



CITY OF FORT LAUDERDALE

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

Board Member

Attendance

Stephanie Tonsfeldt, Chair
Patricia Roth, Vice Chair
Karon Carpenter
Cabot Edewaard (at 5:40 p.m.)
Elka Keimel
Paul Robinson
Miguel Wright
Sally Zubero

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Staff Attending

Safeea Ali, Senior Strategic Communications Specialist
Carla Blair, Prototype Inc. Recording Secretary

I. Call to Order/Roll Call

The meeting was called to order by Chair Tonsfeldt at 5:37 p.m. Roll was called, and it was determined a quorum was not present. Mr. Edewaard arrived at 5:40 p.m. and it was noted a quorum was present.

Item II was addressed following item III.

II. Approval of Minutes

- **May 19, 2022**

Motion made by Mr. Edewaard, seconded by Ms. Carpenter, to approve the minutes of the May 19, 2022 meeting as presented. In a voice vote, the **motion** passed unanimously.

III. Chair Update

Chair Tonsfeldt noted the agenda had been amended to include a Chair Update, as she wanted to begin to provide a recap at the beginning of the meetings. She explained 10 nominations had been received for the Annual Community Appearance Awards and the goal had been to have 20. She noted there were a couple of applicants who had reached

out to her for an extension and stated with an increase in activity over the slow years due to COVID-19, she would like to discuss extending the deadline and doing more social media blasts.

Ms. Carpenter agreed, and discussion ensued regarding additional potential nominations.

Ms. Ali stated staff had removed the deadline earlier in the day and people could continue to submit nominations. She explained the last time there had been a Community Appearance Award, the Board had visited 68 properties. She suggested an extension to July 15 to allow the Board to make additional contacts and spread the word.

Ms. Zubero asked if there was a breakdown of nominations received so far. Discussion continued regarding specific properties to contact.

Mr. Edewaard stated he did not believe most developers knew the awards were being held again, including past winners.

Ms. Keimel asked whether there were organizations for developers and architects that the information could be shared with.

Chair Tonsfeldt stated City staff would assist in sending out emails, and noted the application was difficult to navigate on a telephone. She noted the Board could make direct contacts.

Mr. Edewaard agreed, stating Board members could take a drive through their district and note the names of builders to contact. He pointed out a lot of neighborhoods have builders who work specific to the area. He explained how easy it would be to make contacts and offered to assist. Discussion continued regarding specific contacts Board members had made and those they would be willing to make.

Ms. Zubero asked whether homes could be submitted that did not previously win a WOW Award. Ms. Ali explained there was a separate WOW Award category and a single-family home category. She explained the difference between the Community Appearance Awards and the monthly WOW Awards briefly.

Chair Tonsfeldt explained a resignation had been received from Vice Chair Roth, so a new election was needed. She noted the Board would also elect a Treasurer. Discussion ensued regarding the nominations. It was determined the election for Treasurer would be tabled to the next meeting.

Motion made by Chair Tonsfeldt, seconded by Ms. Carpenter, to name Mr. Edewaard as Vice Chair. In a voice vote, the **motion** passed unanimously.

IV. Liaison Report

Motion made by Chair Tonsfeldt, seconded by Mr. Edewaard, to extend the Annual Community Award nomination deadline from June 7 to July 15. In a voice vote, the **motion** passed unanimously.

Chair Tonsfeldt asked whether it would be an issue if there was not a quorum for the bus tour. Ms. Ali explained there would not be discussion of the nominations during the tour and discussed the process to be followed.

Chair Tonsfeldt asked for clarification on discussion between the Board members regarding the Community Award nominations. Ms. Ali explained Board members could email staff and staff would distribute the information to the other members. She stated a Google Doc could be created to allow Board members to see nominations. Discussion ensued regarding the WOW Award spreadsheet created by a past Board member.

- **Nominations from Sally Zubero**

Ms. Ali attempted to share a *PowerPoint* presentation outlining WOW Award nominations previously submitted by Sally Zubero but had technical issues. Ms. Zubero shared before and after pictures and discussed work completed on the home and landscaping.

Motion made by Ms. Zubero, seconded by Ms. Keimel, to nominate 1601 SE 8th Street for the July WOW Award, representing District 4. In a voice vote, the **motion** passed unanimously.

V. New Business

- **WOW Award Nominations**

Ms. Ali noted there were still two (2) nominated properties waiting to be recognized before the City Commission. Ms. Ali reviewed the schedule and stated she would confirm the dates of pending awards with staff.

The Board discussed district lines and outstanding districts yet to receive 2022 WOW Award nominations.

VI. Old Business

- **Annual Community Appearance Awards Venue**

Chair Tonsfeldt explained the Board had previously voted for the Lauderdale Yacht Club to be the first choice and Coral Ridge Yacht Club as the second choice, and asked Ms. Ali if there was an update. She stated the Lauderdale Yacht Club does not allow cash bars, and noted the Board needed to discuss budget and options.

Ms. Ali explained one of the responsibilities is to bring in sponsors for the event. She discussed the ways in which the CAB budget is used. She outlined how the past Award event had been conducted at the Tower Club, with the City purchasing two (2) drink tickets and then opening the cash bar for the remainder of the two (2) hour ceremony.

Chair Tonsfeldt stated because of the restriction on having a cash bar, heavy sponsorship would be needed in order to open the bar at the Lauderdale Yacht Club.

Mr. Edewaard asked the deadline for finding a sponsor.

Ms. Ali stated the City had in the past done only the two (2) drink tickets to avoid the liability of an open bar.

Ms. Carpenter stated the Coral Ridge Yacht Club did not have the restriction of not allowing a cash bar.

Chair Tonsfeldt asserted it may be necessary to go with the second choice.

Mr. Edewaard stated he did not want to go backward, but Lago Mar might be an option to explore. He noted it might be a happy medium between the two (2) locations.

Ms. Zubero asked whether the date was still open at Coral Ridge. Ms. Carpenter stated they were holding the date. She provided contact information to Ms. Ali for management.

Chair Tonsfeldt asked whether the Board needed to consider another location.

Mr. Edewaard stated he would reach out to provide details, so the Board had a second option. He noted there are other bars on site so attendees would have options.

- **WOW Award Nominations**

The Board returned to the discussion regarding WOW Award nominations. Ms. Ali shared a video and presentation shared at the June 7 City Commission meeting for a home previously nominated by Ms. Zubero.

Mr. Edewaard discussed his nomination for a home in Victoria Park.

Motion made by Chair Tonsfeldt, seconded by Ms. Keimel, to nominate 701 North Victoria Park Road for the WOW Award. In a voice vote, the **motion** passed unanimously.

Ms. Keimel left the meeting at 6:37 p.m.

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

Chair Tonsfeldt explained the Board sets the deadline for sponsorship for the Community Appearance Awards and suggested that be done at the July meeting. She noted there was a list of sponsorship levels. Discussion ensued regarding sponsorship benefits.

Ms. Carpenter asked the process for sponsorship. Ms. Ali explained checks could be written to the City of Fort Lauderdale. She shared the CAB budget and discussion continued regarding expenses and past fundraising efforts.

Mr. Edewaard asked that a past Community Appearance Award budget be shared for review by the Board. Ms. Ali shared a list of expenses and sponsors from 2018.

Chair Tonsfeldt asserted because the Board was behind from the past few years in sponsorship and budget, it was important to set a higher goal for this year.

Ms. Zubero asked whether the bronze plaques also came out of the budget. Ms. Ali explained the award process. She stated the plaques take about two (2) months to process and noted it would be nice to have them in time for the ceremony.

Ms. Ali pointed out it was preferable to have the developer fill out the application, as they would best know the details of their project. She discussed past projects nominated.

VII. Communications

None.

VIII. Items for Next Meeting

Chair Tonsfeldt stated the Board needed to further discuss the budget and sponsorships. She asked for any further business to discuss.

Ms. Ali noted she would reach out to Coral Ridge Yacht Club. Discussion continued regarding potential dates.

IX. Adjourn

Upon motion duly made and seconded, the meeting adjourned at 6:56 p.m. The next Regular Meeting of the CAB is scheduled for July 13, 2022, at 5:30 p.m.

[Minutes prepared by C. Parkinson, Prototype, Inc.]