



**Minutes
Town of Lake Park, Florida
Regular Commission Meeting
Wednesday, March 21, 2018, 6:30 PM
Town Commission Chamber, 535 Park Avenue**

The Town Commission met for the purpose of a Regular Commission Meeting on Wednesday, March 21, 2018 at 6:30 p.m. Present were Mayor Michael O’Rourke, Vice-Mayor Kimberly Glas-Castro, Commissioners Erin Flaherty, Anne Lynch, Town Manager John O. D’Agostino, Attorney Thomas Baird, and Town Clerk Vivian Mendez. Commissioner Roger Michaud was absent.

Town Clerk Mendez performed the roll call and Mayor O’Rourke led the pledge of allegiance.

SPECIAL PRESENTATIONS/REPORTS: None

PUBLIC COMMENT:

John Linden asked for clarification of the public comment process regarding agenda items. He asked if the public would have an opportunity to comment on each item following the discussion of the Commission. Mayor O’Rourke explained that public comment cards must be submitted before the item is discussed. He explained that members of the public had an opportunity to address agenda and non-agenda items.

CONSENT AGENDA:

- 1. August 9, 2017 General Public Meeting Minutes, Redevelopment Management Associates: Federal Highway Mixed-Use District.**
- 2. October 23, 2017 General Public Meeting Minutes, Redevelopment Management Associates: Federal Highway Mixed-Use District.**
- 3. January 16, 2018 General Public Meeting Minutes, Redevelopment Management Associates: Federal Highway Mixed-Use District.**
- 4. January 24, 2018 Town Hall Community Forum Meeting Minutes.**
- 5. April 2018 Water Conservation Month Proclamation.**

Motion: Commissioner Flaherty moved to approve the consent agenda; Commissioner Lynch seconded the motion.

Vote on Motion:

Commission Member	Aye	Nay	Other
Commissioner Flaherty	X		
Commissioner Lynch	X		
Commissioner Michaud			Absent
Vice-Mayor Glas-Castro	X		
Mayor O’Rourke	X		

Motion passed 4-0.

PUBLIC HEARING(S) – ORDINANCE ON FIRST READING:

None

PUBLIC HEARING(S) – ORDINANCE ON SECOND READING:

None

NEW BUSINESS:

6. Distribution of the Annual Town Manager Performance Evaluation Form to the Town Commission.

Town Manager D’Agostino explained the item and asked that the evaluations be returned no later than April 13, 2018. He explained that the results were scheduled to appear on the May 2, 2018 Regular Commission Meeting Agenda. Vice-Mayor Glas-Castro asked if the evaluation could be sent to the Commission in pdf file format. Town Manager D’Agostino explained that staff would forward an electronic copy of the evaluation form to the Commission.

7. Resolution No. 16-03-18 Establishing the Town of Lake Park Facility Rental Handbook.

Town Manager D’Agostino requested to postpone the discussion of Resolution No. 16-03-18. He explained that the fees listed within the Facility Rental Handbook were to be incorporated and cross-referenced with the Town of Lake Park Master Fee Schedule. Vice-Mayor Glas-Castro suggested additional language regarding noise compliance regulations. Mayor O’Rourke agreed with the suggestion of the Vice-Mayor. Town Manager D’Agostino explained that a workshop would be scheduled to discuss hours of operation, canines, and noise ordinances at Kelsey and Lake Shore Parks. Mayor O’Rourke asked when would the selection of the workshop date appear as an agenda item. Town Clerk Mendez explained that the item would appear on the April 4, 2018 Regular Commission Meeting agenda. Commissioner Flaherty asked for a report of the number of facility rentals and rates for the past year. Consensus of the Town Commission to postpone the agenda item.

8. Resolution No. 17-03-18 Authorizing the Town Manager to Sign an Agreement with PR Guru, LLC to provide 12 monthly newsletters electronically and hard copy for distribution to residents.

Town Manager D’Agostino explained the item (see Exhibit “A”). Commissioner Flaherty asked if the newsletter would be inclusive of the CRA, Public Works and the Library. Town Manager D’Agostino explained that the newsletter would be inclusive of all departments and the CRA. Commissioner Flaherty asked who maintains the Library Newsletter. Library Director Karen Mahnk explained that the Library distributes information (monthly updates/newsletters) via email blast. Commissioner Lynch asked if the Town could contract the services of PR Guru for six months. Town Manager D’Agostino explained that services could be contracted for six months, thereafter the Commission could request for the continuation of service. Vice-Mayor Glas-Castro asked if the Town Manager D’Agostino would review the newsletters prior to publication. Town Manager D’Agostino explained that staff would provide information and review

the newsletters prior to publication. Mayor O'Rourke asked for clarification of the contract listed within Exhibit "A", he suggested that a format be established for information to include in the monthly newsletter. Mayor O'Rourke asked how the Town would measure the services of PR Guru per the fee listed in within Exhibit "A". Town Manager D'Agostino explained that a format can be established and that the contract could be revised. Commissioner Lynch asked if the Town had researched other public relations companies. Town Manager D'Agostino explained that PR Guru specializes in public relations media for governments.

Motion: Commissioner Flaherty moved to approve Resolution No. 17-03-18; Vice-Mayor Glas-Castro seconded the motion.

John Linden expressed concerns regarding the proposed contract within Exhibit "A". Discussion ensued with regard to the distribution of the newsletter. Town Manager D'Agostino explained that the Town's constant contact communication distributes information to about two thousand residents. He explained that it would be very costly to mail newsletters to every property in the Town. He explained that the printed newsletters would be distributed throughout the community (e.g., Publix), and per informational requests.

Vote on Motion:

Commission Member	Aye	Nay	Other
Commissioner Flaherty	X		
Commissioner Lynch	X		
Commissioner Michaud			Absent
Vice-Mayor Glas-Castro	X		
Mayor O'Rourke	X		

Motion passed 4-0.

9. Changeable Copy Signs Discussion Item.

Town Manager D'Agostino explained the item. Attorney Baird suggested the addition of definition for "Electric Changeable Copy Signs" to the Town Code of Ordinances. Discussion ensued about permissible LED electronic signage. Town Manager D'Agostino explained that staff would draft language and the item will appear on a future Regular Commission Meeting agenda.

10. Signage in Front of Town Hall.

Town Manager D'Agostino explained the item. Discussion ensued regarding electronic signage in front of Town Hall. Town Manager D'Agostino explained that staff would obtain the costs of three different styles of signage

11. Alternate Date Selection for 2nd Park Avenue Downtown District Workshop.

Town Manager D'Agostino explained the item followed by brief discussion of possible dates.

Motion: Commissioner Flaherty moved to reschedule the PADD Workshop to June 27, 2018 at 6:30 p.m.; Vice-Mayor Glas-Castro seconded the motion.

Vote on Motion:

Commission Member	Aye	Nay	Other
Commissioner Flaherty	X		
Commissioner Lynch	X		
Commissioner Michaud			Absent
Vice-Mayor Glas-Castro	X		
Mayor O'Rourke	X		

Motion passed 4-0.

TOWN ATTORNEY, TOWN MANAGER, COMMISSIONER COMMENTS:

Town Attorney Baird had no comments.

Town Manager D'Agostino announced that pipeline installation would occur on Thursday, March 22, 2018. He announced that the Silver Sneakers program registration was open. He announced that Town Hall Offices would be closed on Friday, March 30, 2018. He announced that Sunset Celebration would be held on Friday, March 30, 2018 at the Lake Park Harbor Marina, 6:00 p.m.- 9:00 p.m. He announced the Town of Lake Park Easter Egg Hunt would be held on Saturday, March 31, 2018, 9:00 a.m.-11:00 a.m. at Kelsey Park. He announced that Monday, April 2, 2018 was the deadline to submit a matching grant fund application to the Town. He announced that the Vision Lake Park Banner would be displayed on U.S. Highway 1 for a total of sixty days. He announced that the Vision Lake Park Marketing event would be held on Wednesday, May 9, 2018 at the Lake Park Harbor Marina. He announced that the information regarding the Request for Proposals for 800 Park Avenue would be forthcoming. Discussion ensued with reference to reasonable and nominal fees for rental of 800 Park Avenue and performance measures for the tenant. He announced the current state/ non-existence of the Community Redevelopment Agencies in unincorporated areas of Palm Beach County. He announced that the building located at 801 Park Avenue would be occupied within six months.

Commissioner Lynch introduced Samuel Brummer from the City of Soleil, Haiti. She announced that Friends of the Lake Park Library planned to donate 100 boxes of books to City of Soleil Library and Community Center (Sister-City).

Commissioner Michaud was absent.

Commissioner Flaherty thanked Town Manager D'Agostino and staff for their efforts regarding signage. He thanked Samuel Brummer for choosing to collaborate with the Lake Park Public Library.

Vice-Mayor Glas-Castro announced that the Palm Beach County League of Cities would meet on Wednesday, March 28, 2018, Gaines Park Community Center in West Palm Beach. She thanked Town Manager D'Agostino for attending the Broward County Commissioners Meeting in support of the Village of Palm Springs.

Mayor O'Rourke announced the Traffic Calming Commission Workshop on April 18, 2018 at 6:00 p.m. He announced the Community Forum on April 25, 2018. He announced that he anticipated the March 30, 2018 Sunset Celebration and the Easter Egg Hunt on March 31, 2018 to be great events. He announced vacancies on the Town of Lake Park Tree Board and encouraged the participation; he announced that volunteer applications were available on the Town Website.

Future Agenda Items:

Creation of a Committee for the Veteran's Day Parade Event.

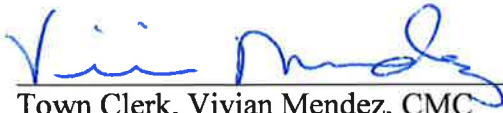
Creation of a Committee for the use and design of Bert Bostrom Park.

ADJOURNMENT

There being no further business to come before the Commission and after a motion to adjourn by Commissioner Flaherty and seconded by Commissioner Lynch, and by unanimous vote, the meeting adjourned at 8:34 p.m.



Mayor Michael O'Rourke



Town Clerk, Vivian Mendez, CMC



Deputy Town Clerk, Shaquita Edwards



FLORIDA
Approved on this 4 of April, 2018

Exhibit "A"



Town of Lake Park Town Commission

Agenda Request Form

Meeting Date: March 21, 2019

Agenda Item No. Tab 8

Agenda Title: Resolution Authorization the Town Manager to Sign an Agreement with My PR Guru, LLC to provide 12 monthly newsletters electronically and hard copy for distribution to residents

- Special Presentation/Reports, Board Appointment, Public Hearing Ordinance on Reading, New Business, Other, Consent Agenda, Old Business.

Approved by Town Manager [Signature] Date: 3-16-18

John O. D'Agostino, Town Manager

Name/Title

Table with 3 columns: Originating Department, Costs, Attachments, Advertised, and notification status.

Summary Explanation/Background: In the budget initiatives for this fiscal year, the Administration proposed to hire a consultant to complete twelve issues of a monthly newsletter both electronically and in hard copy concerning current events, community activities and department reports for residents of Lake Park.

For example, had we instituted the newsletter format, the meeting on Saturday March 10, 2018 between the Commission, Staff and Northern Drive Residents would have been

featured in the next edition of a newsletter. The purpose of a newsletter is to supplement information not covered by the local news media. As you are aware, we get little coverage from the local media outlets. Therefore, often times the Town operates without coverage and residents do not know what is going on with their government.

A newsletter will provide the town the opportunity to convey important public information to residents. The problem for staff will be to develop the content and to manage that content to convey the right message.

At the time of the budget vote, the Town did not have sufficient funding to allow for this expenditure. We believe we must provide funding for this initiative now so that in the next fiscal year, we can have it built into the operating budget as an ongoing program.

If we were to commence the production of the newsletter, the first issue would occur the following month depending upon content availability. The sole purpose of the contract will be to design an electronic and print version of the newsletter and to develop the content for each article. If we start mid-budget year, the amount would be \$6,000 instead of the \$12,000.

Recommended Motion: Move to permit the Town Manager to sign the Agreement between MY PR GURU, LLC and the Town of Lake Park.

RESOLUTION NO. 17-03-18

**A RESOLUTION OF THE OF THE TOWN COMMISSION
OTF THE TOWN OF LAKE PARK AUTHORIZING AND
DIRECTING THE TOWN MANAGER TO EXECUTE A
SERVICE CONTRACT WITH MY PR GURU, LLC TO
PROVIDE STRATEGIC COMMUNICATION SERVICES;
AND PROVIDING FOR AN EFFECTIVE DATE.**

WHEREAS, the Town is a municipal corporation of the state of Florida with such power and authority as has been conferred upon it pursuant to the Florida Constitution and Chapter 166, Florida Statutes; and

WHEREAS, the Town of Lake Park desires to contract with PR GURU to have it design and create a monthly newsletter for Town residents; and

WHEREAS, MY PR GURU, LLC in coordination with the Town Manager would be responsible for researching and writing the content of the newsletter on a monthly basis; and

WHEREAS, MY PR GURU, LLC will provide the once monthly newsletter in electronic e-mail friendly format; and

WHEREAS, MY PR GURU, LLC will also provide a monthly companion graphically designed print version of the monthly newsletter containing similar content to the electronic newsletter; and

WHEREAS, MY PR GURU, LLC will provide a print-ready graphic file, will be a bi-fold 8.5 by 11 inch four page collateral piece; and

WHEREAS, Exhibit A of the contract is incorporated and is part of the resolution; and

NOW THEREFORE, be it resolved by Board of Commisioners of the Town of Lake Park; that

Section 1. The whereas clauses are incorporated herein.

Section 2. The Town Manager is authorized and directed to execute the Service Agreement between the Town of Lake Park and MY PR GURU LLC, a copy of which is attached hereto and incorporated herein.

Section 3. This Resolution shall take effect upon its execution.

AGREEMENT

THIS AGREEMENT is made and entered into as of this _____ day of _____ 2018 by and between My PR Guru, LLC, (hereinafter referred to as "the Agency") a Florida LLC, located at 11419 W. Palmetto Park Road, #971402, Boca Raton, Florida, 33497 and the Town of Lake Park, Florida (hereinafter referred to as the "Client") located at 535 Park Avenue, Lake Park, FL 33403 for a period of twelve (12) months.

WITNESSETH

WHEREAS, the Client desires to employ the public relations, crisis management, and media relations services available through the Agency; and

WHEREAS, the Client has determined that the Agency is qualified and willing to render these services;

The parties hereto agree as follows:

I. APPOINTMENT

The Client hereby retains the Agency and authorizes it to act as its agent in accord with the terms of this agreement. This appointment becomes effective upon the parties' execution of this Agreement execution and shall remain in full force and effect until terminated per terms below.

II. AGENCY FEE

The Client shall pay the Agency a monthly fee for services as detailed on EXHIBIT A, which is attached hereto and incorporated herein.

III. MATERIALS AND SERVICES

All charges to client will be billed monthly and will include all agency fees and client-approved outside vendor and/or media charges.

Agency services and fees have been agreed to and defined on the attached EXHIBIT A. The EXHIBIT may be modified through mutual, written consent of both parties.

Client may modify, reject, cancel, or stop work in progress at by delivering written notice. In this event, however, Client will retain sole liability for all commitments made by the Agency prior to such action, and reimburse Agency for all of Agency's charges and expenses for work begun with Client approval, prior to the delivery of the written notice

IV. OWNERSHIP OF MATERIALS

All completed materials created and/or produced by the Agency and accepted by the Client shall become the property of the Client upon receipt by the Agency of payment in full for all services rendered by the Agency during the effective dates of this agreement. Such materials created by the Agency on behalf of the client are public records.

V. SHIPPING

All shipping, express package or express mail charges incurred by the Agency on behalf of the Client will be billed to the Client at cost.

VI. GENERAL TERMS

Client acknowledges that Agency cannot guarantee results, media coverage or exposure, as campaigns, crisis communications, media relations, public relations, marketing and other similar efforts involve third parties. The Client further agrees to indemnify and hold harmless the Agency from any and all claims, judgements or costs incurred by Client, including reasonable attorney's fees, resulting from any actions taken by Agency or that the Agency may become involved by reason of any contractual action taken on behalf of the Client.

The Agency will take reasonable care of all materials Client entrusts to the Agency and return such materials upon the expiration of this Agreement so long as all bills have been paid by the Client. Any document provided to the Agency by the Client and designated in writing as containing confidential, proprietary or privileged information will not be disclosed to any third party, unless required by law, court order, or relevant regulation. The Agency will not be responsible for the loss or destruction of such materials, or the inadvertent disclosure of confidential information, unless such loss, destruction, or disclosure is caused by the Agency's own negligence.

VII. EMPLOYMENT OF AGENCY PERSONNEL

During the term of this Agreement and for a period of one year following its termination, the Client agrees not to hire any employee (past or

present) of the Agency who worked on the Client's account while employed by the Agency.

VIII. TERMINATION

Either party hereto may terminate this agreement by giving ninety days (90) prior written notice thereof by certified mail or registered mail to the other party. Unused or unpublished advertising materials, copy, presentations, plans and/or ideas prepared or proposed by the Agency will remain the Agency's property regardless of whether or not the physical embodiment of such items is in the Client's possession in any form. For use of any such items by the Client, the Agency shall be compensated at its prevailing rates.

IX. AMENDMENTS TO AGREEMENT

Any amendments or modifications to this agreement shall be invalid unless made in writing and executed by the parties to this agreement or authorized representatives thereof.

X. ARBITRATION

If either party has any dispute directly or indirectly arising out of or relating to either party's performance pursuant to this Agreement, it may be settled by arbitration before and in accordance with the rules of the American Arbitration Association. Any judgment upon the award rendered by the arbitrator or arbitrators may be entered in any court having jurisdiction.

XI. CHOICE OF LAW/VENUE

This agreement shall be construed in accordance with and governed by the laws of the State of Florida. Venue for any arbitration shall be in Palm Beach County at a location mutually agreeable to the parties hereto.

IN WITNESS WHEREOF, the parties hereto have set their hands by their duly authorized agents on this ____ day of February, 2018.

On Behalf of the Town of Lake Park, Florida

On Behalf of My PR Guru, LLC

EXHIBIT A

FEE

The Agency and Client have agreed to the following Agency services and fees:

In full consideration for the performance of the Services hereunder and detailed in Section I, the Client shall pay the Agency on a monthly retainer basis at the agreed upon rate of \$1,000.00 /month. Third party vendor costs not included, but billed at cost with no markup.

Agency will provide the below listed services, representing a monthly time commitment of twenty (20) hours. Agency will inform Client if time commitment is approaching twenty (20) hours in any single calendar month and seek Client approval for any additional work over twenty (20) hours. Upon written approval by Client, Agency will exceed twenty (20) hours in a single calendar month at a compensation of \$150/hour. If Agency does not inform Client in advance of additional hours, or if Agency does not receive written approval in advance for additional hours, additional hours will not be billed to Client.

Payments are due upon receipt of billing. The first payment (prorated if necessary) shall be due upon execution of the Agreement.

SERVICES

The Agency will serve as the town's strategic communications consultant. Services included is this agreement:

Newsletters:

The design and creation of a once-monthly electronic newsletter for Town residents. My PR Guru, LLC will be responsible for researching and writing the content on a monthly basis. The electronic newsletter will be in an e-mail friendly format.

Included in the services will be a monthly companion graphically designed print version of the newsletter containing similar content to the electronic newsletter. My PR Guru, LLC will provide client with a print-ready graphic file. Print version will be a bi-fold 8.5 x 11 inch, four page collateral piece. Client will be responsible for logistics and costs of printing and distribution.

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AGENDA

Lake Park Town Commission
Town of Lake Park, Florida
Regular Commission Meeting
Wednesday, March 21, 2018, 6:30 p.m.
Lake Park Town Hall
535 Park Avenue

Michael O'Rourke	—	Mayor
Kimberly Glas-Castro	—	Vice-Mayor
Erin T. Flaherty	—	Commissioner
Anne Lynch	—	Commissioner
Roger Michaud	—	Commissioner
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John O. D'Agostino	—	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. August 9, 2017 General Public Meeting Minutes, Redevelopment Management Associates: Federal Highway Mixed-Use District. Tab 1
 2. October 23, 2017 General Public Meeting Minutes, Redevelopment Management Associates: Federal Highway Mixed-Use District. Tab 2
 3. January 16, 2018 General Public Meeting Minutes, Redevelopment Management Associates: Federal Highway Mixed-Use District. Tab 3
 4. January 24, 2018 Town Hall Community Forum Meeting Minutes. Tab 4
 5. April 2018 Water Conservation Month Proclamation. Tab 5
- F. PUBLIC HEARING(S) - ORDINANCE ON FIRST READING:**
None
- G. PUBLIC HEARING(S) - ORDINANCE ON SECOND READING:**
None
- H. NEW BUSINESS:**
6. Distribution of the Annual Town Manager Performance Evaluation Form to the Town Commission. Tab 6
 7. Resolution No. 16-03-18 Establishing the Town of Lake Park Facility Rental Handbook. Tab 7
 8. Resolution No. 17-03-18 Authorizing the Town Manager to Sign an Agreement with PR Guru, LLC to provide 12 monthly newsletters electronically and hard copy for distribution to residents. Tab 8
 9. Changeable Copy Signs Discussion Item. Tab 9
 10. Signage in Front of Town Hall. Tab 10
 11. Alternate Date Selection for 2nd Park Avenue Downtown District Workshop. Tab 11
- I. 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.
- J. TOWN ATTORNEY, TOWN MANAGER, COMMISSIONER COMMENTS:**

K. **REQUEST FOR FUTURE AGENDA ITEMS:**

L. **ADJOURNMENT:**

Next Scheduled Regular Commission Meeting will be held on Wednesday, April 4, 2018