



CITY OF FORT LAUDERDALE

**COMMUNITY APPEARANCE BOARD MEETING
CITY OF FORT LAUDERDALE
FIRE STATION 2
528 NW 2nd STREET
JUNE 14, 2023 – 5:30 P.M.**

Board Member

Attendance

Cabot Edewaard, Chair	P
Jack Plakotaris, Vice Chair	P
Chauncell Dean	A
Siran Derbedrossian	P
Mark Kashishian	P
Elka Keimel	P
Miguel Wright (at 6:02 p.m.)	P
April Young (at 5:49 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 5:40 p.m. It was determined a quorum was not yet present.

Ms. Thomas shared the dashboard for the Annual Community Appearance Awards and stated the submittal portion would be live the following day for 2023. She reviewed the interactive map and ranking tools briefly.

Ms. Thomas reviewed the WOW Award sponsorship levels and letter and noted updates.

Chair Edewaard asked the status of pending WOW Awards, and whether the Board should be pursuing new nominations.

April Young joined meeting at 5:49 p.m.

It was determined a quorum was now present and the meeting could proceed.

II. Approval of Minutes

- **May 24, 2023**

Motion made by Mr. Plakotaris, seconded by Ms. Keimel, to approve the May 24, 2023, minutes as presented. In a voice vote, the **motion** passed unanimously.

III. Chair Update

Chair Edewaard noted Ms. Thomsas had emailed several updates including the winners of the Annual Awards. He stated the recognition by the City Commission would be on July 5, and as he would be out of town, Vice Chair Jack Plakotaris would be representing the Board to make the presentations.

Mr. Plakotaris asked whether the winners had been contacted. Ms. Thomas explained she had notified the winners and had heard back from some. Discussion ensued as to the City Commission recognition process. Ms. Thomas asked that any available Board members attend the meeting.

IV. Liaison Report

Ms. Thomas continued to review the online dashboard for the Annual Community Appearance Awards. She went through the steps to make a submission.

Ms. Thomas noted there were sponsor letters available in the back of the room, along with sponsorship packages which were updated with the WOW Award details.

Mr. Plakotaris stated he had obtained sponsors for 2022 when they thought there would be an event, and asked whether he should send them the 2023 sponsorship form. Ms. Thomas suggested it be sent to anyone who has not already cut a check. Discussion ensued regarding challenges with the sponsorship process.

Miguel Wright joined the meeting at 6:02 p.m.

Ms. Thomas stated she would put together a promotional reel to highlight the past winners in social media posts. She noted she would send the link to the Board once it is ready along with the link to the dashboard to submit entries and a sample email.

V. New Business

Ms. Keimel asked for an update on fundraising for the July 5 ceremony. Ms. Thomas stated that at this time, there has been \$500 received, which is enough to do the certificates and purchase frames.

Chair Edewaard suggested the Board start by contacting the award winners to solicit donations. Discussion ensued regarding how to divide the list of winners and make contact.

Ms. Thomas stated the estimate for the bronze plaques for the 2022 winners was approximately \$3,500. Discussion continued on recognizing sponsors at the 2023 in-person awards event.

Ms. Thomas noted the parking garage was not available during the window identified for the 2023 event. She stated the manager had told her that a long-standing lease was being signed for use of the top of the garage.

Chair Edewaard suggested looking into the availability of Parker Playhouse. Discussion ensued regarding the State of the City event held at the venue.

Chair Edewaard asked that the 2023 event link be sent on social media monthly to keep people engaged and thinking about it. He stated he would like to confirm the location and costs by the next meeting so a budget can be created.

Mr. Wright followed up on the request made at the May meeting to place flyers in the Development Services Department (DSD) offices. Ms. Thomas stated she would create a flyer with the QR Code linking to the application now that it is available.

Ms. Thomas reviewed items for her to prepare prior the next meeting, including the flyer for DSD, video of past winners for social media, sample email, list of winners with contact information for sponsorship requests, Parker Playhouse availability, catering options, to check with the Finance Department regarding payment types accepted, and update the website with new CAB resources.

Mr. Wright asked about filling open Board positions. Discussion continued regarding districts needing additional nominations.

Ms. Zubero asked which dates were being used for the 2023 Annual Awards. Ms. Thomas provided additional clarification.

Mr. Plakotaris asked whether the certificates would be ready for the July 5 event and whether recipients at the 2022 award ceremony would receive communication that

plaques were forthcoming. Ms. Thomas stated she had not communicated this, but certificates would be ready for the photo opportunity with the Commission.

Chair Edewaard suggested announcing the plaques at the time, as by that time the process would be in motion and funds should be raised.

Discussion ensued regarding logistics of the Commission presentation of the Annual Awards on July 5.

VI. Old Business

None.

VII. Communications

None.

VIII. Items for Next Meeting

Chair Edewaard asked the Board to identify priorities for the next meeting. Consensus was to focus on fundraising and 2023 event details.

Ms. Thomas noted she was missing information on some of the nomination forms for the 2022 awards. She stated she would email the submitters with additional details.

IX. Adjourn

Upon motion duly made and seconded, the meeting adjourned at 6:46 p.m. The next Regular Meeting of the CAB is scheduled for July 12, 2023, at 5:30 p.m.

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