



**COMMUNITY APPEARANCE BOARD MEETING
CITY OF FORT LAUDERDALE
FIRE STATION 2
528 NW 2nd STREET
JULY 12, 2023 – 5:30 P.M.**

Board Member

Attendance

Cabot Edewaard, Chair	A
Jack Plakotaris, Vice Chair	P
Chauncell Dean	P
Siran Derbedrossian	A
Mark Kashishian	P
Elka Keimel	P
Rex Nichols	P
Miguel Wright (at 5:54 p.m.)	P
April Young	A
Sally Zubero	P

Staff Attending

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

I. Call to Order/Roll Call

The meeting was called to order at 5:47 p.m. by Vice Chair Plakotaris. Roll was called, and it was determined a quorum was present.

II. Approval of Minutes

• June 14, 2023

Ms. Ali stated Mr. Kashishian's arrival time was not reflected correctly on the June 2023, 2023 minutes, so the minutes would be held for future approval.

III. Chair Update

Vice Chair Plakotaris indicated the 2022 Annual Community Appearance Awards ceremony had been held during the City Commission meeting. He noted each recipient was given a certificate, and plaques would be ordered along with the 2023 awards.

Mr. Nichols asked whether there was a video of the presentation online. Ms. Ali stated there were photos of the winners posted on social media, but the format of the presentation was different than normal. She explained the website would be updated with details on each of the winners.

Vice Chair Plakotaris commented that everyone seemed pleased. He noted Chair Edewaard had made a pitch for additional Board members, as well.

Mr. Nichols stated he would ask at the next American Institute of Architects (AIA) Board meeting if any of the architects are interested in joining the Board.

Ms. Ali stated the CAB is a 25-member Board, with five (5) positions representing each district. She noted anyone interested should apply on the City website. Discussion continued regarding the districts and requirements.

Ms. Ali reviewed the list of open positions, as follows:

- District 1 – three (3)
- District 2 – three (3)
- District 3 – three (3)
- District 4 – five (5)
- Mayor – one (1)

IV. Liaison Report

- **Discussion on 2022 Annual Awards Presentation**

Ms. Ali stated not all of the winners had attended the Annual Awards, so there were five (5) certificates which needed to be delivered. Members of the Board divided the certificates to deliver.

Miguel Wright joined the meeting at 5:54 p.m.

V. New Business

Vice Chair Plakotaris opened a discussion on getting new sponsors for the awards. He asked what existing sponsors were in place for 2023. Ms. Ali responded that D'Angelo Realty Group, LLC was the only existing sponsor. Discussion ensued regarding the process of receiving payment.

Ms. Keimel stated she had done enough fundraising to know that anytime you are going to someone asking for money, their first preference is to put it on a credit card, because otherwise it goes to corporate.

Ms. Ali noted that she understood the issue, but the Finance Department was not set up to handle credit card payments.

Vice Chair Plakotaris stated he was told the funds go into a trust account. Ms. Ali confirmed this was correct and noted that the check from D'Angelo Realty had been deposited, and a check from Princess Cruises was not received to date.

VI. Old Business

Vice Chair Plakotaris asked for clarification on what the next tasks of the Board would be. He stated they could continue conversation regarding the next Annual Awards.

Ms. Ali noted Board members could also bring forward WOW Award nominations.

Vice Chair Plakotaris stated there had been discussion at a recent meeting that there were WOW Awards pending.

Ms. Keimel provided a brief overview of the Annual Award process and the WOW awards for the benefit of the new members of the Board. Vice Chair Plakotaris and Ms. Ali provided additional detail.

Mr. Nichols asked whether Board members ever get objections when knocking on someone's door to talk to them about the award.

Mr. Kashishian pointed out there was a letter from the City and the Board members' names are on the City website. Discussion continued regarding potential objections post-COVID 19.

Ms. Zubero noted she had mailed the letters along with a personal note previously, asking the property owner to reach out to her.

Ms. Ali showed the Board where to find the letters and other materials on the CAB resource page. She stated she would send a welcome email to Mr. Nichols with additional Board information.

Vice Chair Plakotaris indicated that Chair Edewaard had spoken in June about continuing to work toward the October awards event, but it had been sometime since the Board had made a WOW award nomination.

Ms. Zubero stated the Board had already voted on four (4) awards that had not been presented yet.

Ms. Ali explained the Commission is doing presentations, so the CAB can move forward with the WOW awards, but they are limiting it to four (4) per meeting.

Ms. Zubero stated they should do one a presentation next month.

Ms. Keimel suggested doing all four (4) pending awards at one (1) meeting.

Vice Chair Plakotaris stated they could only do one (1) each month. He stated if they line the pending awards up for the next four (4) months, that would free the Board to focus on the Annual Awards. Discussion ensued regarding the order to follow.

Mr. Wright stated Ms. Thomas had previously coordinated the list.

Ms. Ali indicated she would check with Ms. Thomas because she was not clear which presentations were left. She stated she would look at what was on the docket and then contact the nominating Board member and homeowner for availability. She pointed out that in the past the order had also gone by district. She added that the most recent award was in District 2.

Ms. Ali explained the goal was to make three (3) nominations in each district, and that had not necessarily been the case through COVID. She stated that should be the objective again in 2024, with the months rotating for consistency.

Vice Chair Plakotaris suggested the Board discuss venues for the 2023 Annual Awards. He noted Chair Edewaard had mentioned the Parker Playhouse, but at the Commission meeting he had pointed out it was not as inexpensive as he had thought. He stated he had been under the impression they would shop the catering and then have a cash bar.

Ms. Ali stated the Parker does offer a cash bar, but catering is in-house. She advised that Ms. Thomas had reached out to the Parker to get a quote, and that is pending.

Vice Chair Plakotaris stated they could copy the theme of the State of the City and have a mingle.

Ms. Zubero inquired as to whether there was a cost for the venue. Ms. Ali responded that she would have to check, but believed there may be because there was a contract to use the venue for the Commission meetings. She stated the Board also needed to keep in mind the need for technology, including capability to show a PowerPoint presentation.

Mr. Kashishian asked whether the venue had to be a City facility. Consensus was that the site just needed to be in the City of Fort Lauderdale.

Vice Chair Plakotaris indicated the City facility had been an idea to save money, as the budget is not large.

Ms. Ali noted the event had been at the Tower Club before.

Vice Chair Plakotaris suggested the Board try to work with past winner the Fort Lauderdale Yacht Club.

Ms. Keimel stated the prior Chair of the Board had gotten a quote from the Yacht Club, so they may be able to compare that to the quote from the Parker Playhouse.

Mr. Wright asked whether the Women's Club was a City facility. Ms. Ali explained the City's relationship with the Women's Club in Stranahan Park.

Ms. Zubero asked whether the date was still in October. Discussion ensued, and consensus was that a date had not been finalized.

Mr. Kashishian suggested Tunnel Top Park.

Vice Chair Plakotaris stated the key was going to be sponsorship.

Mr. Kashishian noted sponsorship was a big-ticket item, and asked who the potential sponsors were. Discussion continued regarding potential categories of sponsors and sponsorship levels.

Mr. Nichols asked whether the event had to be in October.

Vice Chair Plakotaris responded that it could be later, but last year it kept getting pushed back, and the Board was just trying to get caught up.

Ms. Zubero inquired as to whether there were properties identified for the awards.

Ms. Ali stated there was an August 31 deadline. She noted Commissioner Glassman had publicized it in his newsletter. She outlined the nomination and judging process and agreed that October was a tight deadline.

Ms. Keimel asked why the event was in October instead of waiting until spring so nominations could come from the full year. Discussion continued regarding the timeline for the awards.

Consensus to maintain the deadline and push back the event. Ms. Ali provided additional information regarding the parameters for fitting a project into the deadline.

Mr. Wright asked whether it would be possible to get a list of certificates of occupancy, so the Board knew where to look for potential nominations.

Ms. Ali noted she had requested the list previously, but it was very confusing. She stated a new computer system being implemented might simplify the process. She agreed to ask again.

Vice Chair Plakotaris asked whether projects to be nominated were limited to the year of the awards. Discussion continued regarding the dates utilized.

Item VII was addressed following item VIII.

VII. Communications

Vice Chair Plakotaris suggested asking the City Commission to add \$1 for the CAB on each City permit.

Ms. Ali explained that if the Board wanted to address the City Commission with Board business, this was their opportunity to do so. She stated a discussion regarding funding would be appropriate.

Mr. Wright suggested the Annual Awards should be rolled together with the State of the City event.

Vice Chair Plakotaris stated it was difficult to fundraise for a large event with only 10 of 25 Board members. He asked the item be added to the agenda for the next meeting, but will confirm at next month's board meeting when the Chair returns.

VIII. Items for Next Meeting

Ms. Keimel stated the Board needed to identify properties and get sponsorships.

Mr. Wright asked whether there were funds from the City for the Board in addition to the \$3,500 in sponsorships secured. Ms. Ali stated the City Attorney's office explained the ordinance and resolution require that the Board be completely self-sufficient.

Mr. Wright noted he had not been on the Board at the time of the last Annual Awards. He asked what the budget had been. Ms. Ali responded that she believed it was about \$11,000, but she was not sure if that included the awards. She pointed out that it may have been more expensive because of the location.

Ms. Ali stated someone had suggested the Delmar or another hotel that had been a winner, but she was not sure if anyone had reached out. Discussion continued regarding potential locations and sponsorship ideas.

Ms. Keimel asked whether there was a program at the last event which could be offered as an incentive to sponsors. Ms. Ali stated there was, and she would email it to the Board for review.

Vice Chair Plakotaris suggested the Board members set the objective of trying to get sponsors of any level for the next meeting.

Ms. Keimel asked whether it made sense to split up the categories of potential sponsors, so they were not making the same contacts.

Mr. Wright stated the Board had that discussion previously and split up the districts to look for nominees.

The Board reviewed the updated categories for the annual awards, and divided them as follows:

- Ms. Keimel – multi-family
- Mr. Nichols – commercial
- Mr. Wright – institutional and municipal
- Ms. Zubero – restaurant
- Vice Chair Plakotaris – special projects other and retail
- Ms. Dean – landscape/garden
- Unassigned – mixed use special projects
- All – single family

Discussion ensued regarding how to recognize single family homes, and whether WOW awards were separate.

Mr. Nichols asked about renominations. Ms. Ali reviewed the eligibility criteria on the application.

Ms. Dean asked for clarification on whether landscaping nominations should be commercial or residential. Consensus was that both were acceptable.

Mr. Kashishian asked if landscaping needed to fit within the same window, as it would not have a certificate of occupancy. Discussion continued.

Mr. Nichols asked whether Board members were nominating one (1) project in their category. Ms. Keimel suggested they get as many as possible.

Vice Chair Plakotaris noted that the Board would vote.

Mr. Wright pointed out landscaping and single-family homes were large categories, so everyone should help with nominations.

Mr. Nichols asked whether they were to call the City and determine the certificate of occupancy date prior to making a nomination. Ms. Ali stated she would follow up on obtaining a list.

Vice Chair Plakotaris explained the nominating process the Board had followed for the last Annual Awards. Mr. Wright added that Ms. Thomas then did the legwork and asked if the property wanted to be nominated.

Vice Chair Plakotaris had the clerk review the division of categories briefly.

IX. Adjourn

Upon motion duly made and seconded, the meeting adjourned at 7:11 p.m. The next Regular Meeting of the CAB is scheduled for August 9, 2023, at 5:30 p.m.

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