



**Lake Park Town Commission, Florida**  
**Special Called Community Redevelopment Agency**  
**Meeting Minutes**

Wednesday, March 25, 2026

Immediately Following the Special Called Commission Meeting

Commission Chamber, Town Hall, 535 Park Avenue, Lake Park, FL 33403

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<b>Roger Michaud</b>	—	<b>Chair</b>
<b>Michael Hensley</b>	—	<b>Vice-Chair</b>
<b>John Linden</b>	—	<b>Agency Member</b>
<b>Michael O'Rourke</b>	—	<b>Agency Member</b>
<b>Judith Thomas</b>	—	<b>Agency Member</b>
<b>Vacant</b>	—	<b>Agency Member</b>
<b>Vacant</b>	—	<b>Agency Member</b>
<b>Richard J. Reade</b>	—	<b>Executive Director</b>
<b>Thomas J. Baird, Esq.</b>	—	<b>Agency Attorney</b>
<b>Vivian Mendez, MMC</b>	—	<b>Agency Clerk</b>

*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.*

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**CALL TO ORDER/ROLL CALL**

8:30 pm

PRESENT;

Chair Michaud

Vice Chair Hensley

Board Member O'Rourke

Board Member Thomas

Board Member Linden

**PLEDGE OF ALLEGIANCE**

The Pledge of Allegiance was bypassed.

## **APPROVAL OF AGENDA:**

Motion to approve the agenda made by Vice Chair Hensley, Seconded by Board Member Thomas. Voting Yea: Chair Michaud, Vice Chair Hensley, Board Member Thomas, Board Member Linden, Board Member O'Rourke

## **SPECIAL PRESENTATION/REPORT:**

### 1. Presentation - Update on Downtown Lake Park Planned Marketing, Activities & Programs

CRA Consultant Allison Justice provided a presentation (Exhibit A).

Chair Michaud stated that he likes the gateway signs and asked what the process and cost would be for businesses getting their information on the signs. CRA Consultant Justice stated that as long as it was available to all businesses across the board, she believes they can come up with a process. Executive Director Reade stated that his recommendation is that initially the signs be used strictly for Town business. Executive Reade asked about the possibility of starting the process using a budget adjustment for this budget cycle. Chair Michaud stated that would depend on what staff comes up with. Board Member Linden stated that he likes the sign idea and asked where they would be placed. Executive Director Reade stated that ideally, one on Congress, one out by Northlake, one in the Downtown area, one on the south side of Town and one on Federal. Board Member Linden stated he is not in favor of having 6 signs, but would support one sign. Community Development Director Nadia DiTommaso provided the Board with information about a grant that is available to facilitate redevelopment ideas and initiatives. They are still working through the details prior to making an application. Board Member O'Rourke stated that you could get people to go to the downtown area if there were residential projects built. Board Member Thomas wanted clarification on the purpose of the signs. CRA Consultant Justice advised there would likely be different types of signs including a gateway sign, way-finding signs, and pedestrian level signs. Board Member Thomas spoke about the possibility of having a CRA newsletter where businesses could sponsor ads in an attempt to get the businesses information out there and to offset marketing costs through sponsorships. Vice Chair Hensley spoke about the need for foot traffic in the CRA. He stated that he does not receive any flyers or door hangers from the businesses in the CRA and believes this might be a useful marketing tool. Chair Michaud asked if there has been any contact with the "Chamber". CRA Consultant Justice stated that they have had discussions with the Chamber but if a business is not a member of the Chamber, there is not any assistance they can offer to a business. CRA Consultant Justice stated that CRA businesses are waiting for development to happen. CRA Consultant Justice stated she would reach back out to the Chamber to see if there is any assistance available. Chair Michaud asked about the frequency of the movie nights. CRA Consultant Justice

stated that the frequency has not yet been determined. Vice Chair Hensley suggested having CRA business owners attend marketing classes in order to receive assistance from the Town. Board Member Linden asked about the use of the Green. CRA Consultant Justice stated it could be used via a lease or through purchase of the property. CRA Consultant Justice stated that a lease has been discussed, but they would like to explore all options. Executive Director Reade spoke about the importance of having the green area available for events and the benefits of purchasing as opposed to leasing. Board Member Linden spoke in favor of a farmer's market. He also spoke about issues with road closures during Town events which affects surrounding businesses. CRA Consultant Justice stated there are a lot of logistics that need to be worked out. Board Member Thomas stated that the businesses need to come out and meet residents during events.

**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.*

NONE

**CONSENT AGENDA:**

Motion to approve the Consent Agenda made by Board Member O'Rourke, Seconded by Board Member Thomas.

Voting Yea: Chair Michaud, Vice Chair Hensley, Board Member Thomas, Board Member Linden, Board Member O'Rourke.

2. Special Called CRA Meeting Minutes - January 21, 2026
3. FY 2025 Lake Park CRA Annual Report – Recommendation to Town Commission to Accept & Submit to Appropriate and Required Taxing Authorities
4. Work Authorization - Pavement Maintenance and Rehabilitation Services (Various Locations) - Asphalt Paving System, Inc. - \$537,760.46
5. Work Authorization - Concrete Curbing, Sidewalk Construction, Milling and Asphalt Concrete Resurfacing Services (Various Locations) - The Stout Group, LLC - \$162,000

## **NEW BUSINESS:**

6. Discussion - 754 Park Avenue Project Update - Mr. Michael Aram - Property Owner  
Community Development Director Nadia DiTommaso provided an update. She stated that the Special Magistrate ordered the new fines as of February 1, 2026 because the property owner had paid the amounts prior to that date. There is also a lien on the property. The property owner stated it will take approximately 2-3 months for completion with no new established deadline. Chair Michaud asked that the business owner come before the Board. Vice Chair Hensley stated he would like to know what the options to foreclose would be.
7. Resolution 27-03-26 Façade and Exterior Improvement Grant Agreement – Mr. Oscar Caballero – Equinox Realty, Inc. - Camilia Square, LLC – 1249 10th Street – in an amount not to exceed \$100,000  
CRA Consultant Allison Justice presented (Exhibit B). Vice Chair Hensley asked what is currently inside the plaza. Mr. Oscar Caballero talked about the need for market awareness of the plaza and the area in general. He stated there is an art studio, a karate studio, a hair salon, Equinox Realty, an appliance shop, a gym and a chiropractor/wellness center.

Motion to approve Resolution 27-03-26 made by Board Member O'Rourke, Seconded by Board Member Linden.

Vice Chair Hensley spoke about residents who have questioned the money the Town has laid out and lack of results. Board Member Thomas spoke about wanting to attract the right tenants that will bring the most to the Town. She asked that an update be provided on the façade grants that they have so far awarded each time a new grant is requested.

Voting Yea: Chair Michaud, Vice Chair Hensley, Board Member Linden, Board Member O'Rourke.

Voting Nay: Board Member Thomas.

## **CRA ADMINISTRATOR/EXECUTIVE DIRECTOR/BOARD MEMBER COMMENTS:**

-CRA Consultant Justice stated that they are in the process of filling the CRA Administrator position.

-Executive Director Reade expressed appreciation for CRA Consultant Justice.

-Board Member Thomas asked for a status on 800 Park Avenue. CRA Consultant Justice stated that bids are accepted now and it will be brought back before the Board for selection of a buyer or to not select any of them if they choose.


**AGENCY MEMBER REQUESTS: NONE**

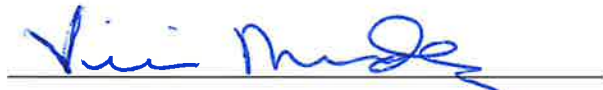
**ADJOURNMENT:**

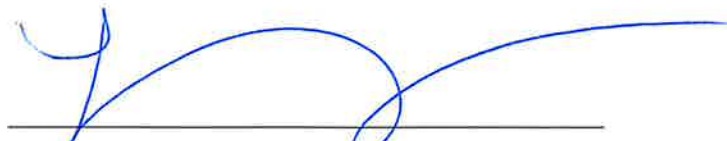
Motion to adjourn made by Board Member O'Rourke, Seconded by Vice Chair Hensley. Voting Yea: Chair Michaud, Vice Chair Hensley, Board Member Thomas, Board Member Linden, Board Member O'Rourke.

Meeting adjourned 9:50 P.M.

**FUTURE MEETING DATE:** The next scheduled Community Redevelopment Agency Meeting will be conducted on April 15, 2026.

  
Chair, Roger D. Michaud

  
Agency Clerk, Vivian Mendez, MMC

  
Deputy Agency Clerk, Laura Weidgans



Approved on this 15 of April, 2026

## Exhibit A

Presented by Town of Lake Park & Town of Lake Park CRA

# DOWNTOWN LAKE PARK



# DOWNTOWN EVENTS



## Activate Town Green and Park Avenue

- Purchase or Lease of 801 Park Avenue Green Space
- Partner with Local Non Profits and Businesses
- Support from Town and CRA



# DOWNTOWN EVENTS



## Activities Could Include:

- Downtown Movie Night – Quarterly/Monthly
- Art Installations
- Interactive Installations
- Farmers Market/Night Market
- Sporting Events/Yoga or Fitness
- Trending new sports
- Sunset Celebrations
- Seasonal Pop-Up Activities



# RUST MARKET

September – April: Every Third Saturday of the month  
from 9:00 am to 2:00 pm

- Attracts both residents and visitors, reinforcing Downtown Lake Park as an **active destination**
- CRA enhances the experience through free live music, food trucks, and public amenities and shares information about CRA initiatives
- Supports broader goals of economic vitality, small business growth, and long-term community revitalization.



# DOWNTOWN MOVIE NIGHT

**Purpose:** A free, family-friendly event that activates the Town Green after hours, builds community pride and turns visitors into repeat downtown customers

**When:** Quarterly on the 3<sup>rd</sup> Friday of the month

**How:** CRA and Town support

## **Why:**

- Activates downtown at night
- Supports small businesses directly during the event
- Encourages repeat visits to the Downtown
- Builds a recurring community tradition



# FARMERS MARKET



- Establish weekly Downtown Farmers Market within CRA District
- Structured as catalytic redevelopment investment

## Why a Downtown Farmers Market?

- Directly supports economic revitalization of Park Avenue
- Encourages small business and entrepreneurial activity
- Activates public space and improves pedestrian vibrancy
- Enhances corridor perception and private investment confidence





# FARMERS MARKET RECOMMENDED OPERATING MODEL

Contract professional Market Manager – CRA to issue RFP for this service

## Market Manager Provides:

1. Market Operations
2. Vendor Recruitment and Management
3. Marketing and Promotion
4. Programming and Events
5. Financial Management
6. Reporting



# FARMERS MARKET RECOMMENDED OPERATING MODEL



Contract professional Market Manager – CRA to issue RFP for this

## CRA Provides:

1. Financial Support/Subsidy
  - Market Manager Fee
  - Marketing and Branding Support
  - Special Events and Programming
2. Economic Development Support
  - Promote Market for Downtown Revitalization
  - Disseminate information about CRA programs and initiatives
3. Performance Oversight



## Town/CRA Provides:

1. Public Works Support
  - Road closures, barricades, trash and cleaning
2. Permitting/Regulatory
3. Event Coordination with other Town Events
4. Utility access

# FARMERS MARKET FINANCIAL OVERVIEW



Income Example: \$38,000 – \$90,000

\*Increases with additional Vendors

- Vendor Fees: \$40-\$50 per week
- Conservative: 20 Vendors=  
\$800/week
- 48 Weeks= \$38,400

Expenses: \$65,000 – \$100,000 Annually

- Market Manager
- Marketing
- Road Closures/Regulatory
- Programming

Decreasing Subsidy as  
Market Grows

# GATEWAY SIGNAGE



# DOWNTOWN BRANDING

*Branding is the intentional creation of a clear identity and story that helps people recognize, trust, and connect with a place, product, or organization.*

# DOWNTOWN LAKE PARK BRANDING INITIATIVE – PROJECT OVERVIEW



## 1. Purpose

- Support economic development
- Strengthen identity
- Position Downtown as a recognizable destination

## 2. Why Branding Matters

- A strong brand helps shape perception
- Ensure that when people think of Downtown Lake Park, they immediately associate it with a **vibrant, artistic, vintage/historic destination.**

## 3. Strategic Foundation

- Implementation action from the **2024 Lake Park CRA Strategic Marketing Plan (Adopted January 2025)**
- Supports the **CRA Master Plan goals** for economic development, placemaking, and business attraction.



# DOWNTOWN BRANDING

## PROJECT SCOPE:

- A Downtown Lake Park logo
- A brand positioning strategy
- A visual identity system (colors, typography, design elements)
- A **Brand Standards Guide** for consistent use across marketing, signage, events, and communications

## Where We Are in the Process:

- Brand research and market analysis completed Three logo concepts developed
- Business/property owners and CRA Board members will help **narrow the selection to two concepts**



# DOWNTOWN BRANDING

## My Selection

**Please note:** For the purpose of this poll at this stage in the development process, the logo options are only shown in black and white. The top 2 logos will be presented in full color (utilizing the City and CRA color palette) for final adoption of one logo by the CRA Board.

**Please rank each logo in your order of preference using number 1 for your favorite, and number 3 for your least favorite.**

## NEXT STEPS

- Refine the top two logo concepts
- Select final logo (CRA Board)
- Develop full brand guidelines

## Anticipated Outcome

Adoption to:

- Increase awareness of Downtown Lake Park
- Support local businesses and events
- Strengthen marketing and positioning efforts
- Create a consistent visual identity for signage, banners, digital media, and promotions



Number:

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Number:

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Number:

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**Thank you for participating in shaping the visual identity of Downtown Lake Park. Your input directly supports the implementation of the 2024 Strategic Marketing Plan and the continued economic growth and vibrancy of our historic downtown. Together, we are defining the next chapter of Downtown Lake Park.**



Exhibit B

# Façade and Exterior Improvement Grant 1249 10<sup>th</sup> Street

Presented To: Town of Lake Park CRA Board

Date: March 25, 2026

# 1249 10<sup>th</sup> Street



Current Conditions



Birds Eye View







# Future Site Rendering



Plaza – Fountain and Mural



Monument Sign



Dumpster Enclosure



Consistent Business Signage



# Costs/CRA Contribution

## Included in CRA Grant Calculation

1. General Conditions	\$31,249.43
○ Project mgt, permitting, Overhead etc...	
2. Demolition	\$2,600
3. Concrete/Masonry/Stucco	\$55,525
4. Pavers/Turf	\$9,410
5. Finishes	\$13,016
○ Painting, Security (dumpster), Fountain	
6. Plumbing/Electrical	\$5,578.28

**\$117,358.71**

- Total Est. Cost \$ 117,358.71
- Private Investment (20%) **\$23,472**
  - Plus Design fees not included

## CRA CONTRUBUTION

- 80% CRA Maximum up to \$50,000  
**= \$50,000**
- Additional Façade Grant: \$50,000 or 80%  
**= \$43,886**
  - Size of project, prominence of location within CRA
- TOTAL Grant Estimated: at; **\$93,887**

**Up to \$100,000**