



**PUBLIC NOTICE
TOWN OF LAKE PARK
Virtual**

**Community Redevelopment Agency (CRA)
Board Meeting Immediately Following
Will be the Regular Commission Meeting
Wednesday, August 19, 2020
6:30 P.M.**

PURSUANT TO THE AUTHORITY CONTAINED GOVERNOR DESANTIS' EXECUTIVE ORDER NUMBER 20-69, THE TOWN OF LAKE PARK TOWN COMMISSION WILL BE UTILIZING COMMUNICATION MEDIA TECHNOLOGY AS PROVIDED IN SECTION 120.54(5)(b)2. FLORIDA STATUTE.

THE TOWN OF LAKE PARK WILL CONDUCT A COMMUNITY REDEVELOPMENT AGENCY (CRA) BOARD MEETING AND IMMEDIATELY FOLLOWING WIL BE THE REGULAR COMMISSION MEETING UTILIZING COMMUNICATION MEDIA TECHNOLOGY DUE TO GOVERNOR DESANTIS' EXECUTIVE ORDER 20-69 ON WEDNESDAY, AUGUST 19, 2020 AT 6:30 P.M. AND PUBLIC PARTICIPATION WILL OCCUR USING COMMUNICATION MEDIA TECHNOLOGY.

The meeting agenda can be found on the Town's website at www.lakeparkflorida.gov

Public comment must be submitted in 24-hour in advance of the meeting to the Town Clerk at townclerk@lakeparkflorida.gov.

Members of the public that wish to participate may do so by joining Zoom from your computer, tablet or smartphone via - Join Zoom Meeting

Join Zoom Meeting

<https://us02web.zoom.us/j/84565695089?pwd=bU5Uc21zMIJqQW9YV0ZITINOaU83QT09>

Meeting ID: 845 6569 5089

Passcode: 793829

Dial by your location

+1 929 205 6099 US (New York)

Meeting ID: 845 6569 5089

Passcode: 793829

(A) On March 20, 2020, Governor Ron DeSantis issued Executive Order 20-69, “Emergency Management – COVID-19 Local Government Public Meetings”, and

(B) Pursuant to Executive Order 20-69, the physical quorum and location requirements for public meetings are suspended, and the Town of Lake Park is authorized to hold public meetings Section 120.54(5)(b)2, Florida Statute (see below).

(C) The Town of Lake Park, Florida has implemented protocol for public meetings utilizing Communication Media Technology sited above.

The public may access the meeting by the methods prescribed above and provide public comment by submitting same to the Town Clerk at townclerk@lakeparkflorida.gov. For additional information, please contact the Town Clerk at 561-881-3311.

In accordance with the Americans with Disabilities Act (“ADA”), persons with disabilities requiring accommodations in order to participate in this public meeting should contact the Town Clerk’s Office at (561) 881-3311 no later than three (3) business days prior to such meeting.

Vivian Mendez, MMC
Town Clerk

Anyone wishing to appeal any decision made by the Lake Park Town Commission with respect to any matter considered at such meeting or hearing will need a record of the proceedings and, for such purpose, may need to ensure that a verbatim record of the proceeding is made, which record includes the testimony and evidence upon which the appeal is to be based.

One or more Town Commissioners and/or Board members may be participating in this meeting.

Posted: August 12, 2020

120.54(5)(b)2, Florida Statute.

2. Uniform rules for use by each state agency that provide procedures for conducting public meetings, hearings, and workshops, and for taking evidence, testimony, and argument at such public meetings, hearings, and workshops, in person and by means of communications media technology. The rules shall provide that all evidence, testimony, and argument presented shall be afforded equal consideration, regardless of the method of communication. If a public meeting, hearing, or workshop is to be conducted by means of communications media technology, or if attendance may be provided by such means, the notice shall so state. The notice for public meetings, hearings, and workshops utilizing communications media technology shall state how persons interested in attending may do so and shall name

locations, if any, where communications media technology facilities will be available. Nothing in this paragraph shall be construed to diminish the right to inspect public records under chapter 119. Limiting points of access to public meetings, hearings, and workshops subject to the provisions of s. 286.011 to places not normally open to the public shall be presumed to violate the right of access of the public, and any official action taken under such circumstances is void and of no effect. Other laws relating to public meetings, hearings, and workshops, including penal and remedial provisions, shall apply to public meetings, hearings, and workshops conducted by means of communications media technology, and shall be liberally construed in their application to such public meetings, hearings, and workshops. As used in this subparagraph, "communications media technology" means the electronic transmission of printed matter, audio, full-motion video, freeze-frame video, compressed video, and digital video by any method available.



**TOWN OF LAKE PARK
PUBLIC COMMENT SHEET**

**MEETING DATE: WEDNESDAY, AUGUST 19, 2020
VIRTUAL COMMUNITY REDEVELOPMENT AGENCY (CRA) MEETING
6:30 P.M.**

Instructions: *Please complete this sheet, including your name and address; once the sheet has been completed, please mail, place in the Dropbox outside of Town Hall, or email it to the Town Clerk at townclerk@lakeparkflorida.gov. The comments will be read into the record during the public comment portion of the meeting.*

Sheets must be received 24-hours in advance of the meeting.

Speakers are given 3 minutes

Name: _____

Address: _____

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:



**TOWN OF LAKE PARK
PUBLIC COMMENT SHEET**

**MEETING DATE: WEDNESDAY, AUGUST 19, 2020
VIRTUAL REGULAR COMMISSION MEETING
IMMEDIATELY FOLLOWING THE COMMUNITY
REDEVELOPMENT AGENCY BOARD MEETING**

Instructions: *Please complete this sheet, including your name and address; once the sheet has been completed, please mail, place in the Dropbox outside of Town Hall, or email it to the Town Clerk at townclerk@lakeparkflorida.gov. The comments will be read into the record during the public comment portion of the meeting.*

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Speakers are given 3 minutes

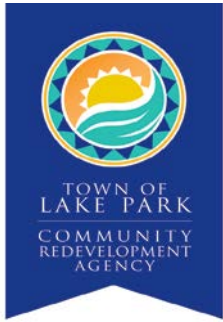
Name: _____

Address: _____

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

Special Call

Community Redevelopment Agency

Budget Meeting

Wednesday, August 19, 2020, 6:30 pm

Lake Park, Town Hall

535 Park Avenue

Michael O'Rourke	—	Chair
Kimberly Glas-Castro	—	Vice-Chair
Erin Flaherty	—	Board Member
Christiane Francois	—	Board Member
John Linden	—	Board Member
Roger Michaud	—	Board Member

John O. D'Agostino	—	Executive Director
Thomas J. Baird, Esq.	—	Agency Attorney
Vivian Mendez, MMC	—	Agency Clerk

PURSUANT TO THE AUTHORITY CONTAINED GOVERNOR DESANTIS' EXECUTIVE ORDER NUMBER 20-69, THE TOWN OF LAKE PARK TOWN COMMISSION WILL BE UTILIZING COMMUNICATION MEDIA TECHNOLOGY AS PROVIDED IN SECTION 120.54(5)(b)2. FLORIDA STATUTE.

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 PRESENTATION/REPORT:**

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 Agency 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. June 3, 2020 Community Redevelopment Agency Board Meeting Minutes Tab 1

F. **New Business:**
2. Resolution 54-08-20 Accepting the Community Redevelopment Agency Budget for Fiscal Year 2020/2021. Tab 2

G. **EXECUTIVE DIRECTOR REPORT:**

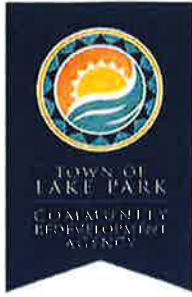
H. **BOARD MEMBER COMMENTS:**

I. **ADJOURNMENT**

Next Scheduled CRA Board Meeting will be conducted on September 2, 2020

Consent Agenda

TAB 1



Community Redevelopment Agency

Agenda Request Form

Meeting Date: August 19 2020

Agenda Item No.

Agenda Title: June 3, 2020 Community Redevelopment Agency Board Meeting Minutes.

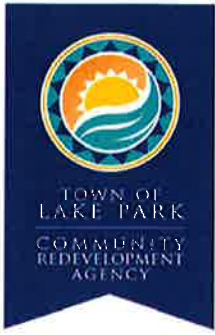
- [] SPECIAL PRESENTATION/REPORT [X] CONSENT AGENDA
[] OLD BUSINESS [] NEW BUSINESS: Resolution
[] DISCUSSION FOR FUTURE ACTION [] OTHER: General Business

Approved by Executive Director: [Signature] Date: 8-5-2020

[Signature]
Name, Title

Table with 3 columns: Originating Department (Agency Clerk), Costs (\$ 0.00), Attachments (-Minutes, -Exhibit "A").

Recommended Motion: I move to approve the June 3, 2020 Community Redevelopment Agency Board Meeting Minutes.



**Minutes
Town of Lake Park, Florida
Virtual Community Redevelopment
Agency Board Meeting
Wednesday, June 3, 2020, 6:30 p.m.**

The Community Redevelopment Agency (CRA) Board met for a regular meeting on Wednesday, June 3, 2020 at 6:40 p.m. Present were Chair Michael O'Rourke, Vice-Chair Kimberly Glas-Castro, Board Members Christine Francois, Rhonda "Jo" Brockman, and Roger Michaud, Executive Director John D'Agostino, Agency Attorney Thomas Baird, and Agency Clerk Vivian Mendez. Board Member Erin Flaherty was absent.

Agency Clerk Mendez performed the roll call and Board Member Linden led the pledge of allegiance.

Special Presentation/Report:

1. Strategic Marketing Presentation on Social Media Platforms and their results.

-Strategic Marketing

Emily O'Dea and Associates of Strategic Marketing presented to the CRA Board (see Exhibit "A"). Discussion ensued regarding social media platforms and targeted campaigns. Board Member Linden asked for clarification of the terms "Reach and Impressions", specific to the presented calculations. Ms. O'Dea explained that the term "Reach" referred to the number of people who viewed the post once. She explained that an "Impression" is the amount of times an individual viewed the post more than once. She explained that Facebook, Instagram, and other social media platforms kept track of users who viewed targeted campaigns. The Associates of Strategic Marketing continued their presentation, they explained the metrics and analytics of the Town of Lake Park CRA social media platforms. Discussion ensued, Executive Director D'Agostino, and CRA Board Members provided comments and recommendations regarding the presentation and future marketing initiatives. Chair O'Rourke thanked Strategic Marketing for their presentation.

2. Park Avenue Downtown District (PADD) Code Update Discussion.

Executive Director D'Agostino requested to postpone the above mentioned agenda item. He explained that staff would provide specific Ordinance modifications to present to the CRA Board. Chair O'Rourke suggested to send mailed notice of the upcoming discussion to business owners in the CRA. Executive Director D'Agostino agreed, and explained that notices would be mailed. Community Development Director Nadia DiTommaso explained that the future Ordinances would be specific to the PADD and expanded boundaries. Chair O'Rourke reiterated the importance of mailed notices.

Public Comment:

None

Consent Agenda:

3. March 4, 2020 Community Redevelopment Agency Board Meeting Minutes.

3a. Resolution 43-06-20 Approval of the Renewal of the Contract with Strategic Marketing.

Motion: Board Member Francois moved to approve the Consent Agenda; Board Member Michaud seconded the motion.

Board Member Linden asked for clarification of Resolution No. 43-06-20. Town Attorney Baird explained that the Renewal extended the agreement for one year.

Vote on Motion:

Board Member	Aye	Nay	Other
Board Member Erin Flaherty			Absent
Board Member Christiane Francois	X		
Board Member Roger Michaud	X		
Board Member John Linden	X		
Board Member Rhonda "Jo" Brockman			Abstained
Vice-Chair Kimberly Glas-Castro	X		
Chair Michael O'Rourke	X		

Motion passed 5-0.

OLD BUSINESS:

4. Discussion of CRA Surface Parking Lot Project.

Executive Director D'Agostino explained the item, and welcomed questions and comments from the CRA Board Members. The CRA Board Members had no comments or questions at this time.

NEW BUSINESS:

5. Resolution No. 37-06-20 to Enter into an Interlocal Agreement with Palm Beach County for the Installation and Maintenance of Decorative Art Wrapping on County-owned Traffic Control Cabinets in the Town of Lake Park CRA.

Executive Director D'Agostino explained the item.

Motion: Board Member Francois moved to approve Resolution No. 37-06-20; Board Member Linden seconded the motion.

Vote on Motion:

Board Member	Aye	Nay	Other
Board Member Erin Flaherty			Absent

Board Member Christiane Francois	X		
Board Member Roger Michaud	X		
Board Member John Linden	X		
Board Member Rhonda “Jo” Brockman			Abstained
Vice-Chair Kimberly Glas-Castro	X		
Chair Michael O’Rourke	X		

Motion passed 5-0.

Town Attorney Baird explained that Board Member Brockman would Abstain her vote if the item directly impacted her business. Board Member Brockman asked for clarification of the agenda item. Executive Director D’Agostino and Public Works Director Richard Scherle explained the purpose of the interlocal agreement. Public Works Director Scherle explained the interlocal agreement was applicable Town-Wide. He explained that the Town of Lake Park would be responsible for the maintenance and/or removal of the vinyl wrap.

Motion: Vice-Chair Glas-Castro moved to approve reconsider the previous discussion (agenda item number five); Board Member Michaud seconded the motion.

Vote on Motion:

Board Member	Aye	Nay	Other
Board Member Erin Flaherty			Absent
Board Member Christiane Francois	X		
Board Member Roger Michaud	X		
Board Member John Linden	X		
Board Member Rhonda “Jo” Brockman	X		
Vice-Chair Kimberly Glas-Castro	X		
Chair Michael O’Rourke		X	

Motion passed 5-1.

Vice-Chair Glas-Castro expressed concerns regarding the applicable boundaries of the interlocal agreement. She suggested that the Town of Lake Park enter an agreement instead. Public Works Director Scherle explained that the agenda item was related to the CRA Strategic Marketing Efforts. He explained that the County-Owned Traffic Control Boxes were definitely located within the CRA.

Motion: Vice-Chair Glas-Castro moved to approve Resolution No. 37-06-20 with discussion; Board Member Michaud seconded the motion.

Vote on Motion:

Board Member	Aye	Nay	Other
Board Member Erin Flaherty			Absent
Board Member Christiane Francois	X		
Board Member Roger Michaud	X		

Board Member John Linden	X		
Board Member Rhonda “Jo” Brockman	X		
Vice-Chair Kimberly Glas-Castro	X		
Chair Michael O’Rourke	X		

Motion passed 6-0.

6. Resolution No. 38-06-20 to Enter into a Three-year Agreement with Vincent and Sons Landscaping, Inc. for CRA Downtown Landscape Maintenance Services.

Executive Director D’Agostino explained the agenda item. Board Member Linden questioned the need to outsource landscaping services versus utilizing Public Works Personnel. Executive Director D’Agostino and Public Works Director Scherle explained that specialized experience, certifications, and licenses were required to complete the scope of services within Resolution No. 38-06-20. They explained the Landscape Maintenance Services could not be completed in-house. Board Member Francois requested clarification of the term of the agreement. Public Works Director Scherle explained the term, penalties, and clauses of the agreement.

Motion: Board Member Michaud moved to approve Resolution No. 38-06-20; Board Member Francois seconded the motion.

Vote on Motion:

Board Member	Aye	Nay	Other
Board Member Erin Flaherty			Absent
Board Member Christiane Francois	X		
Board Member Roger Michaud	X		
Board Member John Linden	X		
Board Member Rhonda “Jo” Brockman	X		
Vice-Chair Kimberly Glas-Castro	X		
Chair Michael O’Rourke	X		

Motion passed 6-0.

7. Discussion of Underground Utilities in the Lake Park CRA.

Executive Director D’Agostino and Public Works Director Scherle explained associated costs and alternatives regarding Underground Utilities in the CRA.

Public Comment:

None

EXECUTIVE DIRECTOR REPORT:

Executive Director D’Agostino provided an update regarding Dedicated IT and their efforts to complete construction. He explained that the owner of Dedicated IT was working in collaboration with, the Town of Lake Park, and Seacoast Utility Authority to

remedy issues. He provided a general update of ongoing initiatives of the CRA, and the need to incentivize developers. Chair O'Rourke suggested that the previous topic be addressed at a future CRA Workshop. Executive Director D'Agostino agreed.

BOARD MEMBERS COMMENTS:

Board Member Francois had no comments.

Board Member Brockman had no comments.

Board Member Linden had no comments.

Board Member Flaherty was absent.

Board Member Michaud had no comments.

Vice-Chair Glas-Castro had no comments.

Chair O'Rourke had no comments.

ADJOURNMENT

There being no further business to come before the CRA Board and by unanimous vote, the meeting adjourned at 8:37 p.m.


Chair, Michael O'Rourke

Agency Clerk, Vivian Mendez, MMC

Agency Deputy Clerk, Shaquita Edwards, MPA, CMC

Town Seal

Approved on this _____ of _____, 2020



JUNE 2020 MARKETING UPDATE

LAKE PARK

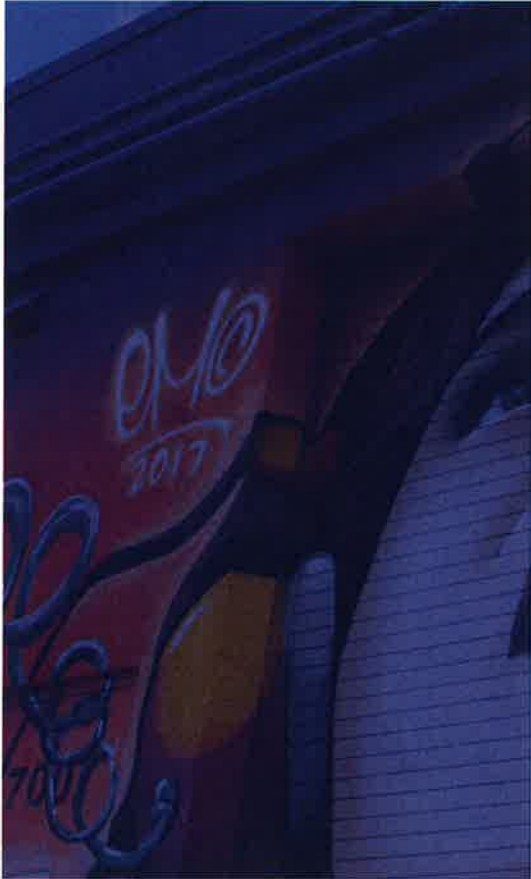
Presented By: Strategic Marketing



Table of Contents

Campaign Execution
Results
Refreshed Creative

Future Plans



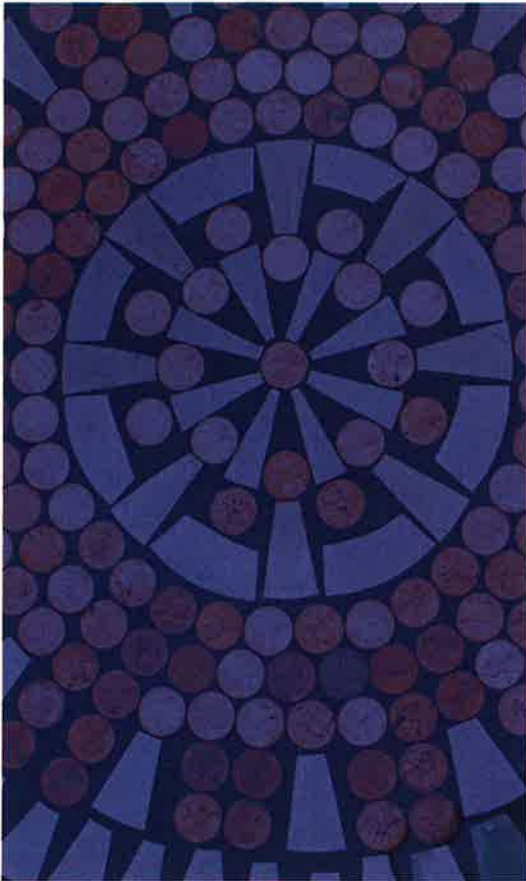
The Lake Park CRA

Positioning Statement & Marketing Plan

Social Advertising

Organic Social

Realtor Outreach



Lake Park is...

Eclectic & artsy
Rich in culture & authenticity
Friendly & compassionate

Positioning Statement

With a friendly atmosphere and inclusive spirit, the Town of Lake Park offers enriching entertainment and coastal amenities to enhance and complement the lifestyles of residents and visitors alike.

Value Proposition

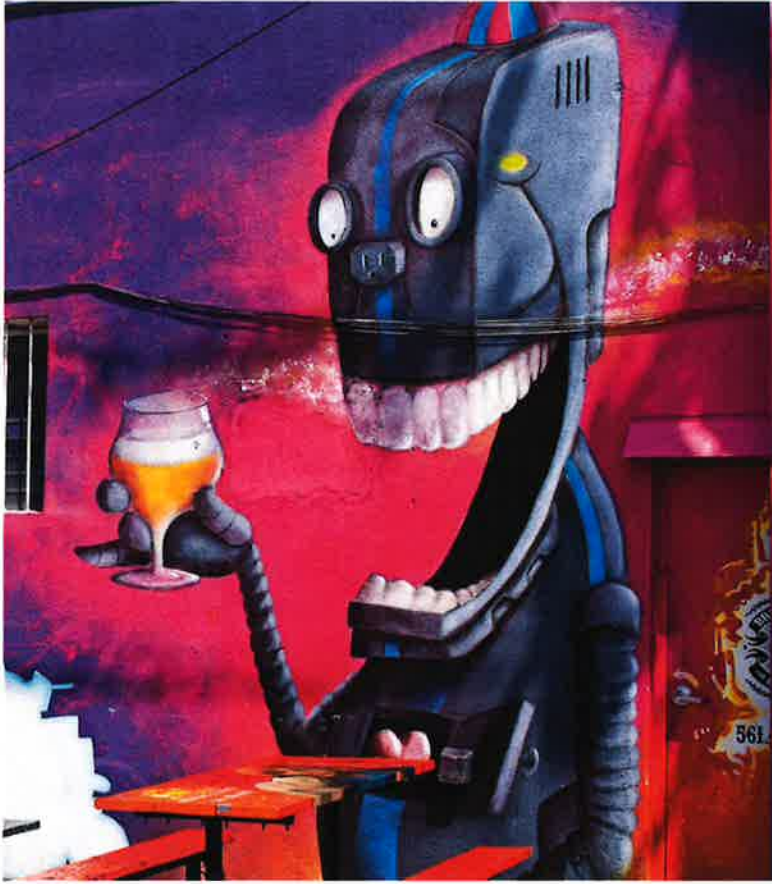
A forward-thinking yet historic beacon of arts, authenticity and inclusion in Northeastern Palm Beach County.



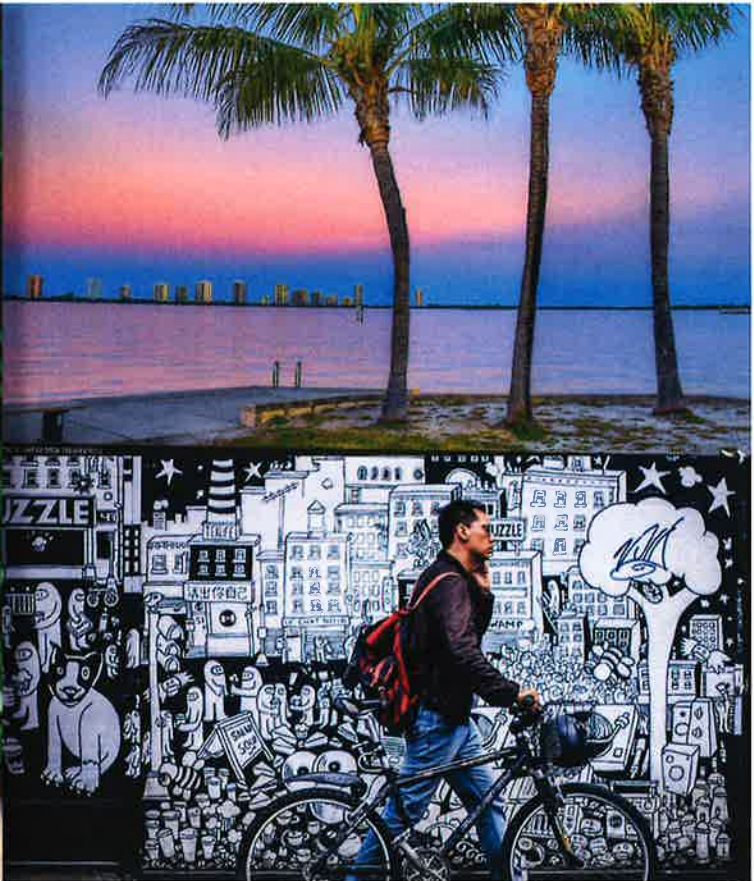
C A M P A I G N D I R E C T I O N

LOVING LIVING LEADING






LOVING
LAKE
PARK
ARTS DISTRICT





LOVING LIVING LEADING
LAVISH LIVELY LEARNING
LIKING LIFELONG LOCAL
LODGING LYRICAL LOYAL
LEISURE LISTED LINKING
LIMITLESS LAKE PARK 

Social Media Advertising

November 18th, 2019 – April 30th, 2020

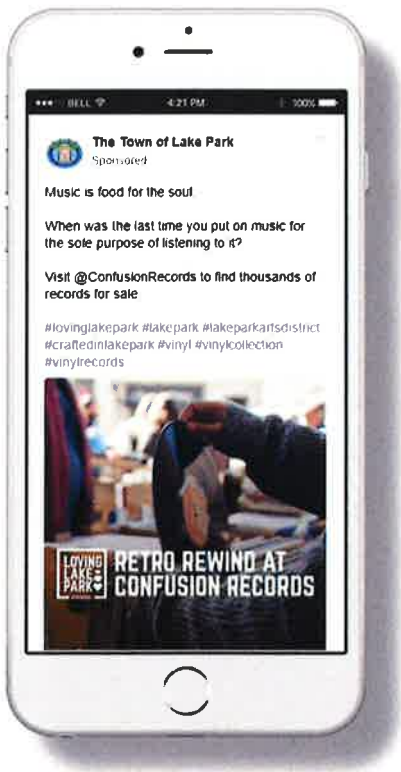
Reach: 289,664

Impressions: 4,374,934

CPM: \$31.12







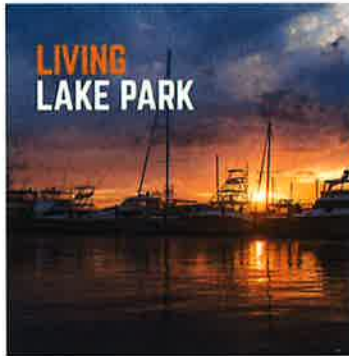
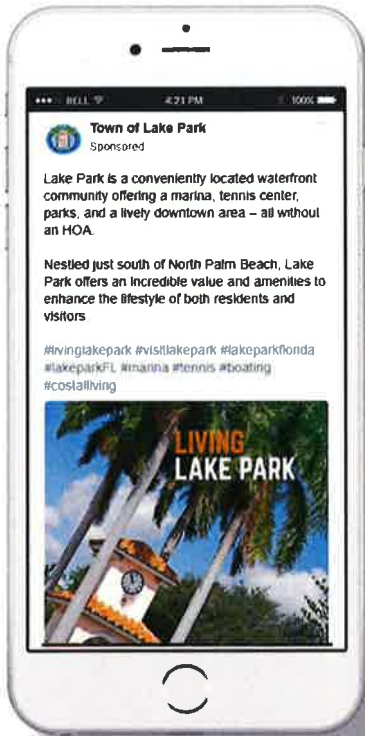
Loving Lake Park

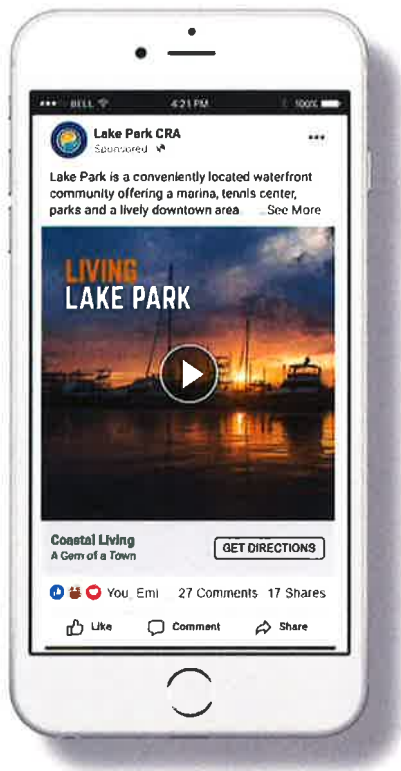
Reach: 128,992 people

Impressions: 1,975,461

CPM: \$28.83







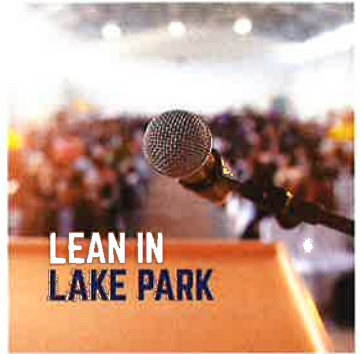
Living Lake Park

Reach: 189,184

Impressions: 2,131,254

CPM: \$19.70







Leading Lake Park

Reach: 33,536

Impressions: 268,219

CPM: \$46.72



LOVING LIVING LEADING LAVISH
LIVELY LEARNING LIKING LOCAL
LODGING LYRICAL LOYAL LISTED
LIMITLESS LIFELONG LAUGHING
LINKING LEISURE LAKE PARK 



Lake Park CRA
Government Organization

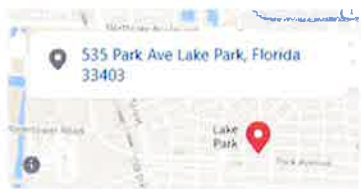
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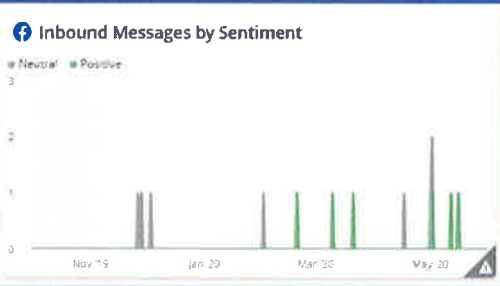
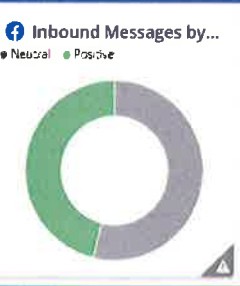
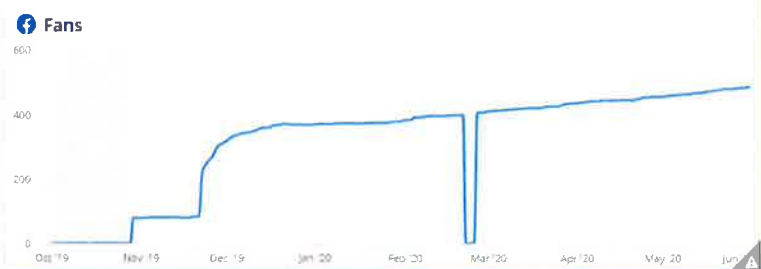
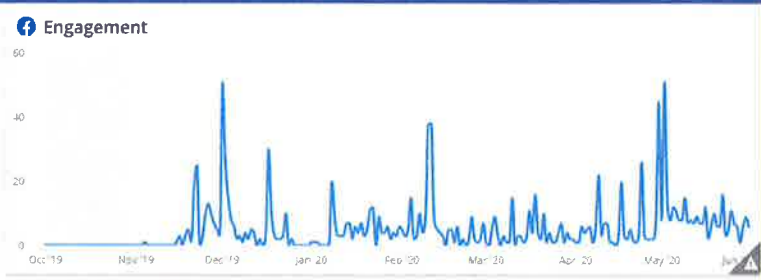
Lake Park CRA

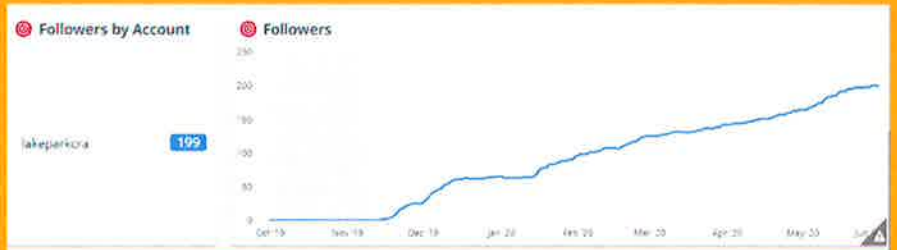
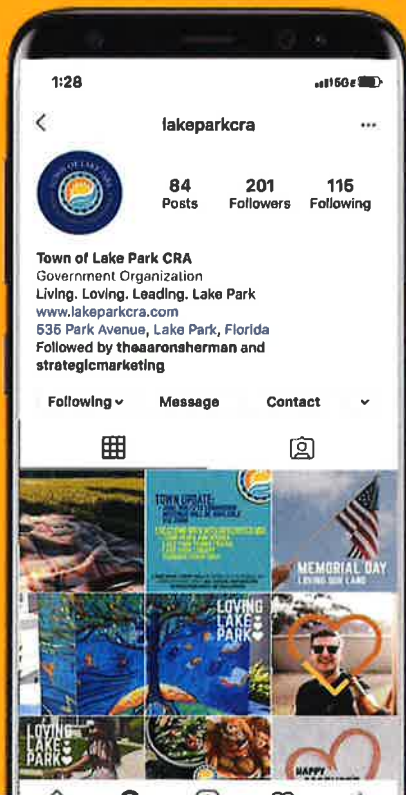
May 30 at 10:50 AM

The perfect day for a picnic in the park.

#LakeParkFlorida #PicnicInThePark #KelseyPark #FloridaParks







Date	Message	Likes	Comments
 lakeparkcra Jan 29, 17:25	 Afternoon stroll through Kelsey Park. 🌿 #KelseyPark #LakeParkFlorida #FloridaParks #LovingLakePark #LivingLakePark #LeadingLakePark	26	2
 lakeparkcra Mar 23, 22:01	 Did you know the Back Alley of the Lake Park Arts District is covered in mural artwork? 🎨 #Mural #MuralsofFlorida #LakeParkFlorida #LovingLakePark #LakeParkArtsDistrict	20	3
 lakeparkcra Jan 08, 16:45	 Mid-week bliss at Lake Shore Park. 🌴 #UnderthePalms #LakeShorePark #LakeParkFlorida #VisitFlorida #FloridaParks #Intracoastal	18	0
 lakeparkcra Apr 11, 15:45	 Happy #NationalPetDay! We're so thankful for our furry friends. ❤️ shoutout to @Cosmick9s for the shot! 📸 #LakeParkFlorida #LovingLakePark #LivingLakePark #DogsOfInstagram	16	0
 lakeparkcra Feb 28, 21:38	 Pho & Hot Pot will hit the spot. 🍜 #Pho #PhoandHotPot #LovingLakePark #Foodstagram #HotPot #HitTheSpot	15	4
 lakeparkcra Feb 14, 17:05	 Happy Valentine's Day from the Lake Park CRA. ❤️ #ValentinesDay #Vday #Love #LovingLakePark #InstaLove	14	1



CREATIVE REFRESH





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Stop by and try Lake Park's very own Coastal Karma Brewing and experience the vibes for yourself.

Fill a keg or take a can to go!



Now brewing in Lake Park
Good Vibes Good Karma

WWW.COASTALKARMA BREWERY.COM

Learn More

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562 Comments 311 Shares



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Pho & Hot Pot is sure to hit the spot. Try their popular Vietnamese noodle dish, PHO, and ask about the Hot Pot dining experience!

Available for takeout and delivery through Grubhub.



Pho-mazing
Loving Local

WWW.PHOGANDHOTPOT.COM

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562 Comments 311 Shares



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What's for dinner tonight?

Family owned and serving the Lake Park community since 1968, Camilli's Pizza is sure to leave everyone in the family smiling.

Call or click to place your order!
(561) 844-3424



A Slice Of Our Heart
Since 1968

WWW.GRUBHUB.COM/CAMILLISPZZA

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562 Comments 311 Shares

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COMING SOON to the Lake Park Arts District: NOBO Brewing Company.

Unique, crafted brews 🍷
Taproom wine list 🍷



Loving Lake Park
COMING SOON

WWW.NOBOBREWING.COM

[Learn More](#)

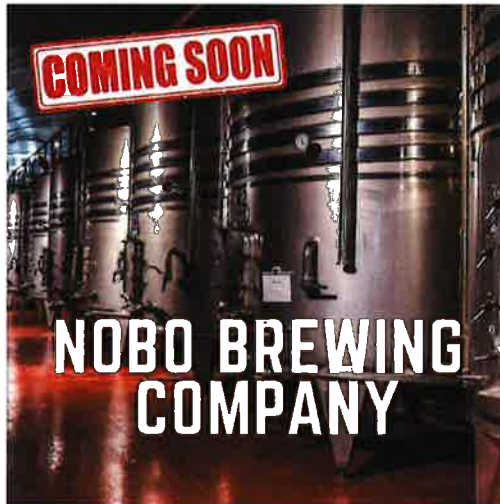
👍 20

562 Comments 311 Shares

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NOBO Brewing Company is coming to the Lake Park Arts District 🍷

Click "Learn More" to check out the menu and see what they're all about!



New Hop-portunity
Leading Lake Park

WWW.NOBOBREWING.COM

[Learn More](#)

👍 20

562 Comments 311 Shares

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Local support 🍷
Cutting-edge technology 🖥️
Small business solutions

DedicatedIT is a Lake Park company making people and organizations better tomorrow than they were today.

Click "Learn More" to see how DedicatedIT can help your business.



Small Business Tech Support
Leading Lake Park

WWW.DEDICATEDIT.COM

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👍 20

562 Comments 311 Shares



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Endless art supplies 🖌️ Custom framing services. 🖼️

The team at Easel Art Supply Center will help make your creative dreams come true. 🎨



Loving The Arts
Loving Lake Park

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20

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CALLING ALL CREATIVES:

Oil paint 🎨
Drawing essentials 🖋️
Custom framing services 🖼️ & more!



For The Love Of Art
Loving Lake Park

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Make the most out of your life in Lake Park. ❤️

Get involved with the community and connect with your neighbors!



Love Your Neighbor

Love Your Town

WWW.LAKEPARKFLORIDA.GOV/CALENDAR

Learn More

20

562 Comments 311 Shares



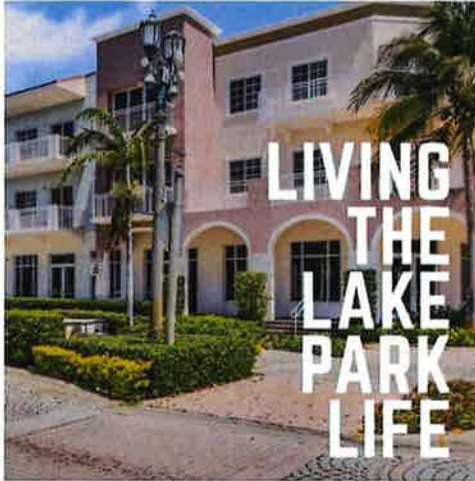
Lake Park CRA
Sponsored

Like Page

Retail space for lease 🍷

1-3 bedroom condos for sale/rent 🏠

One Park Place is available for occupancy!



Now Available!

One Park Place

WWW.WEBSITE.COM

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Lake Park CRA
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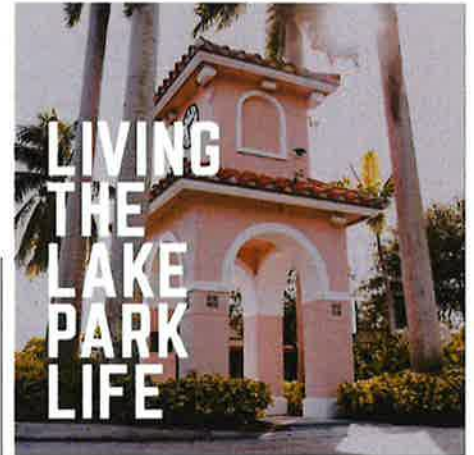
Living Lake Park is everything.

Coastal location 🌊

Small town feel 🏡

Eclectic vibe 🎨

Great local schools 🎓



Living Lake Park

Loving Every Minute

[GOOGLE MAPS LOCATION](#)

Learn More

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Join us for a stroll down Park Ave. with furry friends after visiting local Lake Park businesses.



Strolling down Park Ave.

Living Lake Park

WWW.WEBSITE.COM

Learn More

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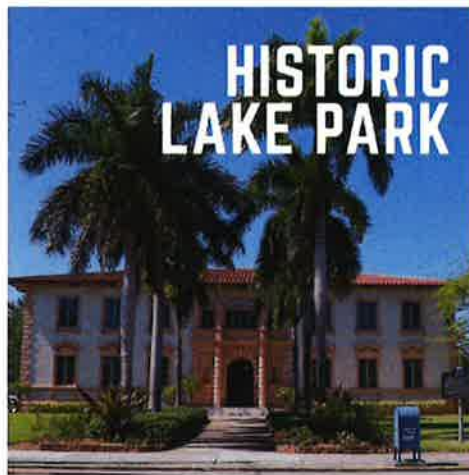


Like Page

Lake Park is historic!

Did you know our Town Hall originally served as the police and fire stations? It was also the home of Palm Beach State College in the 1950s.

It was listed in the National Register of Historic Places in 1981!



Then: Kelsey City

Now: Lake Park

WWW.LAKEPARKFLORIDA.GOV/CONTENT/LAKE-PARK-HISTORY

Learn More

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562 Comments 311 Shares



Like Page

Lake Park is open for business!

While many businesses are operating at limited capacities, they are doing their best to stay safe and support the community!



Open For Business!

Leading Lake Park

WWW.WEBSITE.COM

Learn More

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562 Comments 311 Shares



FUTURE PLANS



What is Paint The Town?

The Lake Park Community Development Agency is holding a special event where the town arts center will be an open-air gallery. The Town of Lake Park is currently not part of the Town's Arts District. With the help of local artists, we will create a vibrant arts center around the town that will be the heart of Lake Park Community Development Agency's future development. The project will be a series of art projects, with the Lake Park Arts Board and the Town of Lake Park providing funding. Artists from nearby areas are invited to submit their work for consideration around the town.

Artists will be provided with a website including site information along with general guidelines for the project. Open entry will be encouraged. Further work.

Do you have what it takes?

Local Residents Only

Open Entry

Phone Number Required

When you submit a photo email at info@lcpd.com or info@lcpd.com

Submit





S i d e w a l k P r o j e c t

Build brand awareness in a tangible way

Connect online and offline

Temporary and inexpensive

THANK YOU!



FORM 8B MEMORANDUM OF VOTING CONFLICT FOR COUNTY, MUNICIPAL, AND OTHER LOCAL PUBLIC OFFICERS

LAST NAME—FIRST NAME—MIDDLE NAME Brockman-Rhonda-Jo	NAME OF BOARD, COUNCIL, COMMISSION, AUTHORITY, OR COMMITTEE CRA
MAILING ADDRESS 139 Evergreen Drive	THE BOARD, COUNCIL, COMMISSION, AUTHORITY OR COMMITTEE ON WHICH I SERVE IS A UNIT OF: <input checked="" type="checkbox"/> CITY <input type="checkbox"/> COUNTY <input type="checkbox"/> OTHER LOCAL AGENCY
CITY COUNTY Lake Park palm beach	NAME OF POLITICAL SUBDIVISION:
DATE ON WHICH VOTE OCCURRED 6-3-2020	MY POSITION IS: <input type="checkbox"/> ELECTIVE <input checked="" type="checkbox"/> APPOINTIVE

WHO MUST FILE FORM 8B

This form is for use by any person serving at the county, city, or other local level of government on an appointed or elected board, council, commission, authority, or committee. It applies to members of advisory and non-advisory bodies who are presented with a voting conflict of interest under Section 112.3143, Florida Statutes.

Your responsibilities under the law when faced with voting on a measure in which you have a conflict of interest will vary greatly depending on whether you hold an elective or appointive position. For this reason, please pay close attention to the instructions on this form before completing and filing the form.

INSTRUCTIONS FOR COMPLIANCE WITH SECTION 112.3143, FLORIDA STATUTES

A person holding elective or appointive county, municipal, or other local public office **MUST ABSTAIN** from voting on a measure which would inure to his or her special private gain or loss. Each elected or appointed local officer also **MUST ABSTAIN** from knowingly voting on a measure which would inure to the special gain or loss of a principal (other than a government agency) by whom he or she is retained (including the parent, subsidiary, or sibling organization of a principal by which he or she is retained); to the special private gain or loss of a relative; or to the special private gain or loss of a business associate. Commissioners of community redevelopment agencies (CRAs) under Sec. 163.356 or 163.357, F.S., and officers of independent special tax districts elected on a one-acre, one-vote basis are not prohibited from voting in that capacity.

For purposes of this law, a "relative" includes only the officer's father, mother, son, daughter, husband, wife, brother, sister, father-in-law, mother-in-law, son-in-law, and daughter-in-law. A "business associate" means any person or entity engaged in or carrying on a business enterprise with the officer as a partner, joint venturer, coowner of property, or corporate shareholder (where the shares of the corporation are not listed on any national or regional stock exchange).

* * * * * * * * * * * * * *

ELECTED OFFICERS:

In addition to abstaining from voting in the situations described above, you must disclose the conflict:

PRIOR TO THE VOTE BEING TAKEN by publicly stating to the assembly the nature of your interest in the measure on which you are abstaining from voting; *and*

WITHIN 15 DAYS AFTER THE VOTE OCCURS by completing and filing this form with the person responsible for recording the minutes of the meeting, who should incorporate the form in the minutes.

* * * * * * * * * * * * * *

APPOINTED OFFICERS:

Although you must abstain from voting in the situations described above, you are not prohibited by Section 112.3143 from otherwise participating in these matters. However, you must disclose the nature of the conflict before making any attempt to influence the decision, whether orally or in writing and whether made by you or at your direction.

IF YOU INTEND TO MAKE ANY ATTEMPT TO INFLUENCE THE DECISION PRIOR TO THE MEETING AT WHICH THE VOTE WILL BE TAKEN:

- You must complete and file this form (before making any attempt to influence the decision) with the person responsible for recording the minutes of the meeting, who will incorporate the form in the minutes. (Continued on page 2)

APPOINTED OFFICERS (continued)

- A copy of the form must be provided immediately to the other members of the agency.
- The form must be read publicly at the next meeting after the form is filed.

IF YOU MAKE NO ATTEMPT TO INFLUENCE THE DECISION EXCEPT BY DISCUSSION AT THE MEETING:

- You must disclose orally the nature of your conflict in the measure before participating.
- You must complete the form and file it within 15 days after the vote occurs with the person responsible for recording the minutes of the meeting, who must incorporate the form in the minutes. A copy of the form must be provided immediately to the other members of the agency, and the form must be read publicly at the next meeting after the form is filed.

DISCLOSURE OF LOCAL OFFICER'S INTEREST

I, RHONDA JO BROCKMAN, hereby disclose that on JUNE 3, 20 20

(a) A measure came or will come before my agency which (check one or more)

- inured to my special private gain or loss;
- inured to the special gain or loss of my business associate, _____;
- inured to the special gain or loss of my relative, _____;
- inured to the special gain or loss of _____, by whom I am retained; or
- inured to the special gain or loss of _____, which is the parent subsidiary, or sibling organization or subsidiary of a principal which has retained me.

(b) The measure before my agency and the nature of my conflicting interest in the measure is as follows:

If disclosure of specific information would violate confidentiality or privilege pursuant to law or rules governing attorneys, a public officer, who is also an attorney, may comply with the disclosure requirements of this section by disclosing the nature of the interest in such a way as to provide the public with notice of the conflict.

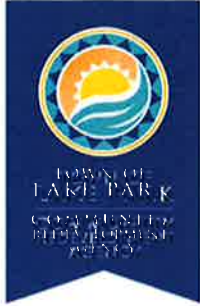
Jun 3, 2020
Date Filed

Rhonda J Brockman
Signature

NOTICE: UNDER PROVISIONS OF FLORIDA STATUTES §112.317, A FAILURE TO MAKE ANY REQUIRED DISCLOSURE CONSTITUTES GROUNDS FOR AND MAY BE PUNISHED BY ONE OR MORE OF THE FOLLOWING: IMPEACHMENT, REMOVAL OR SUSPENSION FROM OFFICE OR EMPLOYMENT, DEMOTION, REDUCTION IN SALARY, REPRIMAND, OR A CIVIL PENALTY NOT TO EXCEED \$10,000.

New Business

TAB 2



**CRA
Agenda Request Form**

Meeting Date: August **Agenda Item No.**

Agenda Title: **DISCUSSION OF THE FISCAL YEAR 2020/2021
BUDGET AND APPROVAL OF THE RESOLUTION
TO ADOPT THE CRA BUDGET FOR 2020/2021**

- | | |
|---|---|
| <input type="checkbox"/> Consent Agenda | <input type="checkbox"/> Discussion/Possible Action |
| <input type="checkbox"/> Presentation | <input checked="" type="checkbox"/> Resolution |
| <input type="checkbox"/> Other | |

Approved by Executive Director: *Lourdes Cariseo* **Date:** 8-10-2020
 Lourdes Cariseo Finance Director **Lourdes Cariseo**
 Name/Title

Digitally signed by Lourdes Cariseo
 DN: cn=Lourdes Cariseo, o=Town of Lake Park,
 ou=Finance Department,
 email=lcariseo@lakeparkflorida.gov, c=US
 Date: 2020.08.05 16:23:36 -0400

Originating Department: FINANCE	Costs: N/A Funding Source: Acct. # <input type="checkbox"/> Finance _____	Attachments: RESOLUTION Proposed Budget
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Summary Explanation/Background:

The Community Redevelopment Agency (CRA) is a dependent special district of the Town of Lake Park and is required to adopt a budget by resolution prior to September 30th of each year. This Resolution will formally adopt the proposed budget for the CRA for Fiscal Year 2020/2021.

Recommended Motion:

I move to approve Resolution No. __--20, adopting the 2020-2021 Budget.
 54-08-20

RESOLUTION NO. 54-08-20

A RESOLUTION OF THE COMMUNITY REDEVELOPMENT AGENCY OF THE TOWN OF LAKE PARK, FLORIDA, ADOPTING THE 2020-2021 FISCAL YEAR BUDGET.

WHEREAS, the Town of Lake Park (“Town”) has previously created a Community Redevelopment Agency (CRA), pursuant to Section 163.356, *Florida Statutes*; and

WHEREAS, the Lake Park CRA has all of the statutory powers conferred upon it by Section 263.370, *Florida Statutes*; and

WHEREAS, the staff of the Lake Park CRA has prepared a budget governing operating and capital expenditures for Fiscal Year 2020-2021.

NOW, THEREFORE, BE IT RESOLVED BY THE GOVERNING BOARD OF THE COMMUNITY REDEVELOPMENT AGENCY OF THE TOWN OF LAKE PARK, FLORIDA:

Section 1: The Fiscal Year 2020-2021 budget prepared for the Lake Park Community Redevelopment Agency is hereby approved, a copy of which is attached and incorporated herein.

Section 2. This resolution shall take effect immediately upon adoption.

Rept:124 - Itemized Budget For Year 2021 Version 1
 CRA PROPOSED BUDGET 2021

G/L Account	Description	2019 Actual	2020 Budget	2020 YTD+Enc	2021 Budget	Notes
REVENUES						
110-311.115	Ad Valorem Taxes - County	351,385.00	423,201.00	424,923.00	473,069.00	
110-361.120	Interest Income-Bus Dev Loan	77.48	0.00	2.30	0.00	
110-369.100	Miscellaneous Income	0.14-	0.00	0.00	0.00	
110-381.001	Transfer from General Fund	647,102.00	783,106.00	783,106.00	871,192.00	
	TOTAL REVENUE	998,564.34	1,206,307.00	1,208,031.30	1,344,261.00	
EXPENDITURES						
110-55-552-520-19900	Wages reclassified	170,183.00	193,237.00	193,236.96	0.00	
	TOTAL PERSONNEL EXPENSES	170,183.00-	193,237.00-	193,236.96-	0.00	
110-55-552-520-31000	Professional Services	0.00	55,000.00	54,775.00	50,000.00	
10	Strategic Marketing				50,000.00	
110-55-552-520-31100	Professional Svc - Town Attorney	6,400.00	3,500.00	6,050.00	3,500.00	
110-55-552-520-31101	Professional Svc-Other Legal	2,876.00	0.00	0.00	0.00	
110-55-552-520-34000	Contractual Services	149,524.98	113,105.00	93,125.34	102,850.00	
10	Landscape Services				84,850.00	
20	Landscape Services Contingency Tree Trimming				10,000.00	
30	Decoration Displays				8,000.00	
110-55-552-520-34010	Contract PBC Sheriff	0.00	112,400.00	96,210.00	133,680.00	
10	Community Policing Services PBSO District 10				133,680.00	
110-55-552-520-34901	Administrative Fee	73,000.00	73,000.00	72,999.96	0.00	

Rept:124 - Itemized Budget For Year 2021 Version 1
 CRA PROPOSED BUDGET 2021

G/L Account	Description	2019 Actual	2020 Budget	2020 YTD+Enc	2021 Budget	Notes
110-55-552-520-40000	Travel & Training	3,793.00	4,500.00	8,151.42	8,250.00	
110-55-552-520-41100	Telephone	186.85	0.00	0.00	0.00	
110-55-552-520-41200	Postage & Shipping	7.60	182.00	0.00	182.00	
110-55-552-520-43000	Utilities	13,913.25	12,000.00	11,071.94	12,000.00	
110-55-552-520-44100	Equipment Rentals	1,044.00	1,500.00	678.41	1,500.00	
110-55-552-520-45000	Insurance	8,308.00	10,000.00	5,464.00	10,000.00	
110-55-552-520-46000	Repair and Maintenance	3,474.15	6,000.00	4,938.01	6,000.00	
110-55-552-520-47000	Printing	0.00	100.00	0.00	100.00	
110-55-552-520-48100	Advertising	1,850.00	4,732.00	1,052.37	2,000.00	
110-55-552-520-48101	Office Supplies	0.00	250.00	0.00	250.00	
110-55-552-520-48102	OPERATING EXPENSES	0.00	0.00	460.28-	0.00	
110-55-552-520-52000	Operating Expenses	2,307.60	100.00	3,246.31	3,000.00	
110-55-552-520-54200	Memberships, Dues, & Subscriptions	795.50	1,120.00	1,420.00	1,045.00	
	10 Department of Economic Opportunity District Renewal				175.00	
	20 FRA Membership Renewal				870.00	
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	TOTAL OPERATING EXPENSES	267,480.93-	397,489.00-	358,722.48-	334,357.00-	
		-----	-----	-----	-----	
110-55-552-520-64100	Machinery & Equipment	10,546.00	0.00	0.00	0.00	
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	TOTAL CAPITAL OUTLAY	10,546.00-	0.00	0.00	0.00	
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	TOTAL DEBT SERVICE	0.00	0.00	0.00	0.00	
		-----	-----	-----	-----	
110-55-552-520-82111	Grant - Business Development	100,707.22	175,000.00	163,002.68	125,000.00	
	10 Dedicated IT Grant Agreement				50,000.00	
	20 Business Development Grants				75,000.00	

Rept:124 - Itemized Budget For Year 2021 Version 1
 CRA PROPOSED BUDGET 2021

G/L Account	Description	2019 Actual	2020 Budget	2020 YTD+Enc	2021 Budget	Notes
110-55-552-520-82118	Grants and Incentives	25,000.10	25,000.00	0.00	62,500.00	
	10 Rental Assistance				37,500.00	
	20 Other Grants				25,000.00	
110-55-552-520-82200	Revolving Loan Program	0.00	154,770.00	0.00	147,891.00	
110-55-552-520-91010	Transfer to Gen Fund - ILA 2008	169,183.00	171,221.00	260,811.00	168,866.00	
110-55-552-520-91030	Transfer to Gen Fund - ILA 2009	91,321.00	89,590.00	0.00	91,320.00	
110-55-552-520-99110	Indirect Cost Allocation	0.00	0.00	0.00	414,327.00	
	TOTAL OTHER EXPENSES	386,211.32-	615,581.00-	423,813.68-	1,009,904.00-	
110-55-552-525-43000	Utilities	1,050.00	0.00	0.00	0.00	
	TOTAL CAPITAL OUTLAY	1,050.00-	0.00	0.00	0.00	
	TOTAL DEBT SERVICE	0.00	0.00	0.00	0.00	
	TOTAL OTHER EXPENSES	0.00	0.00	0.00	0.00	

Rept:124 - Itemized Budget For Year 2021 Version 1
 CRA PROPOSED BUDGET 2021

G/L Account	Description	2019 Actual	2020 Budget	2020 YTD+Enc	2021 Budget	Notes
	TOTAL DEPT EXPENDITURES	835,471.25-	1,206,307.00-	975,773.12-	1,344,261.00-	
		-----	-----	-----	-----	
	NET INCOME	163,093.09	0.00	232,258.18	0.00	
		=====	=====	=====	=====	