



Minutes
Town of Lake Park, Florida
Centennial Celebration Committee Meeting
Tuesday, June 7, 2022 6:30 PM
Town Hall Commission Chamber,
535 Park Avenue, Lake Park, Florida 33403

The Committee met for the purpose of a Centennial Celebration Committee Meeting on Tuesday, June 7, 2022 at 6:30 p.m. Present were Chair/Commissioners John Linden, Commissioner Roger Michaud, Commissioner Mary Beth Taylor, Special Events Director Riunite Franks, Committee Members Vice-Chair Evelyn Harris-Clark, Patricia Leduc, and Beth Motschenbacher. Town Manager John D’Agostino and Mayor Michael O’Rourke and Committee Member Felicia Ann Brabham were absent.

ROLL CALL & PLEDGE OF ALLEGIANCE

Chair Linden performed the roll call and Committee Member Motschenbacher led the pledge of allegiance.

CONSENT AGENDA:

1. May 3, 2022 Centennial Celebration Committee Meeting Minutes.

Motion: Committee Member Leduc moved to approve the Consent Agenda; Vice-Chair Clark seconded the motion.

Vote on Motion:

Committee Member	Aye	Nay	Other
Mayor O’Rourke			Absent
Chair/Commissioner Linden	X		
Commissioner Michaud	X		
Commissioner Taylor	X		
Committee Member Brabham			Absent
Vice-Chair Harris-Clark	X		
Committee Member Leduc	X		
Committee Member Motschenbacher	X		

Motion passed 6-0.

New Business:

2. Proposed Centennial Celebration Events and Activities.

Special Events Director Riunite Franks explained Exhibits “A” to the members. The members discussed each exhibit and offered the following suggestions:

- The creation of Sponsorship Packets for distribution to businesses and other entities.
- The Committee discussed the Town budget, the Request for Proposals process, and marketing options to achieve successful events.

- The Committee discussed creating a Raffle Basket for the Kick-Off event, which would contain two (2) Gala Tickets. The Gala would take place in October 2023.
- The Committee discussed creating a QR Code, which would be placed on all marketing materials and banners.

PUBLIC COMMENT

Rick Goodsell, 410 9th Street suggested wrapping string lights along poles and trees on Park Avenue from 7th to 10th Street to illuminate downtown after the holidays. He explained that he was working on a Lake Park Historical Timeline. He shared pictures of marketing materials he had created with the Committee.

Judith Thomas, Jasmine Drive suggested a “soft-opening” in October or November of 2022, which would include a fundraising campaign. She gave some suggestions of the “soft-opening”, such as a Senior Luncheon, or Gala. She asked that the Committee be culturally sensitive as our community is diverse. She suggested that the Historical Society host the Harry Kelsey Birthday party in March 2023. She asked the Committee to be mindful of the Art on Park Avenue Centennial Festival if funded by the CRA because CRA funds are meant to be collected and used solely in the CRA.

The members reviewed Exhibit “B”, which contained a list of events per month and the Committee members offered the following suggestions:

- The Committee discussed a Historical Home Self-Guided Tour be incorporated with a QR Code outside of the Historical Home would provide information about the home.
- The Committee suggested inviting a representative from the Historical Society to participate in event this event.

Chair Linden asked Rick Goodsell to share the Centennial logo he designed. Mr. Goodsell showed the Committee members his design.

The members reviewed each exhibit and offered the following suggestions:

- The Committee suggested a Street Painting Festival.
- The Committee suggested that the CRA Budget fund an Art on Park Avenue Centennial Festival.
- The Committee suggested playing the “Kelsey City Song” at events leading up to the Centennial Celebration.
- The Committee suggested having entertainment at the Gala. They discussed the cost per ticket and inviting the Elementary School children to perform at the event.
- The Committee discussed developing a historical timeline of Lake Park.
- The Committee discussed creating a survey to request ideas for the items that would be placed inside the next time capsule. The announcement the survey for ideas would be done at the kick-off event.
- The Committee discussed inviting the school principals to a future Committee meeting to seek child participation in the yearlong events.

COMMITTEE MEMBER COMMENTS:

Committee Member Brabham was absent.

Vice-Chair Harris-Clark asked if the Town had staff in charge of media. Special Events Director Franks explained that the Chief Public Information Officer, Merrell Angstreich would attend a future meeting to review ideas for marketing the events. Vice-Chair Harris-Clark suggested that residents decorate their homes on a particular day to celebrate the centennial. She suggested prizes be awarded for best home decorated. Commissioner Michaud described a suggestion made by the Commission, which would involve the entire block decorating their homes and the best-decorated block would win a block party. Vice-Chair Harris-Clark suggested art in public places. She suggested having a destination location where people could come and have their pictures taken while in Town. She stated that it could be a large poster or chair, but something in a public area that people could take pictures while celebrating the Lake Park centennial.

Committee Member Leduc suggested creating a brochure or booklet that contains a timeline of the history of the Town that could be available throughout the year. She suggested beautification of Park Avenue by wrapping the Florida Power and Light power boxes. Special Events Director Franks explained that the Town tried to do so several years ago and faced several issues in the process. Committee Member Leduc suggested that it might be too late to have volunteer artists create a mural for the centennial.

Committee Member Motschenbacher suggested a community clean-up event throughout the year. This would create a united effort to clean Lake Park before the events begin. She asked for a status of the 5K Event mentioned earlier in the evening by Judith Thomas. Ms. Thomas explained that the event was currently in the application process. Board Member Motschenbacher suggested a scavenger hunt be held in conjunction with one of the events. She suggested using a Request for Qualification or Proposal process to have artist paint murals on Town owned properties. Chair Linden explained that there were Town Ordinances, which needed to be cleared in order to move in that direction.

Town Manager D'Agostino was absent.

Chair Linden stated that the mural at The Black Box would be expiring soon. He asked if the Committee would be interested in having a section of the mural represent the centennial. The Committee agreed. Special Events Director Franks explained that the building has a new owner and there have been issues with the new owner. Chair Linden stated that he would speak with the owner. He described the City of Rivera Beach Centennial Celebration held the prior week. He explained that their catamaran tour was very successful. He explained that Freedom Boat Club could work with the Committee on offering tours along the intercostal. The next meeting was scheduled for Tuesday, July 5, 2022. He thanked everyone for attending.

Commissioner Michaud suggested beginning the marketing process now rather than waiting until next year.


Commissioner Taylor had no comments.


Mayor O'Rourke was absent.

Special Events Director Franks asked that everyone keep in mind that some of the ideas would not be possible. She explained that staff would still be working on the on-going monthly events and project. She reminded everyone that the Town currently receives sponsorships for backpacks and did not want to jeopardize receiving those sponsorships due to the centennial. Commissioner Michaud asked if the funds for the centennial were combined with other sponsorship funding. Special Events Director Franks stated that Finance would set up a separate account for the centennial funds.

ADJOURNMENT

There being no further business to come before the committee and by unanimous vote, the meeting adjourned at 8:18 p.m.


Chair/Commissioner, John Linden


Town Clerk, Vivian Mendez, MMC



Approved on this 5 of July, 2022

EXHIBIT A

CENTENNIAL CELEBRATION IDEAS

COMMUNITY EVENTS	HOLIDAY EVENTS
Centennial Celebration in Kelsey Park	4th of July Celebration
Time Capsule Ceremony	Birthday Party for Harry Kelsey
Summer Block Party	Easter Eggstravaganza
Great American Cleanup	Arbor Day Ceremony
Town Wide Scavenger Hunt	
Ribbon Cutting Ceremony - Monument Signs	
Character Book Reading in Library	
Dog and Cat Show	
Centennial Carnival	
BREAKFASTS/LUNCHEONS/GALAS	RECREATION EVENTS
Fundraising Gala	Battle of the Badges Kickball Game
Roaring 20's Themed Gala	Pickleball Tournament
Silent Auction	Tennis Tournament
Senior Luncheon	First Responder Softball Game
Veterans and First Responder Breakfast	5K Walk/Run
Coffee with The Mayor and Commissioners	
Centennial Book Unveiling Gala	
Church Fellowship Breakfast or Luncheon	
Senior Prom	
Business Breakfast or Luncheon	
TOURS & PARADES	LIBRARY
Historic Bicycle Tour	New Centennial Library Cards
Self Guided Walking Tour	Prizes for the 1st Customer on the 16th
Holiday Historic Home Tour	Historical Timeline Throughout Library
History Tour in Library	Unveiling: Historical Timeline Throughout Librari
Multicultural Parade on Park Avenue	Sell Library Blankets
Pet Parade on Park Avenue	
ART & MUSIC FESTIVALS	OTHER ACTIVITIES
Art on Park Event on Park Avenue	Create Centennial Logo
Street Painting Festival on Park Avenua	Sale Centennial Merchandise
Concert in Kelsey Park (Music Over The Decades)	Lake Park Centennial Book
Theater Event at The Black Box	Sell Historical Blanket
Music Fest on Park Avenue	Map of Industrial Area
	Decorate Poles and Trees on Park Avenue
	Replace Street Signs
	Clean White Street Markers
	Implement Historic Home Markers
	Most Improved Swale Contest
	QR Codes with Historical Information
	Centennial Related Social Media Posts



EXHIBIT B TOWN OF LAKE PARK PROPOSED CENTENNIAL CELEBRATION EVENTS & ACTIVITIES

JANUARY 2023

CENTENNIAL KICKOFF CONCERT – FRIDAY, JANUARY 27, 2023

The proposed Centennial Kickoff Concert will be held on Friday, January 27 in conjunction with the Town's monthly Sunset Celebration from 6:00 pm – 9:00 pm at the Lake Park Harbor Marina. The event will include a full cash bar, happy hour prices, and a variety of food, arts & crafts vendors and live music. To commemorate the Town's Centennial we will unveil the new Town of Lake Park logo with as well as the official Town of Lake Park Centennial Merchandise. Attendees will have the opportunity to purchase Commemorative Centennial items such as t-shirts, hats, mugs and tote bags. The final list of item will be decided by the Centennial Celebration Committee at a future meeting date.
TOTAL ESTIMATED COST - \$5,000.00

FEBRUARY – MARCH 2023

HISTORICAL HOMES TOUR

The proposed historical tour of homes and can occur on a suggested date in February or March. Participants can either walk, bike and we can rent a trolley. The Centennial Celebration Committee can coordinate the tour with the Historical Society. In the past, the Historical Society coordinated a very successful Historic Homes Tour that was led by Diane Sophinos. We can invite the members of the Historical Society to a future Centennial Celebration Committee Meeting to discuss the details.
TOTAL ESTIMATED COST - \$3,000.00

BATTLE OF THE BADGES CENTENNIAL EDITION

The proposed Battle of the Badges Kickball Game in honor of Palm Beach County Sherriff's Office District 10 (PBSO) and Palm Beach County Fire Rescue Station 68 (PBCFR) can be held on a Saturday in February or March from 10:00 am – 1:00 pm at Bert Bostrom Park. Deputy Adam Pozsonyi has already spoken with PBSO and PBCFR regarding the event and they have made several suggestions. This includes, scheduling different sporting events throughout the day (kickball, flag football, soccer) and including local students as game participants. The event will also feature a community BBQ food vendors, games, entertainment and a Touch-A-Truck section from Palm Beach County Sheriff's Office and Palm Beach County Fire Rescue including specialty vehicles, SWAT, K9, Bomb Squad and the Mounted Unit. We can invite Deputy Adam Pozsonyi to a future Centennial Celebration Committee Meeting to discuss the event details.
TOTAL ESTIMATED COST - \$5,000.00

HARRY KELSEY BIRTHDAY PARTY

The proposed birthday party for Harry Kelsey can be held on Sunday, March 26 at the Evergreen House or the Mirror Ballroom. This event can be organized in conjunction with the annual event that is held by the Historical Society. We can invite the members of the Historical Society to a future Centennial Celebration Committee Meeting to discuss the details.

TOTAL ESTIMATED COST - \$2,000.00

APRIL 2023

CENTENNIAL EASTER EGGSTRAVAGANZA – SATURDAY, APRIL 8, 2023

The Town of Lake Park will host our annual Easter Eggstravaganza on Saturday, April 8, 2023 from 10:00 am – 1:00 pm in Kelsey Park. The event will include egg hunts for children 3-10 years old and prizes for each category, free photos with the Easter Bunny, children's activities, music, food, raffle prizes, face painting and much more. To incorporate the Centennial into the existing event, we will have 100 Golden Eggs (with the Centennial Logo) hidden within the egg hunts. Each egg will have a \$1.00 bill hidden inside.

TOTAL ESTIMATED COST - \$8,000.00

ARBOR DAY CENTENNIAL CEREMONY – FRIDAY, APRIL 28, 2023

The Town of Lake Park will host its annual Arbor Day Celebration ceremony on Friday, April 28, 2023 from 10:00 am – 12:00 am. To commemorate the Town's Centennial, we will plant a tree in Kelsey Park along with a commemorative plaque. The plaque can include the names of the current Town Commission and Town Manager.

TOTAL ESTIMATED COST - \$2,000.00

MAY - OCTOBER 2023

ART ON PARK AVENUE CENTENNIAL FESTIVAL

In support of the Town's Centennial, the Community Redevelopment Agency can host an art festival on Park Avenue. This event will showcase various arts and crafts products, such as clay, digital, fiber, glass, jewelry, mixed media, painting, photography, printmaking, drawing, sculpture, wood, acrylic, oils and more. The event will also include continuous live entertainment from some of the best south Florida bands around. As well as, festive food and drink vendors including craft beer and wine. Funds (vendor fees) raised for the event will go towards the Town's Centennial Celebration event in November.

TOTAL ESTIMATED COST - \$50,000.00

MONUMENT SIGNS RIBBON CUTTING CEREMONY

As part of the Town's rebranding process, staff would like to re-design the Town's monument signs. This can be an opportunity to have a proposed Ribbon Cutting Ceremony to display the new sign design. The event can take place on a Friday morning in the month of September to remember the devastating Hurricane of 1928.

TOTAL ESTIMATED COST - \$2,000.00

TOWN OF LAKE PARK CENTENNIAL GALA

The proposed Centennial Gala in the Mirror Ballroom can be held on a Saturday in the month of October. The gala will include dinner, entertainment, and a program. This event can also serve as the unveiling of the Town of Lake Park Centennial Commemorative Book. Event tickets will be \$100.00 per person and will be sold on a first-come, first-serve basis. Books will be available for purchase at the event. Funds raised for the event will go towards the Town's Centennial Celebration event in November.

TOTAL ESTIMATED COST - \$15,000.00

LIBRARY EVENTS & ACTIVITIES

The Town of Lake Park Public Library can hold a Ribbon Cutting Ceremony in honor of the Centennial Historical Timeline Display that will be located in the Library. The timeline will be mounted on poster boards and set on easels throughout the Library. We can invite the Library staff to a future Centennial Celebration Committee Meeting to discuss the details.

TOTAL ESTIMATED COST - \$5,000.00

NOVEMBER 2023

CENTENNIAL TIME CAPSULE CEREMONY – THURSDAY, NOVEMBER 16, 2023

The Park Avenue Clock Tower was completed during the celebration of the Town's 75th Anniversary. During that celebration, a time capsule was buried at the Clock Tower on November 16, 1998. It is to be opened on Thursday, November 16, 2023. We can have a ceremony at the Park Avenue Clock Tower to open the time capsule and replace it with a new one. The ceremony can be held from 6:00 pm – 8:00 pm. We can block off Park Avenue to have a safe event.

TOTAL ESTIMATED COST - \$5,000.00

CENTENNIAL CELEBRATION - SATURDAY, NOVEMBER 18, 2023

The Centennial Celebration can be the final event of the year. It can take place on Saturday, November 18 in Lake Shore Park. (Kelsey City was incorporated on November 16, 1923) The event will include continuous live entertainment, festive food & drink vendors, carnival games, bounce house and special presentations. The event will conclude with a special fireworks display in Lake Shore Park.

TOTAL ESTIMATED COST - \$75,000.00



TOWN OF LAKE PARK
PUBLIC COMMENT CARD

MEETING DATE: 6-2-22

Cards must be submitted before the item is discussed!!

*****Three (3) minute limitation on all comments**

Name: RICARDO GONZALEZ

Address: 410 8th S

If you are interested in receiving Town information through Email, please provide your E-mail address: _____

I would like to make comments on the following Agenda Item:

JANUARY BUDGET

I would like to make comments on the following Non-Agenda Item(s):

Instructions: Please complete this card, including your name and address; once the card has been completed, give it to the Town Clerk. The Mayor will call your name when it is time for you to speak. Comments are limited to three (3) minutes per individual.



TOWN OF LAKE PARK
PUBLIC COMMENT CARD

MEETING DATE: 6/7/2022

Cards must be submitted before the item is discussed!!
*****Three (3) minute limitation on all comments**

Name: Judith Thomas

Address: Jasmine Drive

If you are interested in receiving Town information through Email, please provide your E-mail address: _____

I would like to make comments on the following Agenda Item:

Harry Kelsey Parks

I would like to make comments on the following Non-Agenda Item(s):

Instructions: Please complete this card, including your name and address; once the card has been completed, give it to the Town Clerk. The Mayor will call your name when it is time for you to speak. Comments are limited to three (3) minutes per individual.



TOWN OF LAKE PARK
PUBLIC COMMENT CARD

MEETING DATE: 6/7/2022

Cards must be submitted before the item is discussed!!

*****Three (3) minute limitation on all comments**

Name: Judith Thomas

Address: Jasmine Drive

If you are interested in receiving Town information through Email, please provide your E-mail address: _____

I would like to make comments on the following Agenda Item:

Art on Park Avenue

I would like to make comments on the following Non-Agenda Item(s):

Instructions: Please complete this card, including your name and address; once the card has been completed, give it to the Town Clerk. The Mayor will call your name when it is time for you to speak. Comments are limited to three (3) minutes per individual.



TOWN OF LAKE PARK
PUBLIC COMMENT CARD

MEETING DATE: 6/7/2022

Cards must be submitted before the item is discussed!!
*****Three (3) minute limitation on all comments**

Name: Judith Thomas
Address: Jasmine Pointe 2F 33403
If you are interested in receiving Town information through Email, please provide your E-mail address: _____

I would like to make comments on the following Agenda Item:
Centennial Celebration Mtg

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I would like to make comments on the following Non-Agenda Item(s):

Instructions: Please complete this card, including your name and address; once the card has been completed, give it to the Town Clerk. The Mayor will call your name when it is time for you to speak. Comments are limited to three (3) minutes per individual.