



**COMMUNITY APPEARANCE BOARD  
SPECIAL MEETING  
CITY OF FORT LAUDERDALE  
FIRE STATION 2  
528 NW 2<sup>nd</sup> STREET  
MAY 24, 2023 – 5:30 P.M.**

**Board Member**

**Attendance**

Cabot Edewaard, Chair	P
Jack Plakotaris, Vice Chair	P
Chauncell Dean	P
Siran Derbedrossian	P
Mark Kashishian	P
Elka Keimel (at 5:42 p.m.)	P
Paul Robinson	P
Miguel Wright (at 5:46 p.m.)	P
April Young	A
Sally Zubero	P

**Staff Attending**

Anthea Thomas, Board Liaison, Strategic Communications Specialist  
Carla Blair, Prototype, Inc.

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

The meeting was called to order at 5:41 p.m. It was determined a quorum was present.

**II. Approval of Minutes**

- **May 10, 2023**

**Motion** made by Ms. Derbedrossian, seconded by Mr. Plakotaris, to approve the May 10, 2023, minutes as presented. In a voice vote, the **motion** passed unanimously.

**III. Chair Update**

Chair Edewaard had no report.

**IV. Liaison Report**

Ms. Thomas stated she had spoken with Franklin Bronze, the vendor previously used to print the bronze plaques for the annual Community Appearance Awards, and they had

quoted \$3,340 for 14 plaques including shipping. She noted the processing time was eight (8) to 12 weeks.

Chair Edewaard stated because of the turnaround time, certificates would be needed, as well. He suggested a fundraising goal of \$4,000 for the awards.

Ms. Thomas stated a \$500 check had been received and deposited. She stated she had hoped they could use those funds for some type of recognition for the 2022 recipients.

Chair Edewaard suggested a certificate signed by the mayor and placed in a nice frame, then the Board could hand deliver the plaques once they are received.

Mr. Kashishian asked for clarification on funding. Ms. Thomas explained the fundraising responsibility of the Board.

Ms. Thomas clarified that there was not funding for bronze plaques for the 2022 recipients, as there was only \$500 available. She stated the Commission would be recognizing the recipients at their meeting on June 20. She noted staff was designing a certificate based on the WOW awards.

Mr. Plakotaris asserted the Board should raise enough to get plaques for both sets of award recipients, as the businesses put them on their buildings. Discussion ensued regarding the challenges in requesting donations when there was not an event planned and ongoing fundraising needs.

Ms. Zubero asked what donors would receive for giving money, since they would normally receive mention in the program. Ms. Thomas suggested the Board discuss how to recognize those who give to the CAB fund in general, not specifically for an event.

Ms. Zubero inquired as to whether donors could be recognized on the City's Facebook page. Ms. Thomas stated she would check with legal.

Mr. Wright suggested adding "sponsored by" to the monthly awards.

Chair Edewaard agreed that a \$500 sponsor of the monthly WOW award would gain exposure when mentioned at the Commission recognition.

Mr. Wright asked whether the sponsorship levels were something the Board could change. Ms. Thomas responded that the current guidelines were created by a past iteration of the Board and could be adjusted. She noted in the past, the Board had a treasurer to manage the fundraising efforts, and they may want to reinstate that position.

Mr. Wright stated he believed there were fundraising guidelines in the ethics section of the Board Guide. Ms. Thomas said she would investigate.

Ms. Thomas noted that if the Board wanted to present plaques to the 2022 recipients, they would need to fundraise prior to making the purchase. She shared that there have been requests regarding nominating for the 2023 annual awards, which is exciting.

Chair Edewaard stated the plan was to have a banquet and do the 2023 annual awards the way they are supposed to be done. He noted for the new Board members that they were trying to clear the awards which had not taken place due to COVID-19.

Discussion continued regarding adding a WOW sponsorship to the options for fundraising and adjustment of the sponsorship levels.

Mr. Plakotaris stated the realtor sponsor he had worked with was expecting to be on the event program. Chair Edewaard stated they would be recognized in the 2023 program.

Ms. Thomas shared the current sponsorship levels. She noted it needed updates, and the Board could also recommend changes.

Mr. Plakotaris stated in his conversations with potential sponsors he thought the top level was appropriate as is. Discussion ensued regarding the WOW sponsorship, as well as the orchids and gift cards given to winning property owners.

**Motion** made by Mr. Plakotaris, seconded by Ms. Dean, to modify the sponsorship structure to a monthly WOW sponsorship level of \$200 and an annual WOW sponsorship of \$2,000. In a voice vote, the **motion** passed unanimously.

Ms. Thomas explained she had heard back from the Commission staff and the two (2) week period suggested in October for the annual awards was available, but it was also pointed out that the event could be in the spring if that was the preference of the Board.

Chair Edewaard stated the next big issue after covering the cost of the plaques was that the banquet is not free. Discussion ensued regarding the budget.

Chair Edewaard noted they needed to cross-reference the dates in October with availability of the parking garage. Ms. Thomas pointed out the Boat Show.

Ms. Thomas stated she would check the calendar at the parking garage for availability, and noted she would prioritize October 11 and 18, with a backup of October 12 or 19. She stated to have the plaques by that date, everything would need to be submitted the first week of August.

Ms. Keimel noted the need to identify properties. Discussion ensued regarding the timeline for nominations.

Ms. Thomas pointed to changes which needed to be made to the online form. She explained the form used last year was not user friendly and created inefficiencies. She stated she would try to have a mock up for the June meeting.

Mr. Plakotaris asked whether there were issues with any of the categories. Ms. Thomas suggested separating special projects because it put murals against mixed use projects and that did not make sense. She reviewed the categories briefly.

Mr. Wright suggested Municipal Facilities also covered Parks and Recreation. He suggested a change to Public/Government Facilities.

Chair Edewaard highlighted the Sustainability Excellence category. Discussion ensued and consensus was to recognize sustainable components as part of the submission rather than having a separate category.

Chair Edewaard suggested an art category which would cover murals, sculptures, and efforts to make buildings look fresh. Discussion continued and consensus was to call the category Artistic Excellence.

Ms. Thomas shared the eligibility requirements and asked for feedback. Discussion ensued regarding challenges with potential addition of a renovation or addition category, and consensus was to modify the submission requirements to remove "either" in reference to renovation or new construction.

Ms. Thomas stated the plan for 2023 was to create a map with before and after photos, and to have online voting.

Mr. Wright highlighted the difficulty in getting nominations and asked if it would be possible to put up a sign or display at the City office where building permits are filed. Ms. Thomas said she would create a QR code for the information and ask the Development Services Department (DSD) to help place the information around the office.

Ms. Thomas reviewed the list of items to be completed by staff for the next meeting.

Mr. Wright suggested also adding information about sponsorship and joining the Board to the advertising at DSD.

Ms. Thomas stated she would also create posts for the Board to share on social media to create awareness of the Board. She noted there was an ongoing campaign about making an impact by joining a City Board.

## **V. New Business**

None.

**VI. Old Business**

None.

**VII. Communications**

None.

**VIII. Items for Next Meeting**

Ms. Thomas stated at the next meeting, they would have a discussion regarding the annual award rubric and scoring.

Ms. Dean explained she has a WOW award nomination, and asked what information was needed. Ms. Thomas reviewed the details and stated she would share the forms. She noted there was a queue.

Mr. Plakotaris suggested the Board focus on the annual awards at this time. Ms. Thomas stated she could put the WOW awards on hold.

Ms. Keimel reiterated that the goal for the next meeting was fundraising.

**IX. Adjourn**

Upon motion duly made and seconded, the meeting adjourned at 7:00 p.m. The next Regular Meeting of the CAB is scheduled for June 14, 2023, at 5:30 p.m.

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