard, seconded by Chair Tonsfeldt, to begin the tour at 9 a.m. In a voice vote, the **motion** passed unanimously.

- **WOW Award Nominations**

None.

V. Old Business

- **Annual Community Appearance Awards Venue**

Chair Tonsfeldt discussed past Annual Community Appearance Awards sponsors briefly. She noted the list she had seen included two (2) sponsors and she had reached out to one (1) regarding nomination of their properties. Chair Tonsfeldt explained Board members who identify a property for nomination should contact the owners or management and share the details so they can nominate themselves. She shared her experience reaching out to a developer.

Ms. Thomas stated she would forward the link to Board members following the meeting and noted the flyer also has a QR code.

Ms. Carpenter confirmed it was appropriate to share the link on Nextdoor.

Ms. Keimel noted her nominee had a conflict on June 4 and wished to move their recognition to June 21. Discussion ensued regarding WOW Award recognition at the City Commission.

Ms. Keimel reported on her discussion with The Parker Playhouse regarding the venue for the Annual Awards. She noted they did not have availability on the date selected and suggested checking with the Broward Center.

Ms. Carpenter stated the Coral Ridge Yacht Club had availability and had sent pricing via email.

Chair Tonsfeldt noted the pavilion at the Lauderdale Yacht Club was also available. She discussed the fees.

Mr. Edewaard asked about nominating projects Board members had been involved with. Discussion ensued, and Ms. Wilk agreed to check the bylaws and report back.

The Board reviewed photos, pricing, bar choices, and package options for the proposed locations, including the Lauderdale Yacht Club and Coral Ridge Yacht Club.

Mr. Robinson left the meeting at 5:59 p.m.

Ms. Keimel asked if staff was able to locate a budget from the last event held prior to COVID-19. Ms. Thomas explained that was a question she was still working to answer for the Board. She noted most locations would be willing to work with staff to come up with a package to meet the budget provided.

Mr. Wright pointed out the budget would also need to include the purchase of awards.

The Board continued to review photos of the yacht clubs and discuss the locations.

Motion made by Mr. Wright, seconded by Chair Tonsfeldt, to select a primary choice and second choice, budget concerns withstanding. In a voice vote, the **motion** passed unanimously.

Ms. Thomas stated she would visit both locations and obtain the budget information so the Board could make a final choice at the next meeting.

Chair Tonsfeldt explained the Lauderdale Yacht Club may have an issue holding the venue that long. She noted they had already missed out on the first choice of date and on the ballroom because it had been booked prior to a decision being made.

Motion made by Mr. Edewaard, seconded by Chair Tonsfeldt, to select Lauderdale Yacht Club as option one (1) and Coral Ridge Yacht Club as option (2). In a voice vote, the **motion** passed unanimously.

Ms. Thomas asked whether the Board was comfortable with the previously used sponsorship levels. Upon discussion, Ms. Thomas stated she would place a review of the sponsorship information on the next agenda.

VI. Communications

None.

VII. Items for Next Meeting

- **Community Appearance Awards**
- **Planning and Action Items**

Ms. Thomas noted staff was working on an electronic option for submitting Community Appearance Awards.

Mr. Wright asked about marketing for the award ceremony to highlight sponsors. Ms. Thomas discussed plans to promote the event on social media and noted she would like the Board members to amplify messaging.

Ms. Thomas stated she would report back at the next meeting regarding event budget, sponsorship levels, and past event attendees.

Chair Tonsfeldt inquired regarding the Parks and Recreation categories within the awards. Ms. Thomas stated staff could reach out to make sure Parks and Recreation employees know the events are coming back following a break for COVID-19.

VIII. Adjourn

Upon motion duly made and seconded, the meeting adjourned at 6:36 p.m. The next Regular Meeting of the CAB is scheduled for June 8, 2022.