



Minutes
Town of Lake Park, Florida
Regular Commission Meeting
Wednesday, July 17, 2013, 8 PM
Town Commission Chamber, 535 Park Avenue

The Town Commission met for the purpose of a Regular Commission Meeting on Wednesday, July 17, 2013 at 8:32 p.m. Present were Mayor James DuBois, Vice-Mayor Kimberly Glas-Castro, Commissioners Erin Flaherty, Michael O'Rourke and Kathleen Rapoza, Town Manager Dale S. Sugerman, Town Attorney Thomas Baird, and Town Clerk Vivian Mendez.

Town Clerk Vivian Mendez performed the Roll Call. Mayor DuBois led the pledge of allegiance.

SPECIAL PRESENTATIONS/REPORTS

None

PUBLIC COMMENT:

Patricia Fink, 720 7th Terrace, Palm Beach Gardens, stated that she is opposed to the proposed cut of the Town Library budget. She stated that she volunteers at the Library and thinks it is well run.

Diane Bernhard, 301 Lake Shore Drive, made comments regarding libraries (see attached Exhibit "A").

Ricky Petty, Bridges at Lake Park, 1411 10th Street, thanked the Town for their support of Bridges at Lake Park and commented regarding activities this past year and their partnership with the Library. He expressed concern if the Library was privatized and hopes that the Library will be included in the budget.

CONSENT AGENDA:

- 1. Commission Workshop Minutes of June 26, 2013**
- 2. Regular Commission Meeting Minutes of July 3, 2013**
- 3. Palm Beach County Criminal Justice Commission Fiscal Year 2014 Allocation of Justice Assistance Grant Funds in the Amount of \$342,929**

Motion: A motion was made by Commission O'Rourke to approve Consent Agenda; Vice-Mayor Glas-Castro made the second.

Vote on Motion:

| Commission Member | Aye | Nay | Other |
|-----------------------|-----|-----|-------|
| Commissioner Flaherty | X | | |
| Commissioner O'Rourke | X | | |

| | | | |
|------------------------|---|--|--|
| Commissioner Rapoza | X | | |
| Vice-Mayor Glas-Castro | X | | |
| Mayor DuBois | X | | |

Motion passed 5-0.

OLD BUSINESS:

None

PUBLIC HEARINGS - ORDINANCE ON FIRST READING:

- 4. Ordinance No. 09-2013 An Ordinance Initiated by the Town's Community Development Department Proposing Modifications to Section 54-1 of the Town of Lake Park Code of Ordinances to modify the Address Number/Letter Height Requirement for Residential Buildings from Four to Six Inches in Height and the Address Number/Letter Height Requirement for Non-Residential Buildings from Six to Eight Inches in Height; and the Repeal of Section 70-61 (g) of the Town of Lake Park Code of Ordinances because it duplicates the Requirements of Section 54-1**

Town Manager Sugerman explained the item (see attached Exhibit "B").

Vice-Mayor Glas-Castro asked if houses with four (4) inch letters have an amortization period.

Town Manager Sugerman explained that there is no amortization period and that staff will be looking to see if there are any houses with no numbers and will be providing them notice that they need to provide letters/numbers and that they must meet the new standards. He explained that if there is a modification to an existing residence and an application for some type of change is provided to the Town they will be advised of the new code requirements. He explained that any property that has existing letters/numbers and does not submit an application for modification to the Community Development Department will not be asked to change the letters/numbers.

Motion: A motion was made by Commissioner O'Rourke to adopt Ordinance 09-2013 on First Reading; Commissioner Rapoza made the second.

Vote on Motion:

| Commission Member | Aye | Nay | Other |
|------------------------|-----|-----|-------|
| Commissioner Flaherty | X | | |
| Commissioner O'Rourke | X | | |
| Commissioner Rapoza | X | | |
| Vice-Mayor Glas-Castro | X | | |
| Mayor DuBois | X | | |

Motion passed 5-0.

Attorney Baird read the Ordinance into the record by title only.

PUBLIC HEARINGS - ORDINANCE ON SECOND READING/QUASI-JUDICIAL:

5. Ordinance No. 08-2013 Text Amendment to Section 78-71 to include "Animal Day Care Establishment", "Animal Grooming Establishment", "Animal Indoor Training Center", and "Pet Shop" use as a Permitted Use within the C-1 Business District, as well as creating a "Special Exception" subsection to the C-1 Business District to include some existing C-1 Permitted Uses and the new "Animal Service Establishment" use as a Special Exception Use. Modification to Section 78-2 to include definitions for the various uses being amended in the C-1 Business District

Town Manager Sugerman explained the item (see attached Exhibit "C").

Motion: A motion was made by Commissioner O'Rourke to adopt Ordinance 08-2013 on Second Reading; Commissioner Flaherty made the second.

Vote on Motion:

| Commission Member | Aye | Nay | Other |
|------------------------|-----|-----|-------|
| Commissioner Flaherty | X | | |
| Commissioner O'Rourke | X | | |
| Commissioner Rapoza | X | | |
| Vice-Mayor Glas-Castro | X | | |
| Mayor DuBois | X | | |

Motion passed 5-0.

Attorney Baird read the Ordinance into the record by title only.

NEW BUSINESS:

6. Authorizing Commissioner Flaherty to serve as the Town's Facebook© Administrator

Town Manager Sugerman explained the item (see attached Exhibit "D").

Commissioner Rapoza spoke about the growing importance of social media.

Commissioner O'Rourke asked if this action will increase the number of people who can make contact with the Town through Facebook©.

Commissioner Flaherty stated that his plan is to attract those that are already using the service to share information. He stated that the Town has profiles that have friends and that his idea is that this is not the correct way to use Facebook© and to ensure if the Town is using the service in the correct way and to increase the Town's presence.

Commissioner O'Rourke asked about the difference between a personal profile with friends and an account for businesses and organizations and asked if the Lake Park account would now be a "business destination site".

Commissioner Flaherty stated “yes” and explained that the pages that he wants the Town to use are more user friendly and act as a small website whereas if someone sees the page they can “like” it and instantly interact with the page. He stated that the existing accounts requires someone to initiate a “friend request” and wait for the “friend request” to be accepted to interact with the Town’s Facebook© account. He explained that the change would make the Town’s Facebook© more accessible.

Commissioner O’Rourke asked how many accounts the Town has on Facebook©.

Commissioner Flaherty explained that the Town has four (4) profiles and four (4) pages representing Lake Park.

Commissioner O’Rourke stated that social media is becoming an important marketing tool and thanked Commissioner Flaherty for his willingness to be the Facebook© administrator.

Mayor DuBois asked if there will be instructions for people to access the “pages”.

Commissioner Flaherty explained his plan to “overhaul” the Town’s Facebook© presence (see attached Exhibit “D”).

Mayor DuBois asked if Commissioner Flaherty would also administer the content of the “pages”.

Commissioner Flaherty stated that the pages can be set up to use a third party application to feed from the Town’s current website to the Facebook© “pages”. He provided the example that when the Commission Agenda is posted on the Town website it will be shared with the “pages” without any extra steps. He stated that Lake Park would be the main hub Facebook© “page” and the other “pages” would be featured “pages” and when something is shared on a feature “page” it would be shared with the hub.

Mayor DuBois asked about the time commitment with maintaining the “pages”.

Commissioner Rapoza asked for a workshop to provide an introduction on how Facebook© works.

Commissioner Flaherty stated that simple posts every few days or weeks and that the main key will be to get the residents and the people interactive with the “profiles” to interact with the “pages”.

Commissioner O’Rourke asked if the Facebook© “pages” would be an electronic version of the newsletter that he does.

Commissioner Flaherty stated “yes”.

Commissioner O'Rourke asked if organizations such as The Artist of Palm Beach County or MosArt Theatre can send information to put on the Town's "pages" regarding activities and events.

Commissioner Flaherty stated "yes" and explained that on "profiles" that information cannot be shared but on "pages" information about local theatres and restaurants can engage and share their information.

Motion: A motion was made by Commissioner O'Rourke to authorize Commissioner Flaherty to serve as the Town's Facebook® Administrator; Commissioner Rapoza made the second.

Vote on Motion:

| Commission Member | Aye | Nay | Other |
|------------------------|-----|-----|-------|
| Commissioner Flaherty | X | | |
| Commissioner O'Rourke | X | | |
| Commissioner Rapoza | X | | |
| Vice-Mayor Glas-Castro | X | | |
| Mayor DuBois | X | | |

Motion passed 5-0.

TOWN ATTORNEY, TOWN MANAGER, COMMISSIONER COMMENTS:

Attorney Baird stated that has a conflict for the August 13, 2013 Budget Workshop and since the Commission does not take formal action at a workshop he requested to be excused.

The Commission concurred to excused Attorney Baird from the August 13, 2013 Budget Workshop.

Town Manager Sugerman no report.

Commissioner O'Rourke stated that the Artist of Palm Beach County will have a gallery opening event on Thursday, July 18, 2013 at 5:00 pm until 8:00 pm and encouraged everyone to come out in support of the gallery.

Vice-Mayor Glas-Castro no report.

Commissioner Flaherty thanked everyone that spoke during public comment.

Commissioner Rapoza stated that she has received calls from citizens regarding future fireworks. She suggested that the Town partner with surrounding communities for future fireworks. She asked for an update on the conduct of future workshops such as time and frequency. She requested that Commissioner O'Rourke provide her copies of his newsletter to pass out at upcoming meetings she is attending. She requested an update on the fishing net issue at the Marina. She thanked Staples and Publix for their recent partnership and donations to the Town.

Mayor DuBois stated that the Town was approached by Library Systems & Services, LLC (LSSI) and after discussions it was determined that the services that they would provide was not appropriate for the Town.

Town Manager Sugerman explained that the original discussion with LSSI were that the Town was not large enough or did not have a budget that would have increment that would make it a cost savings for the Town. Although, LSSI has recently modified their schedule and advised that they might be able to work with the Town. He stated that LSSI would still like to be on the table and whether or not they are is up to the Commission but, staff is not in any serious negotiations or discussion with LSSI it is an option.

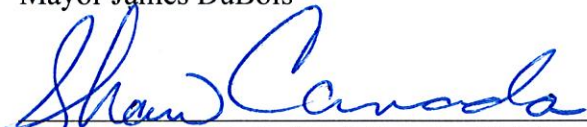
Mayor DuBois stated that he attended the Sober House Task Force meeting in preparation of the Department of Children and Families hearing regarding their Legislative Proviso. He stated that the message from the meeting was that the legitimate providers of these services want to partner with the Department of Children and Families to craft legislation or regulations through either the State or the Florida Association of Residential Rehabilitation. He congratulated Commissioner Rapoza for her plaque from Palm Beach Sheriff's Office in recognition of her services as Citizen on Patrol (COP) volunteer and stated that the plaque will be formally presented to Commissioner Rapoza at an upcoming Commission meeting.

ADJOURNMENT

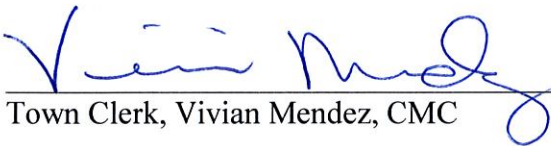
There being no further business to come before the Commission and after a motion to adjourn by Commissioner Flaherty and seconded by Commissioner O'Rourke, and by unanimous vote, the meeting adjourned at 9:15 p.m.



Mayor James DuBois



Deputy Town Clerk, Shari Canada, CMC



Town Clerk, Vivian Mendez, CMC



FLORIDA

Approved on this 7 of August, 2013



AGENDA

Lake Park Town Commission
Town of Lake Park, Florida
Regular Commission Meeting
Wednesday, July 17, 2013,
Immediately Following the
Budget Meeting
Lake Park Town Hall
535 Park Avenue

| | | |
|--------------------------------|---|----------------------|
| James DuBois | — | Mayor |
| Kimberly Glas-Castro | — | Vice-Mayor |
| Erin T. Flaherty | — | Commissioner |
| Michael O'Rourke | — | Commissioner |
| Kathleen Rapoza | — | Commissioner |
| | | |
| Dale S. Sugerman, Ph.D. | — | Town Manager |
| Thomas J. Baird, Esq. | — | Town Attorney |
| Vivian Mendez, CMC | — | Town Clerk |

PLEASE TAKE NOTICE AND BE ADVISED, that if any interested person desires to appeal any decision of the Town Commission, with respect to any matter considered at this meeting, such interested person will need a record of the proceedings, and for such purpose, may need to ensure that a verbatim record of the proceedings is made, which record includes the testimony and evidence upon which the appeal is to be based. *Persons with disabilities requiring accommodations in order to participate in the meeting should contact the Town Clerk's office by calling 881-3311 at least 48 hours in advance to request accommodations.*

A. CALL TO ORDER/ROLL CALL

B. PLEDGE OF ALLEGIANCE

C. SPECIAL PRESENTATIONS/REPORTS

None

D. PUBLIC COMMENT:

This time is provided for addressing items that do not appear on the Agenda. Please complete a comment card and provide it to the Town Clerk so speakers may be announced. Please remember comments are limited to a TOTAL of three minutes.

E. CONSENT AGENDA: All matters listed under this item are considered routine and action will be taken by one motion. There will be no separate discussion of these items unless a Commissioner or person so requests, in which event the item will be removed from the general order of business and considered in its normal sequence on the Agenda. Any person wishing to speak on an Agenda item is asked to complete a public comment card located on either side of the Chambers and given to the Town Clerk. Cards must be submitted before the item is discussed.

- 1. Commission Workshop Minutes of June 26, 2013 Tab 1
- 2. Regular Commission Meeting Minutes of July 3, 2013 Tab 2
- 3. Palm Beach County Criminal Justice Commission Fiscal Year 2014 Allocation of Justice Assistance Grant Funds in the Amount of \$342,929 Tab 3

**F. OLD BUSINESS:
None**

G. PUBLIC HEARINGS - ORDINANCE ON FIRST READING:

4. Ordinance No. 09-2013 An Ordinance Initiated by the Town's Community Development Department Proposing Modifications to Section 54-1 of the Town of Lake Park Code of Ordinances to modify the Address Number/Letter Height Requirement for Residential Buildings from Four to Six Inches in Height and the Address Number/Letter Height Requirement for Non-Residential Buildings from Six to Eight Inches in Height; and the Repeal of Section 70-61 (g) of the Town of Lake Park Code of Ordinances because it duplicates the Requirements of Section 54-1

Tab 4

AN ORDINANCE OF THE TOWN COMMISSION OF THE TOWN OF LAKE PARK, FLORIDA, AMENDING CHAPTER 54, ARTICLE I, SECTION 54-1 OF THE TOWN'S CODE OF ORDINANCES, ENTITLED "BUILDINGS AND BUILDING REGULATIONS" TO INCREASE THE HEIGHT OF THE STREET NUMBERS FOR RESIDENTIAL BUILDINGS FROM FOUR INCHES TO SIX INCHES, AND NON-RESIDENTIAL BUILDINGS FROM SIX INCHES TO EIGHT INCHES; PROVIDING FOR THE REPEAL OF CHAPTER 70, ARTICLE III, SECTION 70-61(G), ENTITLED "SIGNS"; PROVIDING FOR SEVERABILITY; PROVIDING FOR THE REPEAL OF LAWS IN CONFLICT; PROVIDING FOR CODIFICATION; AND PROVIDING FOR AN EFFECTIVE DATE.

H. PUBLIC HEARINGS - ORDINANCE ON SECOND READING:

5. Ordinance No. 08-2013 Text Amendment to Section 78-71 to include "Animal Day Care Establishment", "Animal Grooming Establishment", "Animal Indoor Training Center", and "Pet Shop" use as a Permitted Use within the C-1 Business District, as well as creating a "Special Exception" subsection to the C-1 Business District to include some existing C-1 Permitted Uses and the new "Animal Service Establishment" use as a Special Exception Use. Modification to Section 78-2 to include definitions for the various uses being amended in the C-1 Business District.

Tab 5

AN ORDINANCE OF THE TOWN COMMISSION OF THE TOWN OF LAKE PARK, FLORIDA, AMENDING CHAPTER 78, ARTICLE I, SECTION 78-2 OF THE TOWN'S CODE OF ORDINANCES, ENTITLED "DEFINITIONS"

CREATING NEW DEFINITIONS; PROVIDING FOR AMENDMENTS TO CHAPTER 78, ARTICLE III, SECTION 78-71 OF THE TOWN'S CODE OF ORDINANCES TO ESTABLISH ANIMAL DAY CARE ESTABLISHMENT, ANIMAL INDOOR TRAINING CENTER, ANIMAL GROOMING ESTABLISHMENT, AND PET SHOP AS PERMITTED USES AND ANIMAL SERVICE ESTABLISHMENT AS A SPECIAL EXCEPTION USE IN THE C-1 BUSINESS DISTRICT; PROVIDING FOR THE RECLASSIFICATION OF THE PERMITTED USES OF AUTOMOTIVE SERVICE STATION, FUNERAL HOME, HOSPITAL, SANITARIUM OR MEDICAL CLINIC, MOTEL/HOTEL, SUBSTANCE ABUSE TREATMENT FACILITIES, AND VEHICLE SALES AND RENTALS AS SPECIAL EXCEPTION USES; PROVIDING FOR SEVERABILITY; PROVIDING FOR THE REPEAL OF LAWS IN CONFLICT; PROVIDING FOR CODIFICATION; AND PROVIDING FOR AN EFFECTIVE DATE.

I. NEW BUSINESS:

6. Authorizing Commissioner Flaherty to serve as the Town's Facebook[®] Administrator

Tab 6

J. TOWN ATTORNEY, TOWN MANAGER, COMMISSIONER COMMENTS:

K. ADJOURNMENT

Next Scheduled Regular Commission Meeting will be held on Wednesday, August 7, 2013

Diane Bernhard

Exhibit "A"

July 17, 2013

Since you so kindly appointed me to the Library board, I've been diligently reading about libraries in Florida and across the United States. While cruising around on the internet, I came across an organization -- the ALA -- the American Library Association. It seems that the ALA is currently educating people about a **trend** called the ***Outsourcing and Privatization of Libraries***.

It's not surprising that the ALA -- and the Florida Library Association -- are against outsourcing... But, I believe they make a very valid point: **publicly funded libraries should remain directly accountable to the communities they serve.**

I've included some websites here that I think you may wish to see and I'd like to bring your attention to some comments and articles that I found interesting.

[Outsourcing and Privatization | American Library Association](#)

www.ala.org > [Professional Tools](#)

ALA affirms that publicly funded libraries should remain directly accountable to the publics they serve. Therefore, the American *Library Association* opposes the ...

A company called **Library Systems & Services, LLC** kept popping up on the internet. Web: <http://www.lssi.com/> According to their web page, "Library Systems & Services (LSSI), a privately-held company operating in both the U.S. and the United Kingdom, is the only contractor providing library services in the US." "It has a revenue of \$35 million." "As a privately-held company, LSSI is not required to disclose details of its operations or finances." **Note: I'm struck by the in-congruency of Public Libraries being run by a (monopoly) private contractor that is not required to disclose details of its operations... If LSSI has no competitors and does not provide a good service, communities have no alternatives. Using LSSI means giving up the right to information about library staff; while allowing LSSI to have patron's personal information and borrowing history.**

Judging by the number of articles about communities discontinuing contracts with LSSI, it doesn't sound like privatizing libraries has worked out well for the libraries.

For example:

California Lawmakers are considering a bill that will make it harder to privatize local public libraries. Apparently they have found: "When municipalities contract with private library service providers like LSSI, it often results in [diminished library services and hidden costs to taxpayers](#). In Santa Clarita, for example, LSSI charges taxpayers a [5% fee](#) for every new book purchased. Concerns arise over transparency and accountability, too. When public libraries are privatized, information that was once public - for example, library staff salaries - becomes proprietary information. The company is also granted access to patron records (e.g. your borrowing history)."

[Tell California Lawmakers: It Should Be Harder to Privatize Our ...](#)
www.change.org/.../tell-california-lawmakers-it-should-be-harder-to-priv...

Here in Florida, Osceola County is reconsidering its contract with LSSI too. They published a survey, [Osceola Library Customer Survey 2013](#), which gives the library users' opinions after a year of management by LSSI. A large portion of the responders mentioned the need for more programs - especially for the kids - the lack of supplies for programs and the **reduction** in both digital and hard-cover books.

Here are some quotes from that survey:

"... please, Please, PLEASE do something about filling all those shelves your company emptied. I am aware that the budget with which to purchase books is slim but that was hardly the time to throw out massive numbers of the books you already had!" **Note: LSSI has a revenue of \$35 million.**
Why a slim budget for purchasing books?

"More e-books, particularly of best sellers and recently released NY Times highly reviewed titles. Also, more knowledge shared about how to use the overdrive portion of the site."

"More books are needed in the library! The shelves are so empty, looks kind of sad! We are also experiencing issues with checking out and reading books on our ipads."

"The library does not have the fiction books that it had before the new people took over. We had a better selection before the county turned it over to new people." "There are a number of DVD collections (tv series, movie

collections) that are missing volumes New releases are harder to come by as well. Maybe open up the inter-library loan options to include DVDs, audio books, etc."

"Computers & wi-fi are nice, BUT - print resources are terrible! Not everyone wants to download a book to read on a "device" There are plenty of us out there - young & old alike, who love to read the printed word in a non-digital format. PLEASE - update your collections! The main library is so sad - the collection is in need of aggressive weeding (I am a former librarian) and rejuvenation! I can't stay there more than a few minutes before I feel a black cloud descending."

"Since the library was privatized, the book selection has become pathetic. Series of books by the same author have been broken up so that only one or two are at any one branch. E-books may have books 2 and 4 out of a series of 16. The reason for different branches is the convenience of the users (taxpayers). The distribution of books now makes that a joke. We went from having a good library system to a substandard one."

"...would like to see new releases available for kindle e-books and more e-books in general."

"...more documentaries in your DVD selection, or educational movies in general."

"My biggest concern is the large number of accidental charges on Library items returned. In the 7 months that my children & myself have gotten an account we have been charged 8 times for items either not returned or assumed to be lost. I am 100% certain that we stick to our due dates and return everything as we should. It is becoming a huge hindrance dealing with this as frequently as we do. If when checking items in we can receive a confirmed check-in ticket that will alleviate so much confusion & incorrect charges to account."

"If you are going to set up a system where fees will be assessed if you believe material was NOT returned but the patron says it was, you should supply receipts when books are returned, dvds are checked in and etc. You say you are protected by your system when you say it isn't/wasn't there. That might be, but there is no safeguards for the patron."



Town of Lake Park Town Commission

Agenda Request Form

Exhibit "B"
7/17/2013

Meeting Date: July 17, 2013

Agenda Item No. Tab 4

Agenda Title: AN ORDINANCE INITIATED BY THE TOWN'S COMMUNITY DEVELOPMENT DEPARTMENT PROPOSING MODIFICATIONS TO SECTIONS 54-1 OF THE TOWN OF LAKE PARK CODE OF ORDINANCES TO MODIFY THE ADDRESS NUMBER/LETTER HEIGHT REQUIREMENT FOR RESIDENTIAL BUILDINGS FROM FOUR TO SIX INCHES IN HEIGHT AND THE ADDRESS NUMBER/LETTER HEIGHT REQUIREMENT FOR NON-RESIDENTIAL BUILDINGS FROM SIX TO EIGHT INCHES IN HEIGHT; AND THE REPEAL OF SECTION 70-61(G) OF THE TOWN OF LAKE PARK CODE OF ORDINANCES BECAUSE IT DUPLICATES THE REQUIREMENTS OF SECTION 54-1.

- SPECIAL PRESENTATION/REPORTS
- BOARD APPOINTMENT
- PUBLIC HEARING ORDINANCE ON 1st READING
- NEW BUSINESS
- OTHER: _____

Approved by Town Manager  Date: 7/8/13

Nadia Di Tommaso / Community Development Director 
Name/Title

| | | |
|--|--|---|
| Originating Department: Community Development | Costs: \$0 Funding Source: N/A Acct. # N/A <input type="checkbox"/> Finance _____ | Attachments: →ORDINANCE __-2013 |
| Advertised: Date: <i>N/A on first reading</i> Paper: _____ <input type="checkbox"/> Not Required | All parties that have an interest in this agenda item must be notified of meeting date and time. The following box must be filled out to be on agenda. | Yes I have notified everyone _____ or Not applicable in this case __ND_ Please initial one. |

Summary Explanation/Background:

Staff discovered an inconsistency in the Town of Lake Park Code of Ordinances as it relates to residential and non-residential address number/letter height requirements. The inconsistency exists vis-à-vis the Palm Beach County Fire Prevention Code (PBCFPC) which sets the address number height requirements for all buildings in Palm Beach County to ensure adequate visibility in the event of an emergency. Currently, the PBCFPC requires all residential buildings to be identified with letters/numbers containing a minimum height of **six** inches and requires all non-residential buildings to be identified with letter/numbers containing a minimum height of **eight** inches. The Town Code currently reflects an older version of the PBCFPC which required residential address numbers/letters to be four inches in height and non-residential address number/letters to be six inches in height. While the PBCFPC currently supersedes the Town Code, it is important to modify Section 54-1 through Ordinance __-2013 which is attached, in order to meet PBCFPC standards. In doing so, a repeal of Section 70-61(g) is also being proposed as this code section duplicates the requirements of Section 54-1.

Recommended Motion: I move to APPROVE Ordinance __-2013 on first reading.



Exhibit "C"
7/17/2013

Town of Lake Park Town Commission

Agenda Request Form

Meeting Date: July 17, 2013

Agenda Item No. *Tab 5*

Agenda Title: TEXT AMENDMENT TO SECTION 78-71 TO INCLUDE "ANIMAL DAY CARE ESTABLISHMENT", "ANIMAL GROOMING ESTABLISHMENT", "ANIMAL INDOOR TRAINING CENTER", AND "PET SHOP" USE AS A PERMITTED USE WITHIN THE C-1 BUSINESS DISTRICT, AS WELL AS CREATING A "SPECIAL EXCEPTION" SUBSECTION TO THE C-1 BUSINESS DISTRICT TO INCLUDE SOME EXISTING C-1 PERMITTED USES AND A NEW "ANIMAL SERVICE ESTABLISHMENT" USE AS A SPECIAL EXCEPTION USE. MODIFICATION TO SECTION 78-2 TO INCLUDE DEFINITIONS FOR THE VARIOUS USES BEING AMENDED IN THE C-1 BUSINESS DISTRICT.

- SPECIAL PRESENTATION/REPORTS
 - BOARD APPOINTMENT
 - PUBLIC HEARING ORDINANCE ON 2nd READING
 - NEW BUSINESS
 - OTHER: _____
- CONSENT AGENDA
 - OLD BUSINESS

Approved by Town Manager *[Signature]* Date: 7/8/13

Nadia Di Tommaso / Community Development Director
Name/Title *ND*

| | | |
|---|--|--|
| Originating Department: Community Development | Costs: \$ 1,250 plus required advertisement(s) Funding Source: Applicant ("Barkley's") Acct. # 4649 <input type="checkbox"/> Finance _____ | Attachments: <ul style="list-style-type: none"> → Staff MEMO → Staff Report → Ordinance 08-2013 → Exhibit "A" Table of Contents PBC Animal Care and Control Ordinance → Exhibit "B" Section 10-155 - Noise Level Chart → Exhibit "C" Section 11-1 - Definition for Domesticated Animal → Legal Ad |
| Advertised: Date: July 7, 2013 Paper: Palm Beach Post <input type="checkbox"/> Not Required | All parties that have an interest in this agenda item must be notified of meeting date and time. The following box must be filled out to be on agenda. | Yes I have notified everyone <u>ND</u> OR Not applicable in this case _____ Please initial one. |

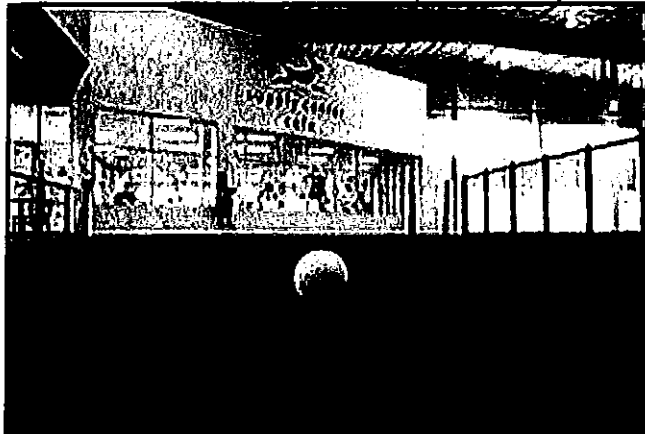
Summary Explanation/Background:

At the July 3rd Town Commission meeting, Ordinance 08-2013 was approved on first reading with some discussion regarding a site plan requirement for all special exception applications.

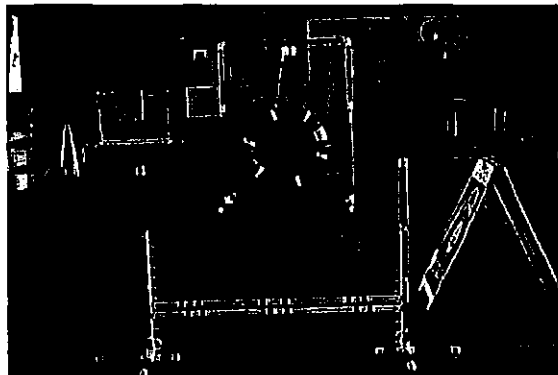
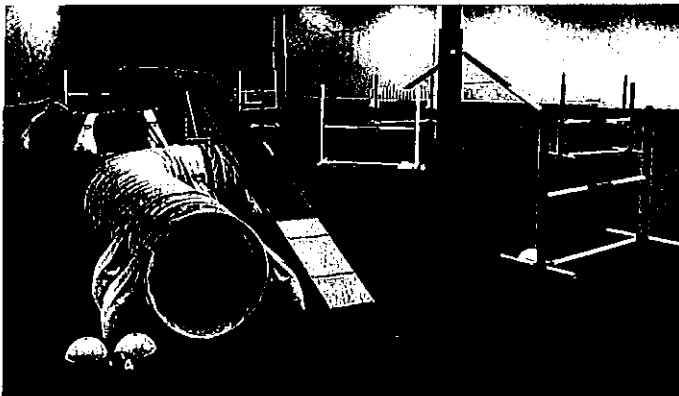
At the June 19th Town Commission meeting, the item was postponed due to an inconsistency in the Ordinance title which was pointed out by the Town Attorney. Being that this item is being heard again on 1st hearing, this will be the Town Commission's third opportunity to propose any previously discussed desired changes, as well as any new modifications, that meet the majority of the Commission's approval. The only change from the original language which has been proposed based on the previous commentary is to the notation regarding outdoor areas. While certain uses are being proposed as permitted indoor uses as there are innovative ways of ensuring that certain 'exterior' habits for these units are creatively conducted indoors and properly climate and odor controlled (see example images below), staff extended the 'outdoor areas' notation to any use having an outdoor component.

General Examples (not specific to any type of facility in Town):

Indoor Recreation Area with Separate Potty Area



Indoor Dog Training Center



At the June 5th Town Commission meeting, staff introduced a proposed Text Amendment to Section 78-2 (Definitions) and Section 78-71 (C-1 Business District) of the Code of Ordinances dealing with animals (and a few other housekeeping items). The basic intent of the amendment to the Code was to consider allowing Animal Service Establishments (which if authorized in the C-1 District would include outdoor areas for dogs as well as overnight boarding of animals). After considerable discussion, and one attempt to amend and then adopt the Ordinance, the item was postponed.

It seems that the item was postponed for a number of reasons:

- 1) It is unclear if a majority of the Town Commission will support Animal Service Establishments (and other similarly situated businesses) in the C-1 District.
- 2) If the Commission will give consideration to supporting Animal Service Establishments (and other similarly situated businesses) in the C-1 District, it is not clear if it should be done by right or by special exception.
- 3) Since the current Code does not have a certified mail notice provision to adjacent property owners for special exception applications, there was apparent opposition on moving forward with this Text Amendment since, if adopted, and as currently constructed, any special exception applicant would not be mandated to give formal notice of the special exception request to adjacent property owners.

Since the June 5th Commission meeting, staff has developed a scenario for the Town Commission to consider for going forward on this item:

- a) The criteria for Special Exception applications are governed under Section 78-184 of the Town Code. Staff will be submitting to the Planning & Zoning Board a recommendation for a Text Amendment to require certified mail notice to all property owners within 300 feet of any property which is part of a special exception application. Once this Text Amendment gets through the Planning and Zoning process, it will come to the Town Commission for consideration and approval.
- b) The Town Commission should reconsider the proposed Text Amendment for modifications to Section 78-2 (Definitions) and Section 78-71 (C-1 Business District) to determine if it wants to allow Animal Service Establishments (and other similarly situated businesses) in the C-1 Business District. This is a determination which should rest solely in the hands of the Town Commission. You may, or may not, want to allow such a use (or uses). If the Text Amendment is adopted as presented (or possibly modified), it will go to a second reading at the July 3rd Commission meeting.
- c) In the meantime, the Town currently has two (2) special exception applications which are pending in the Community Development Department. It is clear that the Code does not currently provide for certified mail notice to properties which are within 300 feet of the subject property of the application. However, in order to help these two applications to be as transparent as possible to the adjacent property owners, the Community Development Department either has, or will, send out certified mail notices as a courtesy to those adjacent property owners until the separate text amendment for a special exception notice requirement works its way through the legislative process.

Recommended Motion: I move to ADOPT Ordinance 08-2013 on second reading.



Town of Lake Park
Community Development Department

Nadia Di Tommaso
Community Development Director

June 7, 2013

MEMO

Re: Ordinance No. 08-2013 - Text Amendment to Section 78-2 and 78-71

To: **TOWN COMMISSION**

Pursuant to the Commission meeting of June 5, 2013, I would like to take this opportunity to inform the Commission that staff is moving forward with a text amendment to include a certified mail notice requirement in Section 78-184 of the Town Code for special exception applications. This will be presented at a future Commission meeting as it will need to be presented to the Planning and Zoning Board first.

This being said, staff has decided to send out certified mail notices to all property owners within 300 feet for all special exception applications that are currently in the pipeline as a Town courtesy. While these applications will be presented as a completely separate agenda item when they are ready to move through to the Commission for consideration, this will hopefully provide some comfort in knowing that additional notification, via a certified mail notice, will have also been provided at least 10 days in advance of the public hearing on first reading.

Being that the final action of the Commission was to "postpone" Ordinance No. 08-2013, staff is bringing forward the same proposal without any changes. While there was much discussion in regards to "outdoor areas" and possible nuisance factors, I would like to highlight that many of the uses being proposed as special exception uses in the C-1 Business District, not only those which are animal-related, are for the most part regulated by Palm Beach County agencies and in some cases, State agencies. In addition, the Town's special exception procedure would also provide an additional opportunity for staff, the Planning and Zoning Board, and the Commission, to apply some necessary conditions as they relate to the business being proposed. Additionally, a certified mail notice to all property owners within 300 feet will also become a requirement.

This text amendment application would apply to ALL applicants interested in opening any one of the uses being proposed as a special exception use. While I would like to keep a current animal-related Town business completely segregated from this Text Amendment application given this understanding, I feel it is important to elaborate slightly on the business that is currently in operation in Town for the mere purpose of providing an example. While the existing business use of an "instructional studio" was already a permitted use in the Code upon its application approximately 16 months ago as a daytime use, an "accessory" outdoor area which was also permitted by Code at the time via a fence permit, was issued to the property. While factors such as parking, noise, and

sanitation were considered at the time, staff relied on the understanding that Palm Beach County Animal Care and Control, as well as the Town's noise and odor control Code provisions, could be enforced, keeping in mind that noise and odor controls are possible nuisances for several business types, not only those which are animal-related. At the time, staff was comfortable with this interpretation from a public health, safety and welfare standpoint, and the use, inclusive of its outdoor accessory component, carried on without any documented complaints or concerns. It was only when the Town discovered that a boarding component was incorporated that staff realized the initial intent of treating the use under the "general" instructional use category with the allowance of a fenced outdoor area enclosure, could no longer fit the general intent of the Code and that specific animal-related uses needed to be incorporated into the Code, inclusive of a boarding component, which was not permitted at the time and is still not permitted. This example is important not because it is representative of all future special exception uses that may come through for approval, but because it exemplifies that there are several controlling mechanisms that can be utilized to limit the negative impacts and promote compatibility.

In summation, staff's position is that "outdoor area" impacts can be regulated and controlled, given the proximity to the residential district. In addition, an outdoor area does not necessarily need to be at the rear of the property and this can be reviewed on a case-by-case basis along with the review of additional accessory use areas such as parking and adequate circulation that are required on all properties.



Meeting Date: July 17, 2013

To: TOWN COMMISSION

Re: TEXT AMENDMENT TO SECTION 78-71 TO INCLUDE AN "ANIMAL SERVICE ESTABLISHMENT" USE AS A SPECIAL EXCEPTION USE, AND "ANIMAL DAY CARE ESTABLISHMENT", "ANIMAL GROOMING ESTABLISHMENT", "ANIMAL INDOOR TRAINING CENTER", AND "PET SHOP" USE AS A PERMITTED USE WITHIN THE C-1 BUSINESS DISTRICT, AS WELL AS CREATING A "SPECIAL EXCEPTION" SUBSECTION TO THE C-1 BUSINESS DISTRICT TO INCLUDE SOME EXISTING C-1 PERMITTED USES AND THE NEW "ANIMAL SERVICE ESTABLISHMENT" USE AS A SPECIAL EXCEPTION USE. MODIFICATION TO SECTION 78-2 TO INCLUDE DEFINITIONS FOR THE VARIOUS USES BEING AMENDED IN THE C-1 BUSINESS DISTRICT.

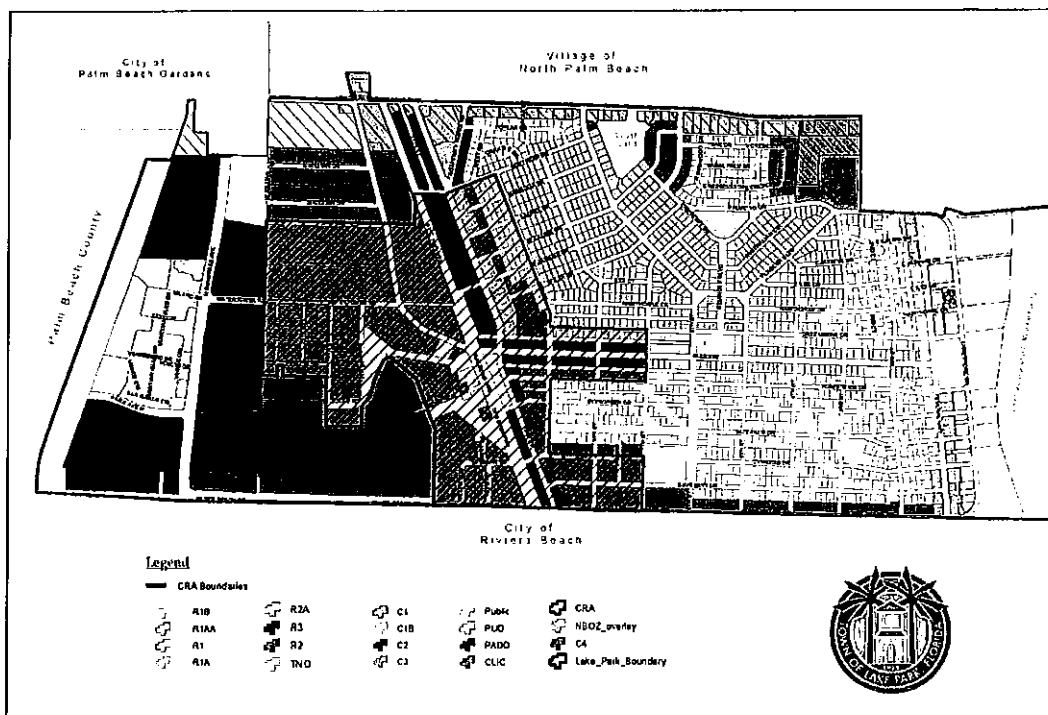
Applicant: Barkley's Canine Club Staff Recommendation: ADOPTION
Planning and Zoning Board Recommendation, May 6, 2013: Approval 4-0
Town Commission Recommendation on 1st reading (June 5, 2013): Postponed
Town Commission Recommendation on 1st reading (June 19, 2013): Postponed
Town Commission Recommendation on 1st reading (July 3, 2013): Approved 5-0

SUMMARY

This Staff Report addresses a request for a Text Amendment to the Town of Lake Park Code of Ordinances filed by Barkley's Canine Club ("Applicant"). The Applicant proposes to include "Animal Service Establishment" as a special exception use in the C-1 Business District. Staff is also proposing the inclusion of additional animal-related uses, namely, "Animal Grooming Establishment", "Animal Training", and "Pet Shop" as permitted uses in the C-1 Business District. Currently, the C-1 Business District does not include special exception uses, therefore this application is also proposing the creation of a Special Exception use section. In doing so, and in accepting the Planning and Zoning Board's recommendations, staff is proposing the re-distribution of some currently permitted uses into the proposed Special Exception use category and is proposing that the respective 'use' definitions be added to Section 78-2 of the Town of Lake Park Code of Ordinances.

The C-1 Business District is intended to permit low intensity commercial uses, such as offices, personal services, and retail, along the south side of Northlake Boulevard from Old Dixie Highway to US-1, along the east side of 10th Street, and along portions of the east and west side of US-1, as illustrated in Figure 1 below.

Figure 1: Zoning Map;



HISTORY

In early 2012, the Applicant received approval from the Town's Community Development Department for an animal "instructional studio" and an animal "beauty shop" at 524 Northlake Boulevard. Both the "instructional studio" use and the "beauty shop" use are currently permitted uses in the C-1 Business District. Following this initial application, the Applicant met with a Town Planner to discuss a request to use the facility as a use including "day care" and boarding for animals. The Applicant was informed that the C-1 Business District does not permit "day care" nor the boarding of animals as a permitted use. In the latter part of 2012, Town staff determined that the Applicant was boarding animals at its facility. The Applicant was cited by the Town's Code Enforcement Division for operating a use not permitted in the C-1 Business District. As a result, the Applicant sought a text amendment to incorporate the day care and boarding uses as permitted uses in the C-1 Business District. The Applicant submitted an application to the Town.

APPLICATION

In researching the Town's Code of Ordinances, staff determined that the Town Code is deficient with regard to uses that are specific to animal related establishments. Consequently, staff is proposing to create an "Animal Service Establishment" use per the Applicant's request for an animal boarding facility, which would be subject to certain conditions. The amendments propose to classify a portion of the Applicant's business as an "Animal Service Establishment" which would incorporate the animal boarding component. This use, as proposed, would require special exception application approval due to the potential impacts of including this use in a predominantly low-intensity commercial district that abuts residentially zoned parcels. The special exception application will be presented under separate cover at a future Town Commission meeting. All animal-related establishment uses are regulated by Palm Beach County (PBC) Animal Care and Control under very strict regulations relative to the business owner's operation and are routinely inspected by PBC (see Exhibit "A" for the Table of Contents for PBC Animal Care and Control which lists the regulating criteria).

In addition to proposing the "Animal Service Establishment" use in the C-1 Business District as a special exception use, additional animal-related uses are also being proposed as permitted uses due to their low-intensity commercial nature and minimal impacts. Respective definitions for these uses are also being proposed in Section 78-2. Those uses being proposed as permitted by right, are defined as daytime uses that are entitled to generate slightly higher noise levels as indicated on the Town's Noise Ordinance chart as can be seen in "Exhibit B". Staff also recommends that the following uses be re-listed as special exception uses in the C-1 Business District due to their potential heightened impacts to noise, traffic, odors and design complexities. Some of these uses are being proposed using new use titles in an attempt to remain consistent with the Northlake Boulevard Overlay Zone (NBOZ) use titles for those properties located on the south side of Northlake Boulevard and within the C-1 Business District. The intent of each use remains the same. They include:

- Gasoline and other motor-fuel stations, to be re-listed as "Automotive Service Station"
- Mortuaries, to be re-listed as "Funeral Home"
- Motels, to be re-listed as "Motel/Hotel"
- Hospitals, sanitariums and medical clinics
- Substance abuse treatment facilities
- Sales, service and rental of motor vehicles, to be re-listed as "Vehicle Sales and Rental"

Pursuant to the Town Code, an applicant who applies for Special Exception Use approval will need to meet the criteria listed in **Sec. 78-184** of the Code. The Town Commission may also include conditions of approval pertaining to special exception uses such as:

1. Limit the manner in which the use is conducted, including restricting the time an activity may take place and/or restraints to minimize such effects as noise, vibration, air pollution, glare and/or odor.
2. Establish a special setback, open space requirement, and/or lot area or dimension.
3. Limit the height, size, and/or location of a building or other structure.
4. Designate the size, number, location and/or nature of access points (vehicle and pedestrian).
5. Designate the size, location, screening, drainage, type of surfacing material and/or other improvement of a parking and/or loading area.
6. Limit or otherwise designate the number, size, location, height and/or lighting of signs.
7. Require the use of, and designate the size, height, location and/or materials for, berming, screening, landscaping and/or other facilities to protect and/or buffer adjacent or nearby property, including designating standards for installation and/or maintenance of the facilities.

8. Require the protection and/or relocation of additional trees, vegetation, water resources, wildlife habitat and/or other appropriate natural resources.
9. Require specific architectural details and/or design that produces a physical development which is compatible in appearance with the uses permitted by right in the zoning district.
10. Specify other conditions of approval to permit development of the special exception use in conformity with the intent and purpose of this Code and the town's comprehensive plan.

Staff recommends the following Text Amendments to Sections 78-2 and 78-71 of the Town of Lake Park Code of Ordinances:

Sec. 78-2 Definitions:

Animal Day Care Establishment. An indoor facility operated between the hours of 7am-10pm, for the purpose of providing care and protection of domesticated animals, no overnight boarding.

Animal Grooming Establishment. An indoor facility operated between the hours of 7am-10pm which accepts domesticated animals for bathing, clipping, dipping, pedicuring or other related grooming services (not to include breeding, veterinary, dentistry or overnight boarding).

Animal Service Establishment. Any establishment having an outdoor component ^a and any establishment which may include any of the following uses as specified in the individual zoning district.

(1) **Pet Stores** ^a. An indoor facility operated for the sale of domesticated animals, which includes overnight boarding;

(2) **Boarding Kennel** ^a. An indoor facility, where domesticated animals are boarded during the daytime or kept overnight.

Definition Attached as Exhibit "C"

Section 10-155 Attached as Exhibit "B"

^a Noise nuisances which exceed permitted decibel levels as prescribed in the Town Code in Section 10-155 shall be mitigated by requiring extra insulation or any other improvements which is certified by a licensed noise professional and submitted to the Town's Community Development Department under a building permit application. Boarding shall be limited to domesticated animals. The Town Commission may require sound proofing or additional setbacks and landscaping to minimize noise and visual impacts on adjacent properties. Outdoor runs shall be paved or turfed, fenced, and connected to a Town-approved wastewater treatment facility and shall not be located any closer than 40 feet from adjacent residentially-zoned properties.

Animal Indoor Training Center. A facility operated between the hours of 7am-10pm for the teaching and training of domesticated animals.

Automotive Service Station. An establishment engaged in the retail sale of gasoline or other motor fuels, which may include accessory activities such as the sale of automotive accessories or

supplies, the lubrication of motor vehicles, the minor adjustment or minor repair of motor vehicles, and a convenience store selling retail goods .

Funeral Home. An establishment engaged in preparing deceased human beings for burial, and managing and arranging funerals.

Hospital, Sanitarium or Medical Center. A facility for humans or animals, which provides primary, secondary, or tertiary medical care, emergency medical services, including preventive medicine, diagnostic medicine, treatment and rehabilitative service, medical training programs, medical research, and may include association with medical schools or medical institutions.

Motel/Hotel. A commercial establishment used, maintained or advertised as a place where sleeping accommodations are supplied for short term rents to tenants. The establishment may be constructed in a bulding or a group of buildings and may include one or more accessory uses such as dining rooms/restaurant or convenience/retail stores.

Pet Shop. An indoor facility operated between the hours of 7am-10pm for the purpose of selling animal accessories.

Substance Abuse Treatment Facility. A facility having one or more service components and operated by service providers licensed by the State of Florida as defined in Chapter 397, Fla. Statute.

Vehicle Sales and Rentals. An establishment engaged in the sale or rental from the premises of new or used motor vehicles or equipment, watercraft, recreational vehicles or mobile homes, with or without incidental service, maintenance or repair. Typical uses include new and used automobile sales, automobile rental, boat sales, boat rental, mobile home. The sale or rental of industrial or agricultural vehicles is prohibited.

Sec. 78-71. C-1 Business District.

Within the C-1 Business District, the following regulations shall apply:

(1) Uses permitted. Within the C-1 business districts, no building, structure or land shall be used and no building shall be erected, structurally altered or enlarged, unless otherwise permitted by these regulations, except for the following uses:

- a. **Animal Day Care Establishment**
- b. **Animal Grooming Establishment**
- c. **Animal Indoor Training Center**
- a. d. Appliance stores, including radio and television services.
- b. e. Bakeries the products of which are sold at retail but not produced on the premises.
- e. f. Banks.
- d. g. Barbershops, beauty shops, chiropodists, masseurs.
- e. h. Fertilizer, stored and sold at retail only.
- f.—Gasoline and other motor fuel stations.
- g. i. Laundry pickup stations.
- h.—Mortuaries.
- i.—Motels.

- ~~j. Vehicle sales and rentals, including and accessory sales of parts and components and accessory repair shops on property on which a permanent building is erected and which building is used solely in connection with the use and where no part of the open storage area is within 25 feet of any street line provided that:

 - ~~1. The use is not within 500 feet of the same use, i.e., sales to sales, rentals to rentals, etc.;~~
 - ~~2. No vehicles, boats or wave runners are tested or repaired outside of a building designed for such purposes; and~~
 - ~~3. The parking requirements for the use are met over and above any areas provided for vehicles, boats or wave runners, which are part of the specific business.~~~~
- ~~k. j. Offices, business and professional.~~
- ~~l. k. Outdoor miniature golf courses, all objects limited to eight feet in height and such building or premises is located not less than 500 feet from the premises of an existing nursery school, elementary school or high school.~~
- l. Pet Shop
- m. Restaurants.
- n. Shops, including shops for making articles without use of machinery, to be sold, at retail on the premises.
- o. Indoor Theatres.
- ~~p. No living quarters shall be permitted in any business or commercial structure or upon a lot or parcel upon which a business or commercial structure is situated.~~
- ~~q. Hospitals, sanitariums and medical clinics.~~
- ~~r. Motels without shop fronts or stores facing the street.~~
- ~~e. Substance abuse treatment facilities, provided that any such facility shall not be located within a radius of 1,000 feet of another existing facility or within 1,500 feet of a residential zoning district.~~
- t.p. Instructional studios; including but not limited to, studios for the instruction of the martial arts, dance, voice, drama, speech, gymnastics, yoga, exercise, painting, photography, music, and other similar instructional studio uses which are deemed appropriate by the Town's community development director.
- ~~u. g. Transient residential use~~

(2)

Special exception uses permitted pursuant to section 78-184:

- a. Animal Service Establishment
- b. Automotive Service Station
- c. Funeral home
- d. Hospital, Sanitarium or Medical Clinic
- e. Motel/Hotel
- f. Substance abuse treatment facilities, provided that any such facility shall not be located within a radius of 1,000 feet of another existing facility or within 1,500 feet of a residential zoning district.
- g. Vehicle Sales and Rentals, including accessory sales of parts and components and accessory repair shops on property on which a permanent building is erected and which building is used solely in connection with the use and where no part of the open storage area is within 25 feet of any street line provided that:

 1. The use is not within 500 feet of the same use, i.e., sales to sales, rentals to rentals, etc.;
 2. No vehicles, boats or wave runners are tested or repaired outside of a building designed for such purposes; and
 3. The parking requirements for the use are met over and above any areas provided for vehicles, boats or wave-runners, which are part of the specific business.

Recommended Motion: Staff recommends that the Town Commission make a motion to ADOPT Ordinance 08-2013 on second reading.

Exhibit "D"
7/17/2013



Town of Lake Park Town Commission

Agenda Request Form

Meeting Date: July 17, 2013

Agenda Item No. *Tab 6*

Agenda Title: Authorizing Commissioner Flaherty to Serve as the Town's Facebook® Administrator

- SPECIAL PRESENTATION/REPORTS
 - BOARD APPOINTMENT
 - PUBLIC HEARING ORDINANCE ON _____ READING
 - NEW BUSINESS**
 - OTHER: _____
- CONSENT AGENDA
 - OLD BUSINESS

Approved by Town Manager *[Signature]* Date: 7/1/13

Dale S. Sugerman, Ph.D./Town Manager
Name/Title

| | | |
|---|--|--|
| Originating Department: Town Manager | Costs: \$ 0.00 Funding Source: Acct. # <input type="checkbox"/> Finance _____ | Attachments: Outline of proposal to serve as Facebook® Administrator for the Town |
| Advertised: Date: _____ Paper: _____ <input checked="" type="checkbox"/> Not Required | All parties that have an interest in this agenda item must be notified of meeting date and time. The following box must be filled out to be on agenda. | Yes I have notified everyone _____ or Not applicable in this case <i>[Signature]</i> Please initial one. |

Summary Explanation/Background:

Commissioner Flaherty has proposed to serve as the Town's Facebook® Administrator. A copy of his proposal is attached. If approved, Commissioner Flaherty will take control of all of the various Facebook® pages and passwords. He is offering to provide this service at no cost to the Town.

Recommended Motion: I move to authorize Commissioner Flaherty to serve as the Town's Facebook® Administrator.

Lake Park Overhaul of Facebook Social Sites

Goal

By reaching an audience that has already shifted its attention to a free media tool, the Town can use Facebook to send its message to already engaged individuals, visitors, businesses, and all end users.

What are Social Networks?

Social networking sites are platforms that connect people and allow them to engage.

The most popular sites, such as Facebook and MySpace, also have groups and listing features, which allow targeted organization of dialogue and sharing. Members can share comments, links, photos, videos, and more.

Social networking sites make it easy for members to connect with others who have similar interests or affiliations, and establish contact networks.

Government Use of Social Networks

Social networking sites can help your municipality promote government information and services. Many government agencies now use tools like Facebook to bring people together around their agency's work and information. Social networks expand the government's outreach capabilities and improve our ability to interact with and serve the public.

"What are Social Networks" and "Government use of Social Networks" information collected from <http://www.howto.gov/social-media/social-networks>

Current Lake Park PROFILES "Wrong way to represent on Facebook"

Recreation

https://www.facebook.com/lakepark.recreation?fref=pb&hc_location=friends_tab

129 Friends

Marina

<https://www.facebook.com/lakeparkmarina>

204 Friends

Library

https://www.facebook.com/LakeParkPublicLibrary?fref=pb&hc_location=friends_tab

30 Friends

Park Ave

https://www.facebook.com/parkavenue.lakepark?fref=pb&hc_location=friends_tab

224 Friends

Facts from Facebook's Official Policy

- Facebook profiles are meant to represent a single individual
- Organizations of any type are not permitted to maintain an account under the name of their organization
- If you create a profile for your business, your account may be disabled for violating our Terms of Use.
- All personal site features, such as friending and messaging, are also for personal use only and may not be used for professional promotion.
- Businesses are only allowed to open **pages NOT profiles**. A business which opens a profile page is in direct violation of TOS.
- Business pages do not allow the ability to invite friends - in fact business pages cannot maintain a friends list - they can only maintain a fan list.

- Facebook Pages have been created to allow organizations to have a presence on Facebook.
 - These Pages are distinct presences, separate from user profiles, and optimized for an organization's needs to communicate, distribute information/content, engage their fans, and capture new audiences virally through their fan's recommendations to their friends.
 - Facebook Pages are designed to be a media rich, valuable presence for any artist, business or brand.

Benefits of Pages

- Pages allow other users to become fans, but access to the individual profile pages are limited.
- Pages do allow updating your status (which gets shared with your fans).
- Pages allow: pictures, videos, discussion board, application, wall posts, groups and other interactive elements.
- Anyone can like a Page to see updates, user friendly.
- Pages are managed by admins who have personal timelines. Pages are not separate Facebook accounts and do not have separate login information from your timeline.
- Pages provide insights to help admins understand how people are interacting with the Page.
- Pages can have one or an unlimited number of admins to manage and share information.
- Facebook Pages for businesses and brands are public spaces.
- Pages act as a website.
- Are indexed in Google.
- Pages allows informal, personal engagement over polished media-speak.
- Allows joining of conversations already underway, occurring on the audience's terms.

Current Lake Park PAGES "Correct way to represent our Town on Facebook"

Town of LP

<https://www.facebook.com/pages/Town-of-Lake-Park/154711847904167>

18 Likes

*Ownership can be requested

Harbor Marina

<https://www.facebook.com/pages/Lake-Park-Harbor-Marina/101634139961766>

8 Likes

*Ownership can be requested

Library

https://www.facebook.com/pages/Lake-Park-Public-Library/120023311370984?fref=pb&hc_location=profile_browser

25 Likes

**Request admin privileges

*Ownership can be requested

CRA

<https://www.facebook.com/LakeParkCra>

11 Likes

**Request admin privileges

*Ownership can be requested, when many people try accessing a page that hasn't been created Facebook automatically creates a page. Now a page exists with no direct owner representing our community and departments. With staff and commission approval I can request ownership of these pages so Lake Park can claim its space on Facebook and visitors to our Pages can begin to socialize and showcase the Lake Park community.

**Request admin privileges, these pages I will need to identify the current admins and request to be added as an additional admin with privileges.

Above the library has both "request admin" and "ownership can be requested". With Facebook pages anybody can create and manage a page on an organization, it takes official proof to have the ability to state you're the official page of, Per. Ex Lake Park Library.

My planned process to accomplish "Overhaul" goal

1. Receive permission by Town staff and Commission to act on the Town's behalf to claim ownership of all occurrences of the Town of Lake Park and departments on the social site Facebook.
2. Obtain current usernames & passwords and/or request to secure current profiles & pages.
3. Secure all occurrences of the Town on social media.
4. Develop timeline to convert all friends, pictures and events over to our new Pages.
5. Create custom page cover photos.
6. Add existing departments pages to our Featured list
 - Marina
 - CRA
 - Library
 - Recreation Dept.
 - Police & Fire Departments
7. Add Constant Contact Newsletter signup in header.
8. Develop Interactions
 - Town officials
 - Residents
 - Businesses
 - Guest of the town
9. Managing the page and keeping content fresh
 - Third party applications can syndicate the RSS feed from our current websites into pages
 - Share
 - Events
 - Up to the minute updates
 - Share local non-profit community events
 - Survey the expected attendance level
 - Meetings
 - New Business Start ups
 - Town accomplishments and recognitions
 - Holidays
 - Public service announcements
 - Department pages such as the Marina when posting and sharing the monthly Sunset event would also share with the Lake Park page, posting only once but sharing the event with the Towns page as a hub for all activities.

End Note

This is a request for permission to improve the Town of Lake Park's Facebook presence.

This is an effort to improve the Town's social presence and I Commissioner Flaherty will do this in my personal time, no strings attached and all at no charge to the Town.