



**Minutes**  
**Town of Lake Park, Florida**  
**Regular Commission Meeting Minutes**  
**Wednesday, January 6, 2021 6:30 PM**  
**Town Hall Commission Chamber, 535 Park Avenue**  
**Lake Park, Florida 33403**

The Town Commission met for the purpose of a Regular Commission Meeting on Wednesday, January 6, 2021 at 6:30 p.m. Present were Mayor O’Rourke, Vice-Mayor Kimberly Glas-Castro, Commissioners Erin Flaherty, John Linden, Roger Michaud, Town Manager John D’Agostino, Attorney Thomas Baird, and Town Clerk Vivian Mendez.

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

**SPECIAL PRESENTATION/REPORT:**

**1. Proclamation in Honor of Lake Park Auto & Fleet Repair Owner Rob Jicha.**

Mayor O’Rourke presented the Proclamation; Mr. Jicha thanked the Town of Lake Park.

**2. Mobility Plan Presentation by Louis Rotundo.**

Mr. Rotundo presented to the Commission. Mayor O’Rourke suggested reordering the agenda to discuss agenda item ten.

**Motion: Vice-Mayor Glas-Castro moved to reorder the agenda; Commissioner Michaud seconded the motion.**

Vote on Motion:

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

Motion passed 5-0.

**10. Intent to Implement a Mobility Plan for the Town of Lake Park**

Discussion ensued; Town Attorney Baird explained that Palm Beach County has a Countywide Transportation Concurrency Ordinance. He explained that Palm Beach County does not have a Countywide Mobility Fee; however, there is an implemented Countywide Impact Fee. He explained if the Town of Lake Park were to implement a Mobility Fee, the Town could ensure that the collected fees would be utilized in the Lake Park Transpiration System. Vice-Mayor Glas-Castro informed the Commission that Palm

Beach County approached the Florida League of Cities and requested support in suggesting that Municipalities postpone the adoption of Mobility Ordinances and Plans. She explained Palm Beach County seeks to implement a Countywide Mobility Plan, and the Florida League of Cities refused to support their request.

Town Manager D’Agostino explained the agenda item. He informed that the agenda request form had been updated and announced there were two motions (see Exhibit “A”). Vice-Mayor Glas-Castro questioned the timeline to complete the Comprehensive Plan Amendment, developing the Mobility Plan and Ordinance. Mr. Rotundo explained that the entire process might be completed within six months to one year. Vice-Mayor Glas-Castro questioned if the Town implemented a Mobility Fee Ordinance, would it suffice as an automatic opt-out of a future Palm Beach County Ordinance. Town Attorney Baird answered, “Yes”. Vice-Mayor Glas-Castro referred to the eighth step of the memo within Exhibit “A” and questioned if the City of Palm Beach Gardens and Palm Beach County were in disagreement. Mr. Rotundo explained the disagreement between the City of Palm Beach Gardens and Palm Beach County. Vice-Mayor Glas-Castro referred to the aforementioned period of six months to one year and questioned if Nautilus 220 would be required to pay Palm Beach County impact fees. Town Manager D’Agostino explained he believed the Town could request a delay in the payment of fees once the Town of Lake Park had announced its’ legislative intent to move forward with a Mobility Plan. Mr. Rotundo explained the Town has an advantage as long as they controlled the building permit process. Vice-Mayor Glas-Castro questioned how the Town would fund the Mobility Plan. Town Manager D’Agostino explained the Town anticipated the payment of \$200k from the resale of the K-Rain Property, and an additional \$40k from one-time revenue sources.

**Motion: Vice-Mayor Glas-Castro moved to proceed with developing a Comprehensive Amendment to establish legislative intent to develop Town wide Mobility Plan and a Mobility Fee, based on the multimodal project established in the Mobility Plan, that would replace Transportation Concurrency Plans, Proportionate Share, and Road Impact Fees; Commissioner Michaud seconded the motion.**

Vote on Motion:

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

Motion passed 5-0.

**Motion: Commissioner Michaud moved to engage a consultant to amend the comprehensive plan to establish legislative intent and prepare a brief overview of the community outreach meetings. Community meetings will discuss the Mobility Plans and Fees and how they relate to the Town of Lake Park. Finally, to commence with developing a Mobility Plan and Fee upon Transmittal of a Comprehensive Plan**

**and Amendment to the Department of Economic Opportunity for State review;  
Commissioner Linden seconded the motion**

Vote on Motion:

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

Motion passed 5-0.

**PUBLIC COMMENT:**

Shelby Lowe, Alternate Member of the Town of Lake Park Planning & Zoning Board expressed his frustration upon receipt of a Letter of Un-excused Absence for the January 4, 2021 Planning & Zoning Board Meeting. Mayor O'Rourke thanked Mr. Lowe for his comments, and expressed gratitude for his service as a Town of Lake Park Volunteer. He explained that staff would seek to resolve the aforementioned Letter of Un-excused Absence. Mr. Lowe thanked Mayor O'Rourke and questioned if a future Public Mobility Fee Workshop would be scheduled. Mayor O'Rourke answered, "Yes", and thanked Mr. Lowe for his service.

**CONSENT AGENDA:**

- 3. December 16, 2020 Accessory Dwelling Units Workshop Minutes.**
- 4. December 16, 2020 Regular Commission Meeting Minutes.**
- 5. Approval of Work Authorization to Hinterland Group, Inc. for the Pipe Repair at 811 Northern Drive.**
- 6. Approval of Work Authorization to Flying Scot, Inc., for Budgeted Sidewalk Repairs.**
- 7. Resolution 01-01-21 Authorizing the Expenditure of \$100,000 to Eligible Businesses for Air Purification for Restaurants, Indoor Entertainment Venues and Micro-Breweries.**
- 8. Review and Approval of 2020-2021 Town Grantmaking Program Application, Including Language Recommending That Applicants Attend A Pre-Application Meeting and Advising That Additional Points Will Be Awarded To Attendees And Applicants That Were Not Funded In The Previous Funding Round.**

**Motion: Commissioner Michaud moved to approve the consent agenda; Commissioner Linden seconded the motion.**

Vote on Motion:

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

Motion passed 5-0.

**PUBLIC HEARING – ORDINANCE ON FIRST READING:**

None

**PUBLIC HEARING – ORDINANCE ON SECOND READING:**

None

**BOARD MEMBERSHIP**

**9. Nomination for Appointment to the Community Redevelopment Agency (CRA) Board as a Regular Member.**

Town Manager D'Agostino explained the agenda item.

**Motion: Commissioner Linden nominated Henry Stark for appointment to the CRA Board as a Regular Member; Vice- Mayor Glas-Castro seconded the motion**

Vote on Motion:

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

Motion passed 5-0.

Mr. Stark thanked the Commission for their approval of his appointment to the CRA Board. Mayor O'Rourke expressed appreciation to Mr. Stark and welcomed him to the CRA Board.

**NEW BUSINESS:**

**11.Resolution 02-01-21 Authorizing and Directing the Mayor to Execute a Guaranty with Flagler Bank Guaranteeing 754 Park Avenue LLC's Promissory Note.**

Town Manager D'Agostino explained the item. Mr. Aaron Underhill, of Dedicated IT addressed the Commission and clarified the terms of the Promissory Note. Discussion

ensued regarding the construction timeline; Mr. Underhill explained that the timeline would be seven to nine months.

**Motion: Commissioner Michaud moved to approve that the Mayor be Authorized and Directed to Execute a Guaranty in the amount of \$1,850,000.00 to secure the liability of a Promissory Note from Flagler Bank to be executed by 754 Park Avenue LLC; Commissioner Flaherty seconded the motion**

Vote on Motion:

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

Motion passed 5-0.

**PUBLIC COMMENT:**

Shelby Lowe, referred to Consent Agenda Item Number Seven, and questioned why the item was approved with no discussion. Mayor O'Rourke explained the item had come before the Commission, and discussion took place at the December 16, 2020 Regular Commission Meeting. Mayor O'Rourke and Town Manager D'Agostino provided a summary explanation of the item.

**FUTURE AGENDA SUGGESTIONS:**

None.

**TOWN ATTORNEY, TOWN MANAGER, COMMISSIONER COMMENTS:**

**Town Attorney Baird** had no comments.

**Town Manager D'Agostino** announced the comments within Exhibit "B". Discussion ensued regarding Strategic Tourism Solutions. The Commission directed Town Manager D'Agostino to invite Mr. Donald M. Kolodaz to a future Regular Commission Meeting. Commissioner Linden questioned if the Commission were permitted to attend the Sanitary Sewer Informational Meeting. Town Manager D'Agostino answered, "Yes" and explained that members of the Commission were welcome to attend. Town Clerk Mendez provided clarification of the meeting schedule. The Informational sessions would take place in the Commission Chamber of Town Hall on Saturday, January 23, 2021. The first session would begin at 9:30 a.m. The flyer would provide information regarding registration and the times of the sessions. Discussion ensued regarding the possibility of Hybrid Meeting (Zoom and In Person) at the Lake Shore Park Indoor Pavilion. Town Manager D'Agostino explained there was no Internet/Wi-Fi connectivity available at the Indoor Pavilion.

**Commissioner Linden** announced that signage had been erected for Yacht Sales located at the intersection of Northlake Blvd and Jasmine Drive. He announced that he would forward the Diversity Council Logo to Town Manager D'Agostino to be provided to the

Commission for feedback. He announced the Diversity Council planned to submit an application to the National League of Cities, and explained that he would provide additional information at the January 20, 2021 Regular Commission Meeting. He suggested the implementation of a 90-Day Special Event Calendar to inform and provide Residents with advanced notice of ongoing events. Town Manager D'Agostino explained that he would meet with the Special Events Department to discuss future communications.

**Commissioner Michaud** wished everyone a Happy New Year, and thanked Palm Beach County Sheriff's Office for their community patrolling/policing during the Holidays.

**Commissioner Flaherty** wished everyone a Happy New Year.

**Vice-Mayor Glas-Castro** asked for an update regarding Oceana Coffee. Town Manager D'Agostino explained that Oceana Coffee planned to relocate to the Town of Lake Park. Vice-Mayor Glas-Castro questioned when the CRA Plan comments were due to the Town Managers Office. Town Manager D'Agostino explained that he would like to receive the comments over the next two weeks in preparation for the February CRA Board Meeting. Vice-Mayor Glas-Castro referred to the Civil Rights Ordinance for consideration. Mayor O'Rourke commented that he was strongly opposed to adopting a Civil Rights Ordinance; he suggested a presentation from Attorney Rand Hoch. Vice-Mayor Glas-Castro commented informed Mayor O'Rourke that in October 2020, the Commission directed Town Manager D'Agostino and Town Attorney Baird to provide an item for discussion. Town Manager D'Agostino explained although it is tough to move forward with difficult issues; he expressed that he believed it was important from a policy and moral perspective and stated, "We need to do something". Mayor O'Rourke reiterated his request for a presentation from Attorney Hoch. Town Attorney Baird suggested the Commission invite Attorney Hoch to a future Regular Commission Meeting.

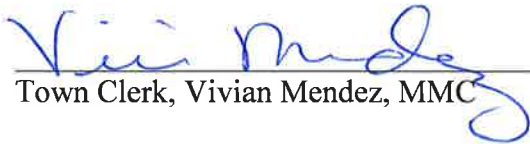
**Mayor O'Rourke** wished everyone a Happy New Year. He expressed regret for the January 6, 2021 Insurrection of United States Capitol Building by riotous supporters of President Donald Trump.

**ADJOURNMENT**

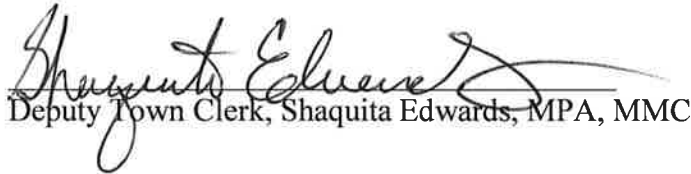
There being no further business to come before the Commission and after a motion to adjourn by Vice-Mayor Glas-Castro and seconded by Commissioner Flaherty, and by unanimous vote, the meeting adjourned at 9:30 p.m.



\_\_\_\_\_  
Mayor Michael O'Rourke



\_\_\_\_\_  
Town Clerk, Vivian Mendez, MMC



\_\_\_\_\_  
Deputy Town Clerk, Shaquita Edwards, MPA, MMC



Approved on this 20 of January, 2021



Exhibit "A"

**Town of Lake Park Town Commission**

**Agenda Request Form**

**Meeting Date:** January 6, 2021,      **Agenda Item No.**

**Agenda Title: Intent to implement a Mobility Plan for the Town of Lake Park**

- |                                     |                                   |                          |                |
|-------------------------------------|-----------------------------------|--------------------------|----------------|
| <input type="checkbox"/>            | SPECIAL PRESENTATION/REPORTS      | <input type="checkbox"/> | CONSENT AGENDA |
| <input type="checkbox"/>            | BOARD APPOINTMENT                 | <input type="checkbox"/> | OLD BUSINESS   |
| <input type="checkbox"/>            | PUBLIC HEARING ORDINANCE ON _____ |                          | READING        |
| <input checked="" type="checkbox"/> | NEW BUSINESS                      |                          |                |
| <input type="checkbox"/>            | OTHER: WORKSHOP _____             |                          |                |

**Approved by Town Manager** \_\_\_\_\_ **Date:** \_\_\_\_\_

**John O. D'Agostino, Town Manager**

Name/Title

<b>Originating Department:</b>  Town Manager	Costs: \$ 0 Funding Source: General Fund Acct. # <input type="checkbox"/> Finance _____	<b>Attachments:</b> <ul style="list-style-type: none"> <li>Description of funding options for Mobility Plan Implementation in Lake Park</li> </ul>
<b>Advertised:</b> Date: _____ Paper: _____ <input checked="" type="checkbox"/> Not Required	All parties with interest in this agenda item are notified of the meeting date and time.	<input type="checkbox"/> Yes, Notified everyone OR <input checked="" type="checkbox"/> Not applicable in this case <b>Please initial one.</b>

**Summary Explanation/Background:** We have discussed mobility plans and the need to implement such a plan in the Town of Lake Park. To achieve that objective, we will need to amend our Comprehensive Plan to include accommodating language to implement such measures. Comprehensive plan language may include a Train Station, micro-mobility use, electric vehicle use, linear park up Park Avenue connecting Kelsey Park to the 700 blocks of the PADD. Electric Ride service between the Marina, Parks, the C3 district, and the 10<sup>th</sup> Street corridor is necessary if we extend the PADD to include parts of 10<sup>th</sup> Street. Our ordinances will need to line up with the Mobility Plan and the Comprehensive Plan.



The desire to move forward without haste will require the assistance of a consultant group experienced in the implementation of mobility plans for jurisdictions in the State of Florida.

The purpose of the vote today is two-fold. Once to announce the Town's legislative intent to move forward with a mobility plan. Funding for the plan will require staff to come back with a funding plan before work can begin on the Comprehensive Plan and corresponding ordinance changes to implement a Mobility Plan and fee structure. The spending authority of the manager is limited to \$10,000. The cost of the consultant will be greater than the spending authority limits of the manager. Two motions are required as mentioned above.

**Recommended Motion:** Move to proceed with developing a comprehensive plan amendment to establish legislative intent to develop a citywide mobility plan and a mobility fee, based on the multimodal projects established in the mobility plan, that would replace transportation concurrency plans, proportionate share, and road impact fees.

**Second Motion:** Move to engage a consultant to amend the comprehensive plan to establish legislative intent and to prepare a brief overview of community outreach meetings. Community meetings will discuss the mobility plans and fees and how they relate to the Town of Lake Park. Finally, to commence with developing a mobility plan and fee upon transmittal of a Comprehensive Plan and amendment to the Department of Economic Opportunity for State review.



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Gainesville, FL 33608  
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www.nueurbanconcepts.com  
nueurbanconcepts@gmail.com

December 23<sup>rd</sup>, 2020

Mr. John O. D'Agostino  
Town Manager  
Town of Lake Park  
535 Park Avenue  
Lake Park, FL 33403

**RE: DEVELOPMENT OF A MOBILITY PLAN & MOBILITY FEE FOR LAKE PARK**

NUE Urban Concepts (NUC) is pleased to provide an overview scope of service for developing a mobility plan and mobility fee for the Town of Lake Park. To effectuate a transformative change in how people, not just cars, travel within the Town of Lake Park requires a forward looking and progressive mobility plan. A holistic mobility plan integrates multimodal oriented land uses, people focused complete streets, innovative parking strategies, and establishes the groundwork for new micromobility and microtransit technology. A people centric mobility plan encourages walking, bicycling, scooting, and riding transit, while reducing overall dependence on car travel. An adopted mobility plan serves as the basis for development of a mobility fee, which would replace Palm Beach County's road impact fee and proportionate share. The mobility fee would provide the Town of Lake Park with a revenue funding source, paid by new development and redevelopment that creates additional person travel demand, that it controls and prioritizes based on the multimodal projects identified in the Mobility Plan.

The following are the major steps involved in development of a mobility plan and mobility fee: (1) establish legislative intent in the comprehensive plan; (2) develop a mobility plan that integrates land use, transportation and parking; (3) calculate a mobility fee; (4) adopt an implementing mobility fee ordinance; (5) develop administrative procedures and rules for fee collection, credits and expenditures; (6) update the Comprehensive Plan and Land Development Regulations to remove transportation concurrency references and implement the mobility plan and replace traffic impact analysis requirements with site access / impact assessments; and (7) annually fund and prioritize mobility plan projects through capital improvements planning. There is an 8<sup>th</sup> step and that involves discussions with Palm Beach County to replace the road impact fee and proportionate fair share contributions. This could require an update of the interlocal agreement between the City and County. The following is a graphic illustrating the seven steps.



# How to IMPLEMENT A MOBILITY FEE



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LEGISLATIVE INTENT IN THE COMPREHENSIVE PLAN



MOBILITY PLAN



LAND USE TRANSPORTATION PARKING



Mobility Fee



IMPLEMENTING ORDINANCE



ADMINISTRATION & ASSESSMENT



UPDATE: 1. COMPREHENSIVE PLAN, 2. LAND DEVELOPMENT CODE, & 3. SITE ACCESS/IMPACT ASSESSMENT



CAPITAL IMPROVEMENTS ELEMENT & PROGRAM



Before undertaking the seven steps identified above, the Town needs to put NUE Urban Concepts under contract. The preferred way to do this is to piggyback on to one of the five existing Continuous Services Contract that NUE Urban Concepts has with local governments. Ideally the contract with Palm Beach Gardens would be utilized. The following are the available options, depending on Town procurement department rules:

- (1) Piggyback on an existing continuous service contract with one of the following local governments: (1) City of Palm Beach Gardens, (2) Okaloosa County; (3) Forward Pinellas; (4) City of Bradenton; or (5) Walton County. This would be the most cost-effective option.
- (2) Work as a sole source for the Town under one contract approved by Town Commissioner council depending on contract limits or work under multiple contracts with separate and distinct task for each step and potentially multiple parts under steps 5 and 6. This would not be the most cost efficient or effective process, but is an option. At a minimum, step 1 could be undertaking using this process. Each of the task are separate and distinct.
- (3) Prepare an RFQ that is CCNA compliant for a mobility plan and fee and keep it simple and to the point that the Town is seeking a firm with mobility plan and fee experience and one that does not have any work as a prime consultant for Palm Beach County. This would add time to the process but would allow the Town to work with NUE Urban directly under its own procurement rules.
- (4) Be added as a subconsultant to an existing consultant team that is under contract with the Town currently. This would involve adding a firm with no mobility plan and fee experience and would add additional cost to the Town due to involvement with the prime and additional administrative time and coordination for NUE Urban Concepts.

The following are the steps that need to be undertaken and a range of cost, depending on the final task and current state of adopted plans:

- (1) **Comprehensive Plan** update to establish legislative intent. The Town's Comp Plan was evaluated and there are several updates needed. It is recommended that the plan update be a two-part process. One would be to establish legislative intent. The second would occur after adoption, if that were to occur and would be a future task. The range of cost, depending on meetings with impacted entities, which there are several, including Cities of North Palm, Palm Beach Gardens, and Rivera Beach, Palm Beach County (PBC), FDOT, the PBC Transportation Planning Agency (TPA), the Treasure Coast RPC and TriRail. **Cost range: \$10,000 to \$15,000**

**Deliverables:**

- (1) Comprehensive Plan Amendment, and**
- (2) Mobility Plan & Fee Frequently Asked Question (FAQ)**

- (2) **Mobility Plan** development to establish multimodal projects to be constructed within the City. This would also entail the establishment of quality and / or level of service standards for various modes and would focus on the modes of travel that the City desires to see within the City. The Plan would likely identify several future planning proposals such as complete streets and vision zero. The plan can be as simple as a list of projects, map, service standards, increases in capacity and cost or a more robust plan. The more detailed the plan, the more legally sound the fee. The total mobility plan cost is depending on level of detail and graphics.  
**Cost range: \$20,000 to \$50,000**

**Deliverables:**

- (1) Joint Mobility Plan & Fee Technical Report (with mobility fee), and**
- (2) Mobility Plan & Fee Executive Summary Plan (with mobility fee)**

- (3) **Mobility Fee** development to mitigate the transportation impact of future development based on multimodal improvements identified in the mobility fee. The mobility fee will require projections of future growth, travel demand and the impact of individual land uses. There are several options for the fee. One would be a fee that is above and beyond the County fee, one that partially replaces the County fee and one that fully replaces the County fee. All options include some level of coordination, the latter two would require a greater level of coordination. Mobility fees are required to meet several legal requirements and there is less range as the level of detail to develop a legally defensible fee does not vary. The cost variation would come from the goal of the fee. **Cost range: \$20,000 to \$50,000**

**Deliverables:**

- (1) Joint Mobility Plan & Fee Technical Report (with mobility fee), and**
- (2) Mobility Plan & Fee Executive Summary Plan (with mobility fee)**

- (4) **Implementing ordinance** development is required to have a legal basis to assess a fee on new development within the City. The extent of the ordinance would depend on the level of administration and development of a separate administrative manual to implement the fee. The ordinance is generally developed in consultation with the Town's legal representative. **Cost range: \$10,000 to \$15,000**

**Deliverable: Mobility Fee Implementing Ordinance**

- (5) **Implementation and Administration** of a mobility fee can vary significantly depending on the type of fee. The following are implementation and administration considerations:

- 1. Administrative service charge;
- 2. Administrative manual;

3. Building permit coordination and integration;
4. Town Staff versus on-call consultant administration, studies, credits;
5. Comprehensive plan update;
6. Annual reporting; and
7. Land development regulation updates.

**Cost range: \$10,000 to \$40,000** (Varies based on sub-steps)

**Deliverable:** Depends on the sub-step

- (6) **Update the Comprehensive Plan, Land Development Regulations and Traffic Impact Analysis requirements** to implement the mobility plan and replace transportation concurrency, proportionate share and road impact fees. Many local governments also replace traffic impact analysis with site access / impact assessments that look at project driveways and intersections with major roads and multimodal connections to adjacent development.

**Cost range: \$10,000 to \$40,000** (Varies based on sub-steps)

**Deliverable:** Depends on the sub-step

- (7) **Capital Improvements Programming** is typically done in house by Town staff. The mobility plan will prioritize multimodal projects in five-year periods and the Town would annually prioritize multimodal projects during the budget process.

This scope overview provides the Town with options for consideration. A further scope of service can be defined and provided to the Town for each step. It is recommended that the Town move quickly with Task 1 and establish the legislative intent to prepare a mobility plan and mobility fee to develop a strong legal basis for development of a mobility plan and fee.

Sincerely,



Jonathan B. Paul, AICP  
Principal

# Exhibit "B"

## **TOWN COMMISSION MEETING WEDNESDAY, JANUARY 6, 2021**

### **TOWN MANAGER COMMENTS**

#### **COVID-19 UPDATE**

According to the Florida Department of Health website, there are 245 cases for the Town of Lake Park according to data through 1/4/2021 and as verified at 9:25 a.m. on the same date.

#### **SANITARY SEWER SPECIAL ASSESSMENT INITIATIVE**

Town Staff is pursuing the sanitary sewer special assessment and before this initiative is taken to a public meeting, informational sessions between Staff, Seacoast and the property owners who will be affected by the special assessment will be held. Following these sessions, the Town may consider moving forward with a special analysis with our engineering consultant (at an estimated \$15K cost IF approved) to determine the added costs associated with any additional work needed on a property by property basis as it relates to a septic to sanitary sewer transition. Prior to moving forward with any special analysis however, a public meeting with the Commission will be scheduled in order to bring the Commission up to speed on the preliminary research performed by Staff and Seacoast and the outcome of the property owner information sessions. There are approximately 45 properties, mostly adjacent to Old Dixie Highway and many located within the Tri-City Industrial park on the northwest corner of Old Dixie and Silver Beach.

#### **JANUARY PROPERTY OF THE MONTH**

Mr. Leland and Tamara West of 244 Greenbriar Drive are the January 2021 Property of the Month.

#### **OFFICES CLOSED**

**Monday, January 18, 2021** – In Observance of Martin Luther King Jr. Day

#### **SANITATION SCHEDULE WEEK OF JANUARY 18<sup>TH</sup>**

##### **Residential:**

- Monday – **No Residential Sanitation Service In Observance of Martin Luther King Jr. Day**
- Tuesday - Garbage and Vegetation collection
- Wednesday - Recycling collection
- Thursday - Garbage and Bulk trash collection

**Commercial:** No Changes to Sanitation Service.

**STRATEGIC TOURISM SOLUTIONS:**

Attached is a scope of professional services for updating and creating a tourism program for the Town of Lake Park. Our sister city to the south, Riviera Beach, is moving forward with Strategic Tourism Solutions. The agreement is for a maximum of \$5,000, of which Nautilus 220 has agreed to split the cost with the Town. The cost to the Town is \$2,500.00.





December 8, 2020

Mr. John D'Agostino  
Town Manager  
**TOWN OF LAKE PARK**  
535 Park Avenue  
Lake Park, FL 33403

Dear John,

As a follow up to our recent conversation, below please find our proposal for services to develop a **TOURISM MASTER PLAN**, (TMP) for the Town of Lake Park.

### **PROFESSIONAL SERVICES**

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The following will provide amplification regarding the Statement of Work related to the initiative:

#### **Staffing & Structure**

- Partner with the Town to identify internal and external resources that will participate on the Task Force and lead selected Committees

#### **Project Management**

- Develop a Project Management System that will track all action items related to the initiative
- Provide the Town with project milestones to ensure timely delivery of recommendations and Plan

#### **Engagement Methodology**

- Document all tourism assets within the Town including restaurants, parks, attractions, transportation, marine, etc.
- Conduct a S.W.O.T. analysis
- Create a framework for the development of the TMP
- Leverage tourism related contacts throughout the County to provide thought leadership
- Develop a database of all recommendations
- Implement a process to force rank recommendations from high to low by surveying task force members and key Town stakeholders
- Partner with the Task Force to review the top ranked recommendations with the objective of completing the following information for each one:
  - Description of recommendation
  - Priority
  - Effort to implement



- Individual assigned to complete the task(s)
- Start Date to begin task(s)
- Estimated completion date of task(s)
- Resources required to implement recommendation
- Partner with Town staff to integrate TMP into their Strategic Plan and annual operating budget

### **Communications**

- Participate and co-lead monthly Task Force Meetings along with a key point-of-contact from Town Staff
- Prepare proposed agendas and content for monthly Task Force and/or Committee meetings
- Create a final presentation that will be delivered to Town staff on the TMP and corresponding recommendations
- Partner with Town staff to create a communication strategy to educate Residents on the benefits of tourism including economic impact, jobs, quality of life, etc.

### **Market Research & Business Intelligence**

- Conduct one-on-one interviews with key Town staff to ensure their feedback is considered for incorporation into final recommendations and Plan
- Partner with Task Force to identify best-demonstrated practices of other similar destinations
- Develop a fact-base of business intelligence that can be leveraged to create key future state recommendations
- Partner with Town to poll residents to validate their perceptions of the positive benefits of tourism

### **TIME ALLOCATION & FEE STRUCTURE**

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- Project will begin effective February 1, 2021
- Estimated number of hours is one hundred, (100) over a four to six-month period
- Hourly billing rate is \$50/hour
- Total investment is not to exceed \$5,000 and is payable after the project is completed
- Work with the Managing Director at Forest Development to determine if there is an opportunity to share the expense of the investment and determine percentage each party will pay Tourism Strategic Solutions
- All out-of-pocket expenses by Consultant related to project will be preapproved by Town Manager or his delegate, if required
- All change orders related to the above Statement of Work will be reviewed and approved in advance by Town Manager or his delegate to determine if the pricing and project time line will be impacted

Please let us know what questions or comments you have. We assume that this proposal will serve as the agreement between the two parties.



We look forward to partnering with the City of Riviera Beach to ensure that we create **momentum to go further and faster** and be used as a catalyst to enhance economic recovery due to the pandemic.

Personal regards,

*Don*

Donald M. Kolodz  
President/CEO

**Accepted By:**

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John D'Agostino, City Manager  
TOWN OF LAKE PARK

**Date:**

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**Accepted By:**

---

Peter Baytarian, Managing Partner  
FOREST DEVELOPMENT

**Date:**

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TOWN OF LAKE PARK  
PUBLIC COMMENT CARD

MEETING DATE: 1/6/21

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

Name: Shelby Lowe

Address: 929 Orange Dr.

If you are interested in receiving Town information through Email, please provide your E-mail address: shelbylowe@comcast.net

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

\_\_\_\_\_

\_\_\_\_\_

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

Board and Committee members missing meetings

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

①



TOWN OF LAKE PARK  
PUBLIC COMMENT CARD

MEETING DATE: 1/6/21

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

Name: Shelby Lowe

Address: 929 Orange Dr.

If you are interested in receiving Town information through Email, please  
provide your E-mail address: shelbylowe@comcast.net

I would like to make comments on the following Agenda Item: E-7  
Resolution 01-01-21

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

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

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