



**COMMUNITY APPEARANCE BOARD MEETING  
CITY OF FORT LAUDERDALE  
CITY HALL, 8<sup>TH</sup> FLOOR  
100 NORTH ANDREWS AVENUE  
FEBRUARY 8, 2023 – 5:30 P.M.**

**Board Member**

**Attendance**

Cabot Edewaard, Chair	P
Jack Plakotaris, Vice Chair	P
Siran Derbedrossian	P
Lori Hamlin	A
Elka Keimel	P
Thetis Palamiotou	A
Paul Robinson	A
Miguel Wright (at 6:03 p.m.)	P
April Young (at 6:36 p.m.)	P
Sally Zubero	P

**Staff Attending**

Anthea Thomas, Board Liaison, Strategic Communications Specialist

**I. Call to Order/Roll Call**

The meeting was called to order at 5:35 p.m. It was determined a quorum was present.

**II. Approval of Minutes**

- **January 11, 2023**

**Motion** made by Mr. Plakotaris, seconded by Ms. Derbedrossian, to approve the January 11, 2023, minutes as printed. In a voice vote, the **motion** passed unanimously.

**III. Chair Update**

Chair Edewaard stated he had uploaded all of the nominations brought to him except the wall art, as he was not sure on the category. He noted he believed there were now enough properties for the Board to vote on. Discussion ensued regarding researching the details associated with each nominee.

Chair Edewaard briefly shared thoughts regarding the Board's priorities, noting the need to focus on the 2023 Community Appearance Awards banquet, push for new members and divide tasks so there was focus on the things which needed to be completed. He stated fundraising, securing gift cards, and identifying properties would be goals moving forward.

#### **IV. Liaison Report**

Ms. Thomas stated Ms. Palamiotou had brought four (4) gift cards, so the Board was ready for the presentations on deck. She updated on the property tour for the annual awards, explaining details in place for a February 18 tour. She stated there were now 47 nominees and stated she had asked the City's GIS Department to put together a route for the tour.

Ms. Thomas noted she had secured a tentative date for the awards of April 26, 2023. She noted the location was not yet finalized. She pointed out that there had not yet been any funds raised for the event.

#### **V. New Business**

None.

#### **VI. Old Business**

- **Annual CAB Award Status Update**

Ms. Keimel asked what the average fundraising for the event had been in the past. Ms. Thomas stated she would need to research the information.

Chair Edewaard asked about the City budget for the award. He stated this was an important point if the Board was hoping to hold two awards events in one (1) year.

Ms. Keimel suggested the Board identify its costs. Discussion ensued regarding budget needs for the event.

Ms. Thomas stated she would research the budget for past events.

Ms. Zubero shared her experience at past events, noting there was a ticket price which included appetizers and two (2) drinks.

Chair Edewaard suggested table prices so there could be business sponsors to help offset costs. He suggested once they had a budget, they could divide and conquer on sponsorships.

Ms. Zubero explained that previously there was not a sit-down, formal event. She stated there were high top tables and there was a musician and a live artist.

Mr. Plakotaris noted that the venue lent itself to a cocktail hour. He stated he would like to reach out to the artist who had painted the mural. Discussion continued regarding the overall vibe of the event.

Ms. Zubero stated there had been a program at past events which had included the order of events, speakers, and sponsors. She asked if there was a plan B in case the venue was not available or a plan C in case of rain.

Ms. Thomas suggested Parks and Recreation might have options available. She stated she would speak with Safeea Ali about rentals.

Chair Edewaard stated they should assume the garage is not available and pursue alternate venues now that they have a date. He suggested in addition to Ms. Thomas' efforts with the City venues, Board members shake every private venue tree.

Ms. Thomas noted the event had also previously been held in the Commission Chambers. Discussion continued regarding potential venues. Ms. Thomas stated she would follow up with Arianne Glassman about alternates if the parking garage was not available, and noted she also manages events at Lake Olas Oceanside Park (LOOP).

Ms. Zubero expressed concern that the event be somewhat private, and not open to tourists like the LOOP. Ms. Thomas shared how the Greater Fort Lauderdale Grand Tasting had handled closing off a portion of the park. Discussion ensued regarding the need for a rain plan.

Ms. Keimel asked whether they needed to arrange for a screen to show pictures of the nominees. Mr. Plakatoris pointed out there was a white wall at the LOOP which could be used for projecting images.

*Mr. Wright joined the meeting at 6:03 p.m.*

Mr. Plakatoris asked whether anyone had contacts at the yacht clubs as an alternative if the primary venues were not available. Chair Edewaard stated he would make phone calls to the yacht clubs.

Ms. Thomas stated she would reach out to Parker Playhouse to determine if the date was available there.

Ms. Zuberu asked whether Ms. Thomas could send out communication to the Board between meetings to update on the venue. Ms. Thomas stated she could disseminate information, and the Board also has the option to set a special meeting.

Chair Edewaard asserted time is of the essence. He stated because the top three (3) venues would require catering, he could reach out to Hugh's Catering regarding the possibility of offering in-kind services. Discussion continued on per head pricing.

Ms. Zuberu asked how the State of the City event had been catered. Ms. Thomas stated she would find out.

Chair Edewaard stated he would also ask Hugh's Catering about their banquet hall as an alternate venue.

The Board discussed whether a special meeting was needed on the date of the tour, and update of the flyer previously used for fundraising efforts.

Ms. Thomas shared the Board website and materials available in the sponsorship resources section. She stated she would update the flyer and bring it to the tour, as well as email it to the Board members. Discussion continued regarding fundraising and sponsorship opportunities.

Mr. Wright suggested pursuing media coverage, and discussion continued.

The Board further discussed holding a special meeting in conjunction with the tour.

Ms. Zuberu noted the monthly CAB award winners would also be nominees for a yearly award, and asked how that would be managed with multiple years represented. Ms. Thomas stated she would discuss the number of awards to be given with Ms. Ali, pointing out it was unprecedented. She stated the last awards banquet had been held in 2019, so they may be awarding three (3).

Mr. Wright asked whether sub-committees were allowed under Sunshine Law to do research or event organization. Ms. Thomas stated she would ask the City Attorney. She suggested the Board consider identifying possible sub-committees to expedite the process. Discussion ensued regarding potential division of duties, and it was determined sub-committees to cover event fundraising/sponsorship and party/catering would be beneficial.

Ms. Thomas explained the concept of in-kind sponsorships, and stated she would write something up for the Board.

*April Young joined the meeting at 6:36 p.m.*

Mr. Wright noted the Convention Center had submitted a nomination and asked whether they should be considered as a venue. Mr. Plakatoris stated there was an issue with ongoing construction.

Ms. Thomas confirmed the following sub-committee volunteers, should those sub-committees be approved:

- Party and Food – Sally, Elka, Cabot, Miguel
- Fundraising – Thetis, Cabot, Elka, Jack, Miguel

## **VII. Communications**

None.

## **VIII. Items for Next Meeting**

Chair Edewaard asked that Board members consider whether they had a friend who might like to serve on the Board and encourage them to apply online. Ms. Thomas stated she would also ask the City Clerk and Commission aides to follow up on Board openings.

Discussion ensued briefly regarding Sunshine Law as it applies to the Board.

## **IX. Adjourn**

Upon motion duly made and seconded, the meeting adjourned at 6:49 p.m. The next Regular Meeting of the CAB is scheduled for March 1, 2023, at 5:30 p.m.

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