



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

Wednesday, June 17, 2026 at 6:30 PM

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

<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.***

**CALL TO ORDER/ROLL CALL**

6:37 P.M.

**PRESENT**

- Chair Roger Michaud
- Vice Chair Michael Hensley
- Board Member Judith Thomas
- Board Member John Linden
- Board Member Michael O'Rourke

**PLEDGE OF ALLEGIANCE**

Chair Michaud led the Pledge of Allegiance.

**APPROVAL OF AGENDA:**

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

**SPECIAL PRESENTATION/REPORT: NONE**

**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.*

- Patricia Leduc expressed concerns with selling the 800 Park Avenue building at this time.
- Mary Beth Taylor provided written comments (Exhibit A).
- Jesse Furman, owner of Kelsey Vintage Goods and the Rust Market spoke about proposals for 800 Park Avenue.
- Ibrahim Ibrahim, owner of the Kelsey Market wants to increase his grant to complete construction on his property.
- Dr. Guerry Faustin would like to be considered to purchase the 800 Park Avenue building to open a medical office.

**CONSENT AGENDA:**

Motion to approve the Consent Agenda 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

1. Special Called CRA Meeting Minutes - April 15, 2026

**NEW BUSINESS:**

2. Resolution 48-06-26 - License Agreement - 801 Park Avenue (Town Green Property).  
Special Events Director Riunite Franks explained the item (Exhibit B). Chair Michaud asked if there was a cost estimate for the maintenance. Public Works Director Morales provided the Board with an in-house maintenance assessment (Exhibit C). Board Member O'Rourke asked if there was an assessed value for the green area for a potential future purchase of the property.

Special Events Director Franks indicated that they had not yet been done but they can do that. Board Member Linden asked if there would be any additional costs to the Town outside of the maintenance of the property and the alleyway. Public Works Director Morales stated that to his knowledge, there are no additional costs. However, if there were a need for specialized equipment or staff, they would have to get a quote for that. Board Member Thomas asked about liability for the sprinkler system on the property. Public Works Director Morales stated that the Town would have to cover any major damage to the system. Board Member Thomas asked if there were any negotiations that took place regarding after the contract period was over. Special Events Director Franks stated that it is their intention to do that. She stated that the property owner no longer intends to develop the property. Vice Chair Hensley asked if the Town has been paying for the use of the space. Special Events Director Franks stated that they have not been charging the Town to use the space. Vice Chair Hensley spoke in favor of the agreement and would like to continue the conversation with the property owner for a possible purchase of the property in five years. Chair Michaud clarified that the terms of the agreement allow for exclusive and unlimited use of the space during the contract period. Board Member Thomas asked if the Town would assume liability for the green space. Special Events Director Franks confirmed this to be correct.

Motion to approve Resolution 48-06-26 made by Vice Chair Hensley, Seconded by Board Member Linden.

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

3. Presentation, Discussion & Direction - Sale of CRA Property - 800 Park Avenue

Mr. Ken Krasnow from Cushman & Wakefield presented to the Board (Exhibit D). Chair Michaud asked what the process would be considering that other parties have expressed an interest since the closing of the Request for Proposals (RFP). Town Attorney Baird stated that they can either elect to accept the one proposal that was received and move forward with that or they can elect to reject all proposals and start from scratch with a new request for proposals. Board Member Linden asked if the proposal that was received was less than the asking price. Mr. Krasnow explained that the RFP did not specify an estimate but that the offer that was received is in line with the appraised value. Board Member Thomas asked if the appraisal is still valid since it was done a year ago. Mr. Krasnow stated that they were not asked to re-appraise the property and does not believe there would be any significant difference in the appraised value. Board Member Thomas expressed her disappointment with how long this process has taken. Vice Chair Hensley spoke against the sale of the property. Board Member O'Rourke asked if

there had been interest in the property that came through after the RFP closed with an offer. Mr. Krasnow stated that they had received an offer after the RFP had closed and talked about all the various ways the sale had been advertised. He also stated that during the RFP period they had received 12-15 interested, engaged inquiries. Chair Michaud asked what the original intent was for selling the 800 Park Avenue building. Executive Director Reade stated that the building is currently not lending any value to attracting business to the downtown area. Vice Chair Hensley asked where the staff that are working out of the 800 Park Avenue building would be relocated to. Executive Director Reade stated there would still be time, but the thought was that they would be moved to Town Hall and at that point the Town could consider the purchase of another property if it is deemed the next suitable step. Board Member O'Rourke discussed the history of the property with the Town and using the property as an asset and believes Nature's Way would be a perfect use for this property. Board Member Linden stated that we owe it to the other businesses to extend or re-post the RFP and proposes that the property be re-appraised and another RFP be posted. Chair Michaud expressed an interest in having the new CRA Administrator review and provide an opinion on the matter. Board Member Thomas stated that the company that responded to the RFP took the appropriate steps and made an offer and now we either need to accept that offer or reject that offer.

Motion to reject the selling of 800 Park Avenue made by Vice Chair Hensley. Seconded by Board Member Linden.

Board Member O'Rourke stated that the offer that was made was over the appraised value and he is not in support of rejecting the offer. Executive Director Reade explained what the process would be if the offer was rejected which would be followed by either not moving forward at all or re-posting the RFP in order to receive additional offers. Board Members O'Rourke and Thomas advocated for moving forward with accepting the current offer.

Voting Nay: Board Member Thomas, Board Member O'Rourke.

Voting Aye: Vice Chair Hensley, Board Member Linden, Chair Michaud.

Motion to open the RFP process made by Board Member O'Rourke. Seconded by Board Member Linden.

Voting Aye; Chair Michaud, Board Member O'Rourke, Board Member Linden.

Voting Nay; Board member Thomas, Vice Chair Hensley.

Executive Director Reader stated that they will have the appraisal updated and then go out for proposals.

4. Presentation, Discussion & Direction – Proposed Downtown Lake Park Branding Concepts – Lake Park Community Redevelopment Agency (CRA) – Redevelopment Management Associates (RMA)

RMA representative Ms. Ansley Farrell presented to the Board (Exhibit E).

The Board voted individually for a new CRA logo.

Vice Chair Hensley voted for options A and B.

Chair Michaud voted for options A and B.

Board Member O'Rourke voted for option A.

Board Member Linden voted for options A and B.

Board member Thomas voted for options A and B.

Ms. Farrell stated that options A and B will be brought to the downtown stakeholders for input and will come back to the Board for final adoption.

5. Resolution 49-06-26 - Bert Bostrom Park Master Plan - Wannemacher Jensen Architects, LLC  
Special Events Director Franks explained the item (Exhibit F). She introduced Wannemacher Jensen Senior Architect Mr. Werner Saravia and GAI Consultants Mr. Doug Schultz who provided a presentation (Exhibit G).

Board Member O'Rourke asked the consultants what they had been paid for performing this work. The consultants answered that they did not have that information. Board Member Linden stated that Kelsey Park is designed more for children's play area and believes this design is over-built. He also stated that he would like to have more input from the residents.

Vice Chair Hensley stated there were residents who participated in the survey. Board Member Thomas asked why the trailer is still in the rendering. Executive Director Reade stated that they are still in negotiations with the Police Athletic League (PAL) for the trailer use, so it needs to remain for now. Chair Michaud stated for the record that Kelsey Park is a great example of how the master plan can be amended as needed over time. Chair Michaud spoke in favor of this as a starting point. Board Member Thomas expressed concern with a resident who stated they did not want a dog walking area behind their home, but it is still illustrated on the plan that way. The consultant stated that they had changed the plan from a dog park to a dog friendly trail based on that resident's input.

Motion to approve Resolution 49-06-26 made by Board Member Thomas, Seconded by Vice Chair Hensley.

Board Member O'Rourke spoke about the \$11 million needed to build this park and the revenue needed. He stated this plan needs to be done in phases beginning with a sports program.

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

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

- The Board welcomed new CRA Administrator Leanna Collazo and CRA Marketing Coordinator Renee Rosario.
- Executive Director Reade had no comments.
- Board Member Linden spoke about the clock tower being evaluated for having sounds such as bells and music.
- Board Member O'Rourke had no comments.
- Vice Chair Hensley spoke in favor of the landscaping being kept up between 10<sup>th</sup> and 7<sup>th</sup> streets in the CRA.
- Board Member Thomas asked when the time capsule would be re-buried. Special Events Director Franks stated it has already been re-buried at the clock tower.

**AGENCY MEMBER REQUESTS:**

Board Member Linden requested an estimate to repair the sound effects in the clock tower.

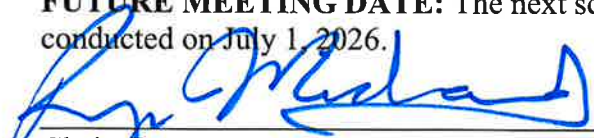
**ADJOURNMENT:**

Motion to adjourn made by Board Member O'Rourke, Seconded by Board Member Linden.


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

Meeting adjourned 9 p.m.

**FUTURE MEETING DATE:** The next scheduled Community Redevelopment Agency Meeting will be conducted on July 1, 2026.

  
\_\_\_\_\_  
Chair, Roger D. Michaud

  
\_\_\_\_\_  
Agency Clerk, Vivian Mendez, MMC

  
\_\_\_\_\_  
Deputy Agency Clerk, Laura Weidgans



Approved on this 1st of July, 2026

# Exhibit A

**June 17, Commission Mtg. Comments MARY TAYLOR**

## **CONCLUSION**

I would like to thank Wannemacher Jensen Architects for their diligent work in assessing the needs and desired amenities that the residents of Lake Park want in the Bert Bostrum Park. The findings confirm what many residents have always expressed to this commission....**Although**, the survey is incomplete and misleading. Questions were asked in English and Spanish and results are shown as pie charts and graphs in English and Spanish *when* Lake Park has one of the highest concentrations of Haitian and French Creole speaking residents in the US, at least 23%.

Soccer fields/multi use sports, updated playground, seating, walking paths, shade trees are the choices of survey responders....but a large building costing over 7 million dollars and a parking lot costing over eight hundred thousand dollars is somehow included in the plan. The online survey with 199 responders listed only one vote (.5%) out of 199 responders for such a building. Both an indoor sport complex and a parking lot is contrary to the storm water goals of the multi million dollar, multi year construction of the existing drainage chamber project that requires maintenance and protection. It doesn't make sense, A small building with restrooms, and storage is needed, but no unnecessary concrete parking lot incroaching on precious green space.

*Tonight I respectfully recommend that Resolution 49-06 accepting and approving the final Master Plan for Bert Bostrom Park be tabled for the following reasons:*

- *Conflicting conclusions, from the incomplete and erroneous presentation report in the agenda packet. A public input meeting should be held to discuss and explain the discrepancies.*
- *Deciding factors such as SB180 and the Property Tax exemption vote in November could completely void or alter parts of the plan. Please table this decision.*

535  
504

## Results

Public Engagement Event – 12/05/2025

Priority Voting 1) highest, Soccer, 94

18) lowest, Meeting Room/Classes

Ornament Wish List soccer fields, playgrounds free play and run

Stakeholders Meeting

1) highest, 12, - 2. 11, Walking Multi/Path

18) lowest, indoor Fitness Center/Rental

Open Forum

pg 81

Great Ideas, No conclusions

### Online Survey 199 responses

76.9% / residents 40% couples with children 100%

BB Park Visits 40% rarely, 75% s,

### RESULTS SURVEY RESPONSES

What activities do you and family enjoy at the park

1) Soccer/futbol/, Playground 80, Walking/Relaxing 74

features or amenities would you most like to see

1) Walking paths or fitness

2) Shaded seating/ picnic

3) Playground equipment

*Interestingly Tennis or Pickleball 53 and soccer only got 4*

### CENTRAL FIELD/ OPEN SPACE

MULTI-USE SPORTS FIELD 45.2%/ 100%

*Importance of community gatherings events, concert, markets, movie nights?*

*Very Important 46.2%/ 50%*

Would you support community center in the park?

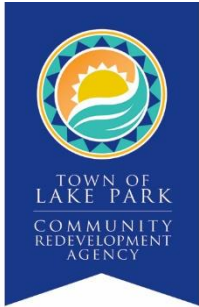
Yes, 59% /50%

Amenities, 41.7 /25% basketball, pickle ball, volley ball

23.6%/25% Don't want a community center/gym

**How important is it that the park includes environmentally sustainable landscaping, shade trees stormwater-friendly design? 91.5 % AGREE**

# Exhibit B



## Town of Lake Park Town Commission

### Agenda Request Form

**Meeting Date:** June 17, 2026

**Originating Department:** CRA

**Agenda Title:** Resolution 48-06-26 - License Agreement - 801 Park Avenue (Town Green Property)

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

**Agenda Category** (i.e., Consent, New Business, etc.): \_\_\_\_\_

**Cost of Item:** \$0.00 **Funding Source:** 110-152-520-34000

**Account Number:** \_\_\_\_\_ **Finance Signature:** \_\_\_\_\_

**Advertised:** \_\_\_\_\_

**Date:** \_\_\_\_\_ **Newspaper:** \_\_\_\_\_

**Attachments:** 2026 Town Green Exclusive Lease Agreement

Resolution 48-06-26

**Please initial one:**

X Yes I have notified everyone

\_\_\_\_\_ Not applicable in this case

**Summary Explanation/Background:**

The Lake Park CRA has identified a need to secure a location within the Downtown area of Lake Park to support a safe and convenient community space to enhance the ability for the pedestrians and visitors to support this area and assist in removing the slum and blight within this district. As a result, staff has worked with 801 Park, LLC, property owner, to lease the private open space located at 801 Park Avenue to support the community needs in this area.

Note: A license agreement for use of this space (the Town Green) was entered into between the CRA/Town and the current property owner in 2015 to support the community when visiting this area, which has expired.

The Property Owner has agreed to exclusive lease this property to the CRA for a five (5) year term. The proposed cost for this lease has been proposed to be that the CRA maintain the property at its sole cost and expense as well as the adjacent residential building landscaping.

Note: Currently the CRA maintains the green space at 801 Park Avenue by the Town's Public Works Department. If approved, the proposed maintenance of the building adjacent to the green space would also be maintained by the Public Works Department. The appropriate indemnification documents will be prepared by the Town Attorney and entered into by the Town (executed by the CRA Chair), subject to approval of the License Agreement by the Town Commission.

The proposed License Agreement includes a provision enabling the property owner to terminate the Agreement upon written notice if the owner elects to develop the site. The owner has also agreed to consider the sale of a portion of this property and will continue discussion with the CRA.

The proposed License Agreement was prepared by the former CRA Administrator and reviewed by 801 Park, LLC, the property owner, the Public Works Director, the Special Events Director, the Finance Director and the Town Attorney.

**Recommended Motion:**

I move to approve Resolution 48-06-26 authorizing a License Agreement with 801Park, LLC for the exclusive use of the green space at 801 Park Avenue (Town Square); and authorize the Chair to execute all documents necessary to complete the lease of the property.

# Exhibit C

Thank you Jamie. Please print for the Commission, Attorney, Clerk and myself.

Thank you.

Have a great day.

Richard J. Reade  
Town Manager  
Town of Lake Park, Florida

Tel: 561.881.3304

E-Mail: [rreade@lakeparkflorida.gov](mailto:rreade@lakeparkflorida.gov)

*Please note: Florida has a very broad public records law. Written communication regarding Town business are public records available to the public upon request. Your e-mail communications are therefore subject to public disclosure. If you do not want your e-mail address released in response to a public records request, do not send electronic mail to this entry, instead contact this office by phone or in writing. Section 668.6076, F.S.*

**From:** Jaime J. Morales <jmorales@lakeparkflorida.gov>

**Sent:** Friday, June 12, 2026 12:18 PM

**To:** Richard Reade <rreade@lakeparkflorida.gov>; John Linden <jlinden@lakeparkflorida.gov>; Judith Thomas <jthomas@lakeparkflorida.gov>; Michael Hensley <mhensley@lakeparkflorida.gov>; Michael O'Rourke <morourke@lakeparkflorida.gov>; Roger Michaud <rmichaud@lakeparkflorida.gov>

**Cc:** Baird, Thomas J. <TBaird@jonesfoster.com>; Janet Perry <jperry@lakeparkflorida.gov>; Vivian Mendez <vmendez@lakeparkflorida.gov>; Barbara Gould <bgould@lakeparkflorida.gov>; Paula LeBlanc <pleblanc@lakeparkflorida.gov>; Dwayne Bell <dbell@lakeparkflorida.gov>

**Subject:** In-House Maintenance Assessment for 801 Park Avenue Open Field

Good afternoon, Commissioners and Town Manager,

I hope you are all doing well.

The purpose of this email is to provide a brief cost and operational assessment regarding the regular mowing, string trimming, and weed trimming of the approximately 0.54-acre open field located at 801 Park Avenue.

For transparency and to help avoid any inadvertent Sunshine Law concerns, no responses or discussions among Commission members are requested. Please do not use "reply all." Any questions may be directed to the Town Manager or staff individually.

Based on the current scope of work, the maintenance can be performed in-house by three Town employees in approximately three hours per service cycle. At an average hourly rate of \$18.47 per employee, the estimated direct labor cost is as follows:

3 employees × 3 hours × \$18.47 per hour = \$166.23 per service cycle.

To provide a more complete in-house cost estimate, the following operational costs should also be included:

- Fuel: \$4-\$8 per service cycle.
- Equipment wear and maintenance: \$10-\$20 per service cycle.
- Minor overhead and supervision factor: \$5-\$10 per service cycle.

Based on these estimated costs, the total in-house cost per service cycle would be:

\$166.23 labor + \$19 to \$38 operational cost = \$185.23 to \$204.23 per service cycle.

Assuming the work is performed twice per month, the estimated annual service frequency would be approximately 24 service cycles. Based on this frequency, the estimated annual in-house cost would be:

$\$185.23 \text{ to } \$204.23 \times 24 \text{ service cycles} = \$4,445.52 \text{ to } \$4,901.52 \text{ annually.}$

By comparison, the outside service cost is \$900 per month, or \$10,800 annually. Based on this comparison, performing the work in-house would result in an estimated annual savings of approximately \$5,898.48 to \$6,354.48.

The in-house option also provides the Town with greater scheduling flexibility, improved responsiveness following rain events or periods of accelerated vegetation growth, and better control over the property's overall condition.

It should be noted that this estimate includes direct labor and basic operational costs but excludes employee fringe benefits and extraordinary equipment repairs. However, because the Town already has the staff and equipment necessary to perform this type of routine field maintenance, the in-house option appears to be a reasonable and cost-effective approach.

Staff recommends performing the regular mowing, string trimming, and weed trimming of the 801 Park Avenue open field in-house on an estimated twice-per-month basis, provided that staff availability and equipment capacity remain sufficient.

Respectfully,

Jaime J. Morales

**Jaime J. Morales**

Department of Public Works Director  
Town of Lake Park  
650 Old Dixie Highway, Lake Park, FL 33403  
Phone number: (561) 881-3345, Ext. 648



Together, we construct the foundation of our future by building a stronger community, one project at a time.



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# OVERVIEW OF RFP MARKETING PROCESS

Exhibit D

800 PARK AVENUE, LAKE PARK, FL 33403



## 1. Marketing Process



**Ken Krasnow**

*Vice Chair - Public Institutions*

m: +1 914 589 5321

o: +1 772 678 7600

ken.krasnow@cushwake.com

## 2. Summary of Proposals

## 3. Next Steps



**J. Jeffery Allman, Jr**

*Senior Director - Retail*

m: +1 772 283 1555

o: +1 772 678 7608

jeff.allman@cushwake.com

- 3/2/26** — Lake Park Community Redevelopment Agency (CRA) RFP Date of Issuance
- 3/4/26** — Property Signage Installed on Property
- Mass Marketing to public facing marketing Channels (CoStar, Loopnet, Crexi, etc.)
- Property email blast sent to proprietary database
- Second property email blast sent to proprietary database
- 4/2/26** — **Responses to RFP due**

## Property Overview

*Property Aerial*



*Property Details*

**Address:** 800 Park Avenue,  
Lake Park, FL 33403

**Lot Size:** 0.14 Acres

**Parcel ID:**  
36-43-42-20-01-006-0010

**Zoning:** TCC

**Parking:** 4.63/1,000 SF  
(9 Spaces)

**Building Size:** 1,943 SF

**Year Built:** 1962

**Frontage:** 71' on 8th St

**Current Use:** Storefront  
Retail/Office

*Property Brochure*



*Property Signage*



## Nature's Way Cafe

**About:** Nature's Way Cafe is a health-focused cafe concept offering fresh, high-quality food and beverage options in a welcoming, community-oriented environment. Operating in Lake Park since 2015 this location has demonstrated sustained performance and strong customer loyalty.

**Concept:** Breakfast, Lunch & Lite Dinner (7am - 7pm)

### ***Offer Summary Terms:***

**Premises:** 800 Park Ave, Lake Park, FL

**Price:** \$565,000

### **Timing:**

- Due Diligence Period - 45 days.
- Closing: 45 Days following expiration of the due diligence period
- Deposit(s): \$45,000, with \$20,000 to be deposited within five (5) business days of contract execution and an additional \$25,000 to be deposited upon expiration of the due diligence period. Deposit to become non-refundable thereafter.

# SHORT LIST SUMMARY



Offer Summary						
Party	Purchase Price	Date	1st Deposit	2nd Deposit	Due Diligence	Closing
Nature's Way Cafe	\$545,000	4/2/2026	\$45,000	\$20,000	45 Days	45 Days following expiration of the due diligence period.

## Appraisal Value:

1. Callaway & Price - May, 2025 \$600,000
2. Anderson Carr - March, 2025 \$525,000

**Subsequent to close of RFP, we have continued to receive expression of interest from local businesses/investors as well as other users (physical therapy, furniture showroom, collectibles/antiques, etc.)**

## **COMPLETED**

- Marketing Campaign
- Receipt of Response to RFP

## **ACTIONS TO BE TAKEN**

- Host buyer interview to better understand questionnaire answers, project vision, and assumptions being made.
- Present/review best and final offer for guidance on final selection for awarding deal and authorizing village staff to enter negotiations.
- Bring final Purchase & Sale Agreement back to board for review/approval.

# OVERVIEW OF RFP MARKETING PROCESS

800 PARK AVENUE, LAKE PARK, FL 33403

## QUESTIONS?

FOR MORE INFORMATION, PLEASE CONTACT:



**KEN KRASNOW**

**Vice Chair - Public Institutions**

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O: +1 772 678 7600

[ken.krasnow@cushwake.com](mailto:ken.krasnow@cushwake.com)



**J. JEFFERY ALLMAN, JR**

**Senior Director - Retail**

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o: +1 772 678 7608

[jeff.allman@cushwake.com](mailto:jeff.allman@cushwake.com)

Town of Lake Park CRA



# Downtown Lake Park Branding Initiative

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CRA Board Selection Presentation

June 17, 2026

Prepared for discussion and direction

**Exhibit E**



# CRA Board Decision Today

---

1

2

## Updated Selection Process

1

### Review 2 brand promises

Board reviews the positioning language that will guide the brand. This will be brought back to the board to vote on after stakeholder input.

2

### Select 2 of 3 logo concepts

CRA Board narrows the field to two logo finalists. Final 2 logos refined to include color application.

3

### Take final logo concepts to downtown stakeholders

Downtown stakeholders participate in preference surveys

4

### Present final preference survey to CRA Board

Board adopts final selection

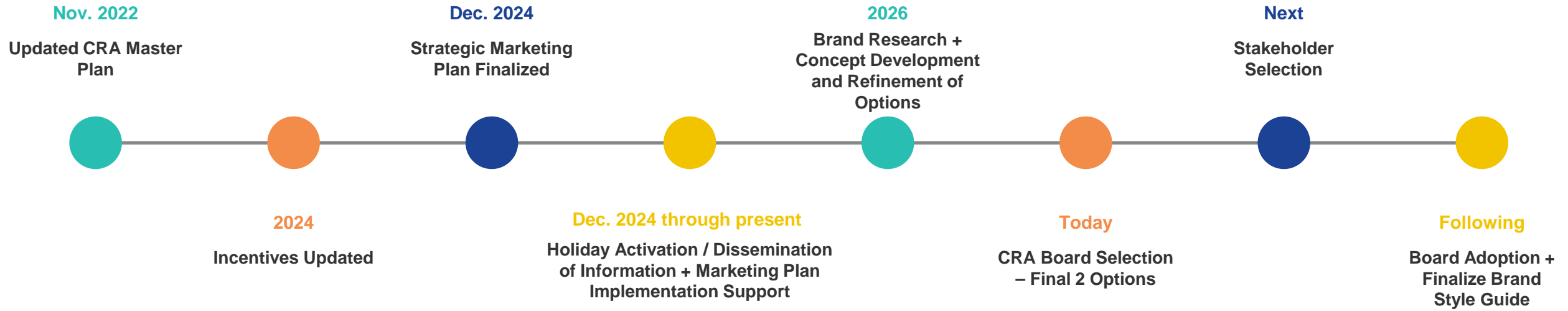
5

### Build out final brand system

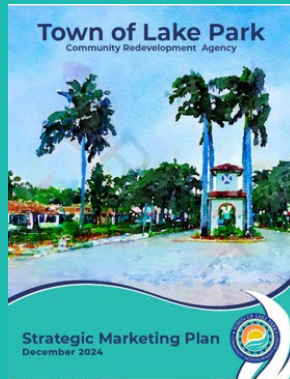
Finalize color, typography, brand standards, templates, and launch materials.

# BACKGROUND & TIMELINE OF WORK

The branding work builds on the updated CRA Master Plan and the Strategic Marketing Plan situation analysis and implementation actions.



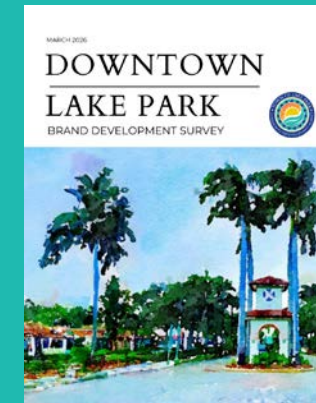
CRA Master Plan



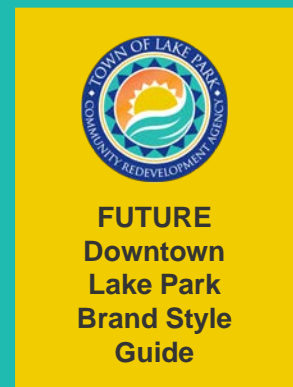
CRA Strategic Marketing Plan

Priority Recommendations and Activities	Timeline	Estimated Budget (Best-Case)	Actual Budget (Best-Case)	Department Responsible	Notes
1. Establish the Brand/Identity of Downtown and the CRA					
2. Brand Research and Development					
3. Brand Implementation and Refinement					
4. Brand Adoption and Finalization					

Dissemination of Information / Marketing & Communications Implementation Matrix



Stakeholder Preference Survey



Future Brand Guide

# COLLATERAL DEVELOPED: BUSINESS ATTRACTION & CRA AWARENESS & OPPORTUNITY

Examples of collateral

## Downtown Lake Park Guide / CRA INCENTIVES

This brochure provides a comprehensive overview of the Downtown Lake Park area, including its history, goals, and various CRA incentives. It features a map of the downtown area and a list of available spaces for businesses. The incentives include:

- Real Estate Development Accelerator Program:** Provides a 10% reduction in the assessed value of real estate for the first five years of occupancy.
- Real Estate Development Accelerator Program:** Provides a 10% reduction in the assessed value of real estate for the first five years of occupancy.
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- Real Estate Development Accelerator Program:** Provides a 10% reduction in the assessed value of real estate for the first five years of occupancy.

## Guide Interior / Map + Business Listings

This brochure features a detailed map of Downtown Lake Park with color-coded blocks and a comprehensive list of businesses. The map shows the layout of streets including W Jasmine Dr, W Ben Dr, Hawthorne Dr, Greenbriar Dr, Forestier Dr, Evergreen Dr, and Park Ave. The business listings are categorized by street and include:

- 700 Block 10th St:** Includes businesses like 'The Brickwork Gallery' and 'Local Distropop'.
- 800 Block Park Ave:** Includes businesses like 'Kale Market' and 'Cypress Social'.
- 700 Block Park Ave:** Includes businesses like 'Salon Spa' and 'Office'.

## Available Space / Fence Banner Series

This series of six banners illustrates various business opportunities available in Downtown Lake Park. Each banner features a photograph of a business scene and the text 'Imagine Your Dream Business Here' along with the Town of Lake Park logo and contact information. The banners are labeled as follows:

- Banner 1:** A woman sitting at a table with a laptop, representing a cafe or office space.
- Banner 2:** Two women talking, representing a retail or service business.
- Banner 3:** A man and a woman looking at a display, representing a boutique or gallery.
- Banner 4:** A man and a woman in a kitchen setting, representing a restaurant or cafe.
- Banner 5:** A man standing in front of a storefront with an 'Open' sign, representing a retail or service business.
- Banner 6:** A man in an apron behind a counter, representing a food or beverage business.

Implementation Support

Downtown Guide with Incentives / Digital Business Listing / Space Available Fence Banners

# COLLATERAL DEVELOPED: ACTIVATION & DISSEMINATION OF INFORMATION

Holiday Lights and Holiday Bouquets collateral activated Downtown Park Avenue and supported business participation. Rust Market leveraged to disseminate information.

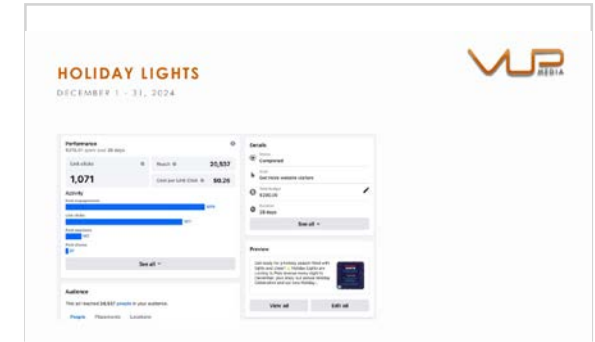
36 x 96 Holiday Lights Banner



Rust Market Activations & Participation



Digital Ad / Social Media Report



11 x 17 Holiday Bouquets Poster



Rack Card Front



Rack Card Back



Holiday Bouquets Route Map



Facebook Performance Snapshot



**Implementation Support** Event activations, digital ads, social posts, epi print materials, QR codes, and participating business signage worked together as a downtown activation package

# Strategic Marketing Plan Goals – Tied to CRA Master Plan Goals

01

Establish the Brands/Identities of Downtown Lake Park and the CRA

02

Increase Business & Community Engagement

03

Attract Private Investment & Recruit Target Industry Business

04

Attract New Consumer Base

## Why this matters

- A distinct Downtown identity supports business recruitment, visitor attraction, resident pride, and consistent communications.
- The logo and brand promise are the foundation for signage, banners, social media, event promotion, and investment marketing.

# BACKGROUND / HISTORY OF PROJECT WORK TO GUIDE BRAND DEVELOPMENT

Research, stakeholder input, and early implementation shaped the Downtown brand direction.

## Foundational Work

- CRA Master Plan: economic development, placemaking, infrastructure, transportation, and redevelopment support.
- Business survey and stakeholder discussions identified an artistic/cultural vision, events as opportunity, capitalize on history, develop wayfinding.
- Strategic Marketing Plan identified branding as a first implementation action.
- Implementation matrix prioritized the Downtown logo, brand standards, launch event, collateral, pole banners, and templates.

## Emerging Brand Direction / Words

Charming / Authentic

Vintage / Historic

Walkable / Local

Peaceful / Tranquil

Welcoming / Inviting

Investment Ready / Growing

Arts + Culture

Creative Energy

Off the Beaten Path

Open for Business / Opportunity



Visual tone: authentic urban charm + creative pulse + community pride

Campaign platform for build-out: **Create. Connect. Cultivate.** | Vintage Soul. Modern Beat

### Brand Promise Option 1

Downtown Lake Park promises an authentic experience where creativity, community, and connection thrive. We bring together art, culture, and vintage small-town warmth to offer a vibrant destination that celebrates local spirit and invites everyone to feel at home.

### Brand Promise Option 2

Downtown Lake Park promises a place where authentic character meets creative energy. Anchored in vintage charm and a proud artistic spirit, our downtown invites makers, dreamers, and doers to connect, create, cultivate opportunity, and thrive. We celebrate our originality and offer a walkable urban district alive with art, music, local flavor, and a welcoming sense of belonging.

# MARKETING PLAN + IMPLEMENTATION ACTIONS

Next implementation should convert the selected identity into a consistent system used across all communications.

Brand System	Business + Investment	Visitor + Events	Digital + Measurement
<ul style="list-style-type: none"><li>• Finalize logo in color</li><li>• Create brand standards guide</li><li>• Build co-branded templates</li><li>• Launch brand event</li></ul>	<ul style="list-style-type: none"><li>• Update CRA collateral</li><li>• Promote incentives</li><li>• Available spaces campaign</li><li>• Broker/developer outreach</li></ul>	<ul style="list-style-type: none"><li>• Create visitor packages</li><li>• Activate events with businesses</li><li>• Tourism partnerships</li><li>• Downtown ambassador concept</li></ul>	<ul style="list-style-type: none"><li>• Social media calendar</li><li>• E-newsletter / CRA Corner</li><li>• Paid ads + PR</li><li>• Quarterly analytics review</li></ul>

**Campaign platform for build-out: Create. Connect. Cultivate. | Vintage Soul. Modern Beat.**

# DECISION ITEM: SELECT TWO LOGO FINALISTS

Board direction: select two of the three Downtown Lake Park logo concepts to be built out and taken to downtown stakeholders for final preference.

**Option A**



Select as finalist

**Option B**



Select as finalist

**Option C**



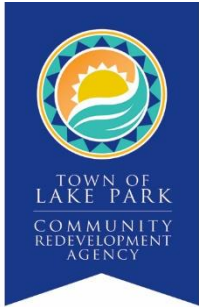
Select as finalist

After Board selection: the two finalists will be built-out and presented to stakeholders to choose one preferred logo.

Colors will be Complimentary to Town/CRA logos



# Exhibit F



## Town of Lake Park Town Commission

### Agenda Request Form

---

**Meeting Date:** June 17, 2026

**Originating Department:** CRA

**Agenda Title:** Resolution 49-06-26 - Bert Bostrom Park Master Plan - Wannemacher Jensen Architects, LLC

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

---

**Cost of Item:** \$0.00      **Funding Source:** \_\_\_\_\_

**Account Number:** \_\_\_\_\_      **Finance Signature:** \_\_\_\_\_

**Advertised:**

**Date:** \_\_\_\_\_ **Newspaper:** \_\_\_\_\_

**Attachments:** Resolution 49-06-26 Bert Bostrom Park Master Plan

Exhibit A: Bert Bostrom Park Master Plan

**Please initial one:**

  X        Yes I have notified everyone

\_\_\_\_\_      Not applicable in this case

**Summary Explanation/Background:**

On September 3, 2025 the Town's Community Redevelopment Agency (CRA) approved an agreement (Resolution 53-09-25) to engage Wannemacher Jensen Architects, LLC (WJA) to complete all services related to the development of the Bert Bostrom Master Plan - Phase 1. The approved scope of work included:

**Task 1 - Site Inventory & Analysis**

- Coordinate an internal kick-off meeting with Town Stakeholders
- Review previous plans & existing conditions
- Identify opportunities, challenges, & potential links
- Conduct title search and survey of the site if necessary

### **Task 2 - Conceptual Plan Development**

- Develop Summary Report of Task 1
- Develop two conceptual plans alternatives
- Submit conceptual plan alternatives to Town Staff for review

### **Task 3 - Community Engagement**

- Host one community meeting to present concept plans and alternative
- Conduct public survey to determined preferred alternative

### **Task 4 - Final Master Plan**

- Review community survey and public feedback
- Develop a final master plan and final report
- Submit final plan Town Staff for review
- Present final plan to the Town's CRA Board

Throughout this process, the community was engaged in a number of ways (i.e., surveys, meetings, request comments during various Town events, signage, etc.) and the Town's staff and CRA Board Members/Town Commission have provided information and feedback in developing the Plan. Information and projects outlined the Master Plan, if approved, will be included within the Town's Annual Budget and Capital Improvement Plan (CIP) to ensure transparency.

The proposed Final Bert Bostrom Park Master Plan was completed by the CRA's consultant, Wannemacher Jensen Architects, LLC, and reviewed by the previous CRA Administrator, the Special Events Director and the Public Works Director.

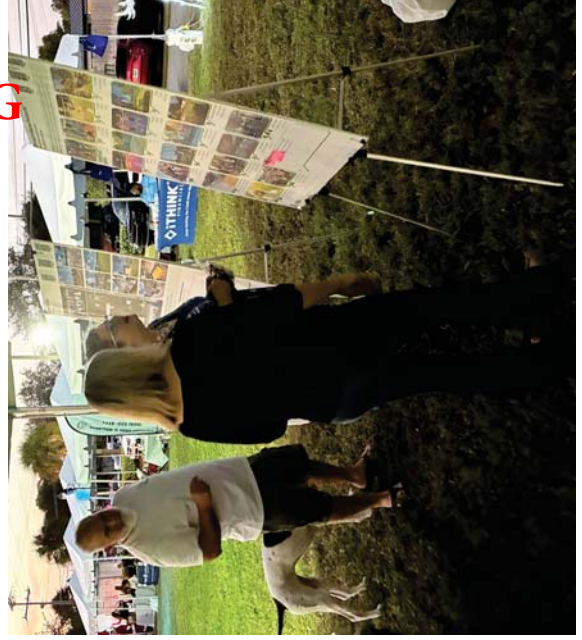
The CRA's consultant, Wannemacher Jensen Architects, LLC, will be available to provide the CRA Board with a presentation on the Final Master Plan and staff will be available to discuss the next steps within this process.

### **Recommended Motion:**

I move to approve Resolution 49-06-26 accepting and approving the Final Master Plan for Bert Bostrom Park.



**Exhibit G**



**Public Input Opportunities**

- Events
  - Holiday Celebration on December 5, 2025
  - MLK Movie In the Park January 16, 2026
  - Sunset Celebration January 29, 2026
- Stakeholder Meeting
  - January 24, 2026
- Online Survey
  - Distributed to the 5,000 +/- households in Lake Park, FL
  - Email outreach to stakeholders

## Public Engagement Event Stations



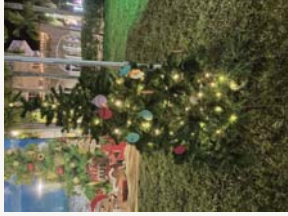
Welcome Station



Existing Conditions



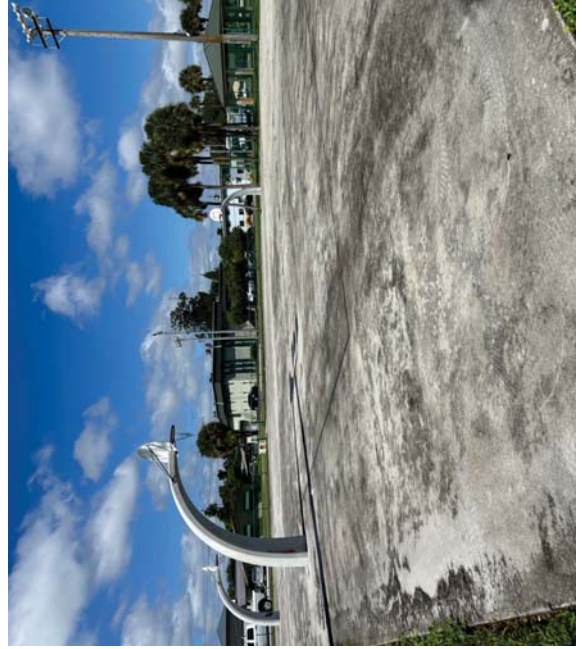
Priority Voting



Ornament Wish List



Results



## Existing Conditions Station

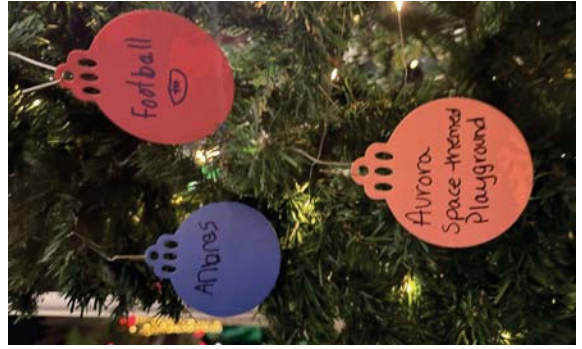
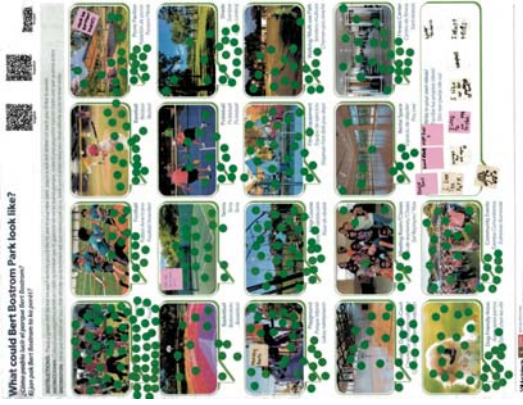
- Desire to remove certain facilities, including the concession stand/restroom building and the community center trailer
- Opportunity to resurface the basketball courts
- Reinstate the Rec Center Sports program



# Priority Voting Station

- Highest priorities were the inclusion of soccer facilities and a ninja course
- Other top priorities identified included dog-friendly areas, playgrounds, and a fitness center
- Written suggestions featured bocce ball, handball, dodgeball, swings for all ages, volleyball, water fountains, and monkey bars
- The Town has very few dog-friendly areas

Priority Dot Voting Station	
Soccer	94
Ninja Course	43
Dog-Friendly Areas	42
Playground	41
Fitness Center	41
Community Events	34
Fitness Equipment	32
Shade	30
Football	29
Indoor Gymnasium Court	29
Walking/Multi-Use Path	26
Pickleball	25
Tennis	24
Picnic Pavilion	24
Rental Space	22
Baseball	21
Basketball	20
Meeting Room/Classes	13



# Ornament Wish List Station

- Children shared a variety of amenities they would like to see in the park, along with activities they enjoy when visiting
- Responses included soccer fields, playgrounds, swings, monkey bars, and slides
- Prefer spaces where they can play freely and have room to run around



# Existing Conditions Station

- Desire to remove existing community center trailer
- Update the concession stand, as well as adding an autolocking system to the restroom building
- Desire for interpretive signage to explain the stormwater system
- Resurfacing the existing basketball court
- Enhancing the pavilion with added seating



**Bert Bostrom Park**  
 10000 West County Road 100  
 Tampa, FL 33613  
 Phone: 813.274.2200  
 Website: www.tampaparks.com

What are your favorite aspects of this park?  
 (Please check all that apply.)

What would you like to see in the future?  
 (Please check all that apply.)

1. Restrooms  
2. Picnic Area  
3. Concession Stand  
4. Basketball Court  
5. Stormwater System  
6. Interpretive Signage  
7. Seating  
8. Autolocking System  
9. Community Center Trailer  
10. Other

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3. Concession Stand  
4. Basketball Court  
5. Stormwater System  
6. Interpretive Signage  
7. Seating  
8. Autolocking System  
9. Community Center Trailer  
10. Other

# Priority Voting Station

- Highest priorities were the inclusion of soccer facilities and walking paths
- Other top priorities identified included community event space, ninja course, and picnic pavilions

Priority Dot Voting Station	Count
Soccer	12
Walking/Multi-Use Path	11
Community Events	10
Ninja Course	8
Picnic Pavilion	8
Football	7
Indoor Gymnasium Court	6
Meeting Room/Classes	6
Shade	6
Playground	5
Baseball	4
Basketball	3
Dog-Friendly Areas	2
Pickleball	2
Outdoor Fitness Equipment	2
Indoor Fitness Center	0
Rental Space	0
Tennis	0

**Bert Bostrom Park**  
 10000 West County Road 100  
 Tampa, FL 33613  
 Phone: 813.274.2200  
 Website: www.tampaparks.com

What would Bert Bostrom Park look like?  
 (Please check all that apply.)

1. Restrooms  
2. Picnic Area  
3. Concession Stand  
4. Basketball Court  
5. Stormwater System  
6. Interpretive Signage  
7. Seating  
8. Autolocking System  
9. Community Center Trailer  
10. Other

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4. Basketball Court  
5. Stormwater System  
6. Interpretive Signage  
7. Seating  
8. Autolocking System  
9. Community Center Trailer  
10. Other

## Open Forum

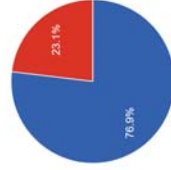
- Support for adding a fence around the playground
- Open-play playgrounds and ninja-style courses
- Shade trees, walking trails, benches, and educational signage
- Sports programming, including soccer, baseball, and flexible recreation spaces.
- Desire for multigenerational design
- Mixed views on indoor facilities: some prefer a fully outdoor park, while others support a small multipurpose building for offices, restrooms, storage, or flexible indoor sports.
- Recommendations to avoid duplicating amenities already available elsewhere
- Additional ideas included a park renaming process with public involvement



## Survey Results

Are you a resident of Lake Park, FL?

199 responses



Yes  
No

¿Es usted residente de Lake Park, FL?

4 responses

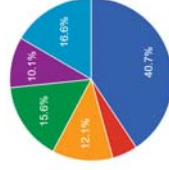


SI  
No

## Survey Results

Which of the following best describes your household?

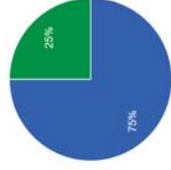
199 responses



Couple with children at home  
Single with children at home  
Empty nester  
Couple, no children  
Single, no children  
Multi-generational home (grandparents, parents, children)

¿Cuál de los siguientes mejor describe su hogar?

4 responses



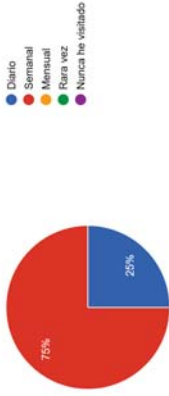
Pareja con niños en el hogar  
Soltero(a) con niños en el hogar  
Nido Vacío  
Pareja sin niños  
Soltero(a) sin niños  
Hogar multi generacional (abuelos, padres, niños)

# Survey Results

How often do you currently visit Bert Bostrom Park?  
199 responses

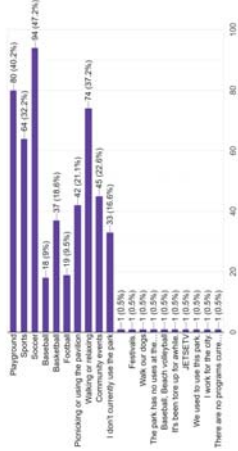


¿Con que frecuencia visita usted el Parque Bert Bostrom actualmente?  
4 responses



# Survey Results

What activities do you or your family typically enjoy at the park? (Select all that apply)  
199 responses

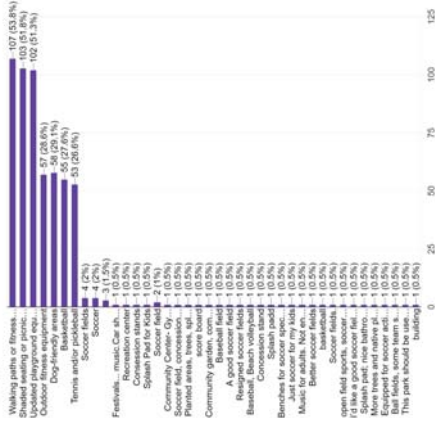


¿Qué actividades disfrutaron típicamente usted y su familia en el parque? (Seleccione todas la que apliquen)  
4 responses

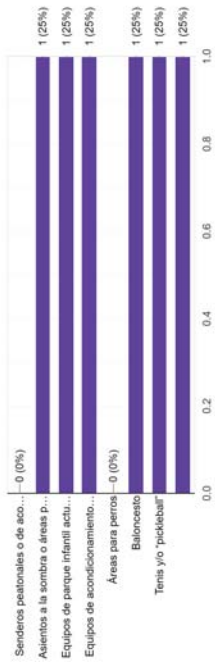


# Survey Results

What new features or amenities would you most like to see in the redesigned park? (Select all that apply)  
199 responses



¿Qué elementos o servicios le gustaría ver más que nada en el nuevo diseño del parque? (Seleccione todos los que apliquen)  
4 responses

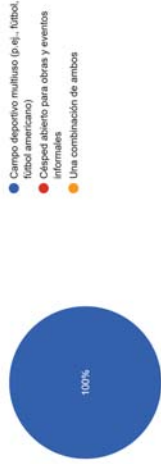


# Survey Results

The central field must remain open space due to underground stormwater infrastructure. How would you prefer this space be used?  
199 responses

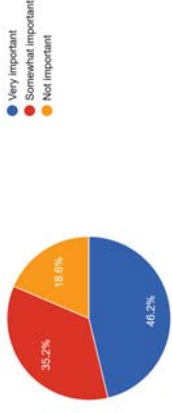


El campo central deberá permanecer como espacio abierto debido a la infraestructura para aguas pluviales. ¿Como preferiría que se usara este espacio?  
4 responses

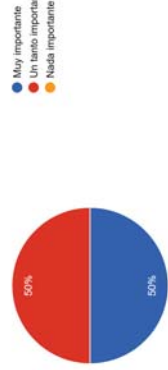


# Survey Results

How important is it to you that the park includes spaces for community gatherings or events (e.g., concerts, markets, movie nights)?  
199 responses

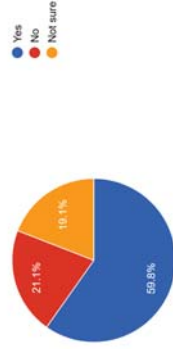


¿Qué tan importante es para usted que el parque incluya espacios para encuentros comunitarios o eventos (p.ej., conciertos, mercados, noches de películas)?  
4 responses

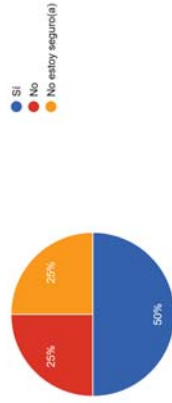


# Survey Results

Would you support a community center/gymnasium building in the park?  
199 responses



¿Apoyaría usted la edificación de un centro comunitario/gimnasio en el parque?  
4 responses



If a community center/gymnasium building were added to this park, what new amenities or features would you like to be included?  
199 responses

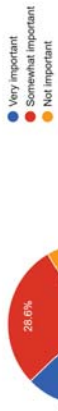


¿Si se edifica un centro comunitario/gimnasio en este parque, que nuevos elementos/servicios le gustaría que incluyera?  
4 responses



# Survey Results

How important is it that the park includes environmentally sustainable features (e.g., native landscaping, shade trees, stormwater-friendly design)?  
199 responses



¿Qué tan importante es que el parque incluya elementos ambientalmente sostenibles (p.ej., paisajismo autóctono, árboles de sombra, diseño amigable con las aguas pluviales)?  
4 responses



# Survey Results

- Category Breakdown:
- ADA/Accessibility: 13 responses (18.1%)
  - Other Suggestions: 12 responses (16.7%)
  - No/None/N/A: 9 responses (12.5%)
  - Sports Facilities: 6 responses (8.3%)
  - Benches/Scoreboard: 5 responses (6.9%)
  - Security/Safety: 5 responses (6.9%)

Do you have any accessibility needs or suggestions to make the park more inclusive for all users?  
84 responses

No	
no	
N/A	
ADA	
n/a	
Have the kids play soccer on the field	
Benches, concession stands, and a Score board.	
ADA provisions	
No	

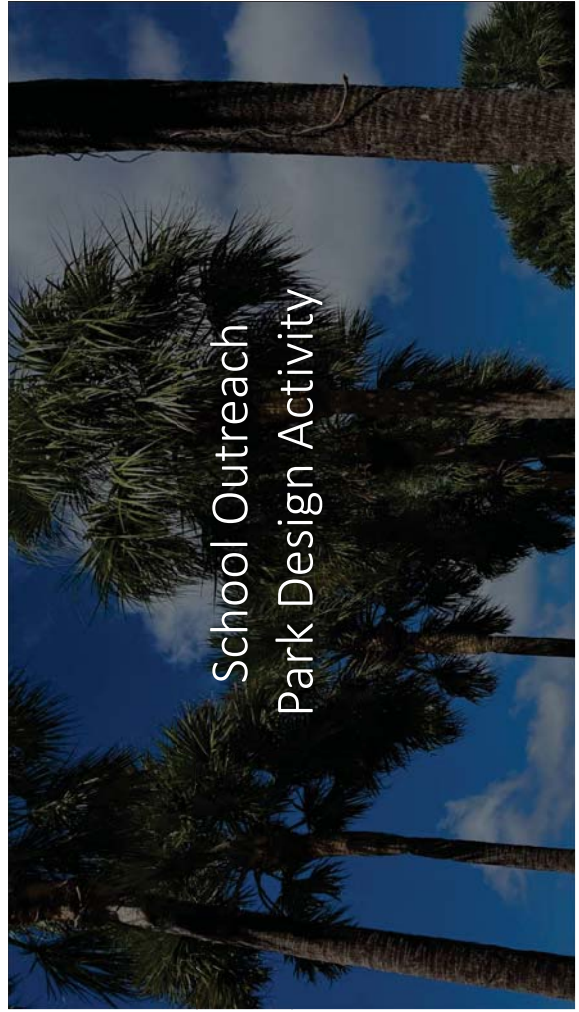
# Survey Results

- Category Breakdown:
- Soccer / Sports: 22 answers (29.33%)
  - Kids & Families: 14 answers (18.67%)
  - Amenities: 13 answers (17.33%)
  - Budget / Funding Concerns & Opposition: 8 answers (10.67%)
  - Community Events & Programming: 7 answers (9.33%)
  - Safety & Security: 6 answers (8%)
  - Trails / Dogs / Open Space: 5 answers (6.67%)

Do you have any additional comments or ideas for the future of Bert Bostrum Park?  
81 responses

No	
benches, concession stands, and scoreboard.	
Would love to see any type of improvement	
It would be nice to have seating, a scoreboard for games, and concession options. Shaded picnic/raiting areas would be appreciated especially during games or being at the park with kids.	
Bert Bostrum park would be a great place for soccer fields.	
Please, when asking the question "do you support a community center at Bert Bostrum Park", give at least a cost estimate that residents would be agreeing to if they said they will support a community center.	
A community center is a tremendous never ending expense for the taxpayers. It serves a small percentage of residents and often non residents.	
We share a fence with Bert Bostrum. We'd like to see adequate lighting and guidelines put in place to make	

# School Outreach Park Design Activity



**DRAW YOUR DREAM BEST BOSTROM PARK**

What does your dream park look like? What activities would you like to do?

Name: DAVID Date: 3/15/24

Age: 10

**DRAW YOUR DREAM BEST BOSTROM PARK**

What does your dream park look like? What activities would you like to do?

Name: DAVID Date: 3/15/24

Age: 10

**DRAW YOUR DREAM BEST BOSTROM PARK**

What does your dream park look like? What activities would you like to do?

Top 3 activities:  
Play  
Pool  
Walking

How green is your park? (1-5)  
3

How many people would like to see it? (1-10)  
10

Name: DAVID Date: 3/15/24

Age: 10

**DRAW YOUR DREAM BEST BOSTROM PARK**

What does your dream park look like? What activities would you like to do?

Name: DAVID Date: 3/15/24

Age: 10

**DRAW YOUR DREAM BEST BOSTROM PARK**

What does your dream park look like? What activities would you like to do?

Name: DAVID Date: 3/15/24

Age: 10

**DRAW YOUR DREAM BEST BOSTROM PARK**

What does your dream park look like? What activities would you like to do?

Top 3 activities:  
Basketball  
Soccer  
Gym

How green is your park? (1-5)  
3

How many people would like to see it? (1-10)  
10

Name: DAVID Date: 3/15/24

Age: 10

## Program Statement

- Multi-Use Field
- Backstop
- Walking Path
- Outdoor Fitness
- Playground
  - Netting
  - Gaga ball
  - Zipline
- Ninja Course
- Basketball
- Dog Friendly

**DRAW YOUR DREAM BEST BOSTROM PARK**

What does your dream park look like? What activities would you like to do?

Older workout  
 Any can include Basketball courts

Concept is Building Blocks of like different ages for all

Name: DAVID Date: 3/15/24

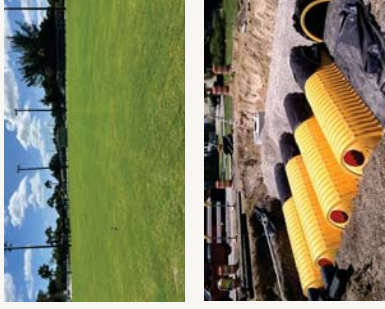
Age: 10

Woodland Park, PSL FL - Great Nature Trails example for parent

• **Walking Trail**  
 • **Small Dog**  
 • **Big Dog**  
 • **Play**  
 • **Major Course**  
 • **Re-school Park**  
 • **Grade School**  
 • **Park**

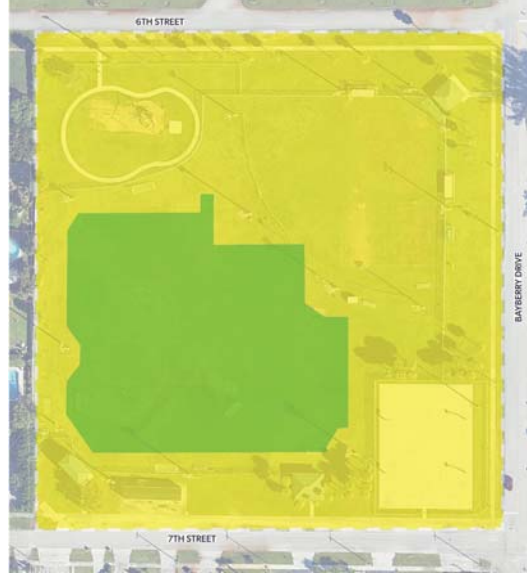


## Underground Storage



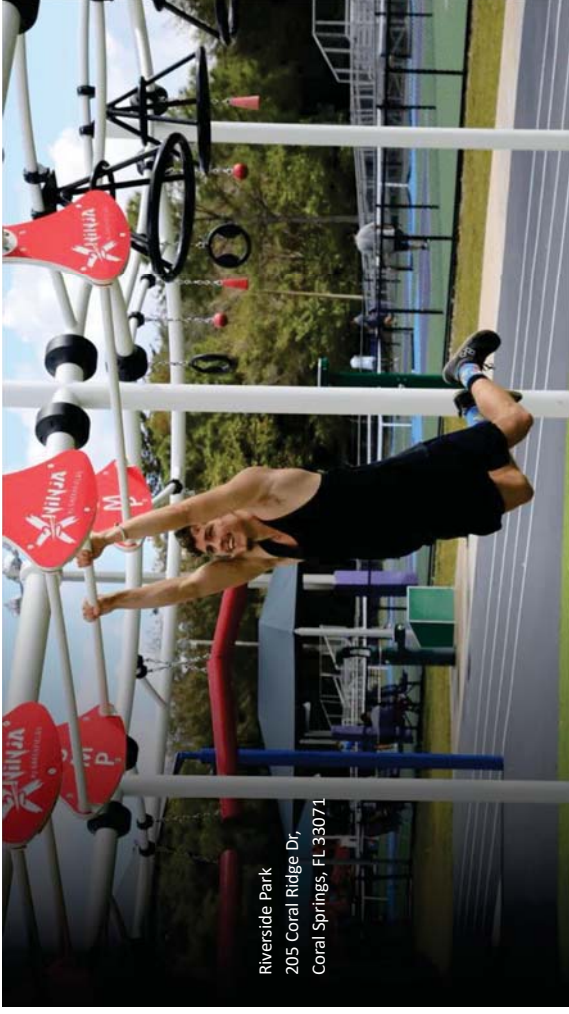
## Underground Storage

- Space available for things other than multi-use field in yellow





# Greenfields Outdoor Recreation

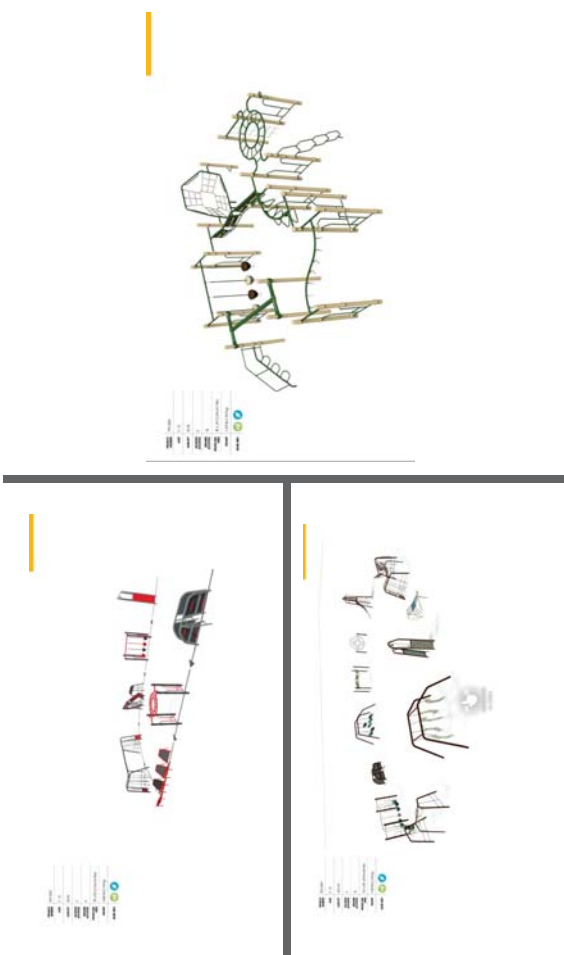
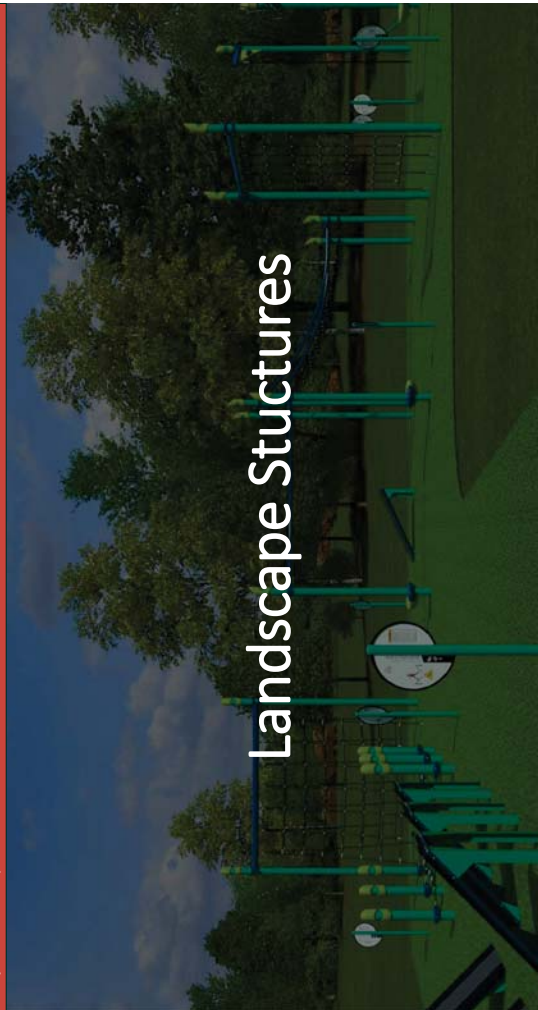
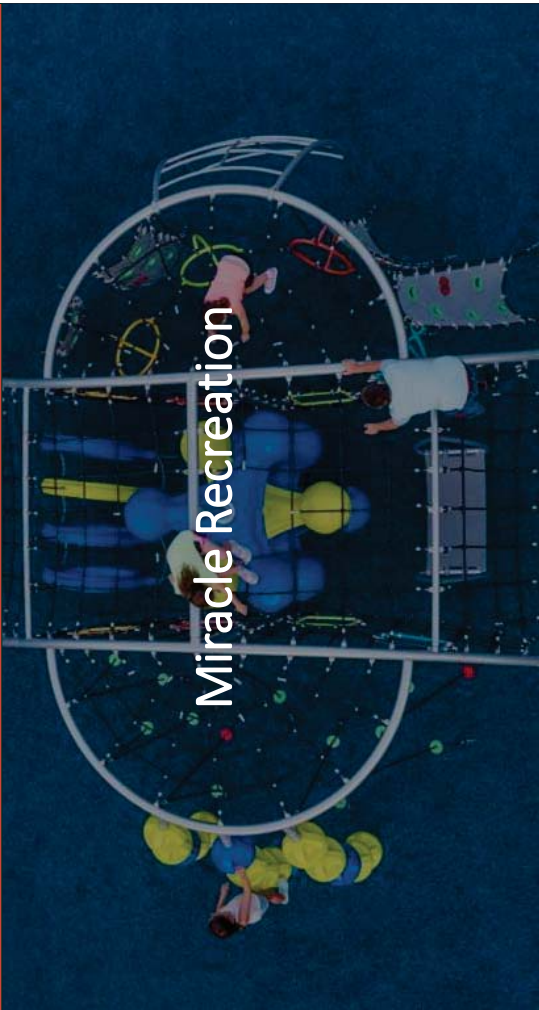


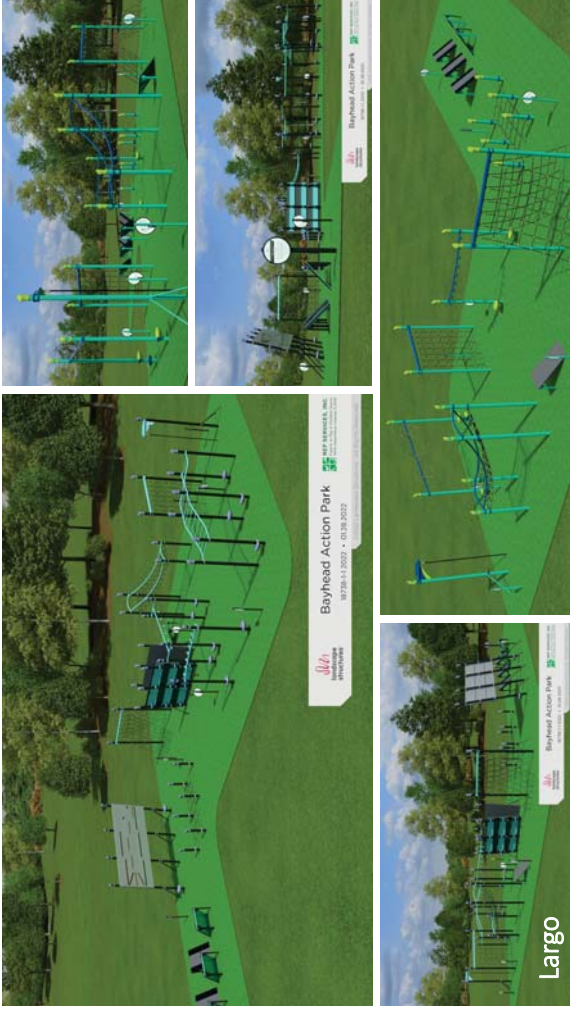
Riverside Park  
205 Coral Ridge Dr,  
Coral Springs, FL 33071



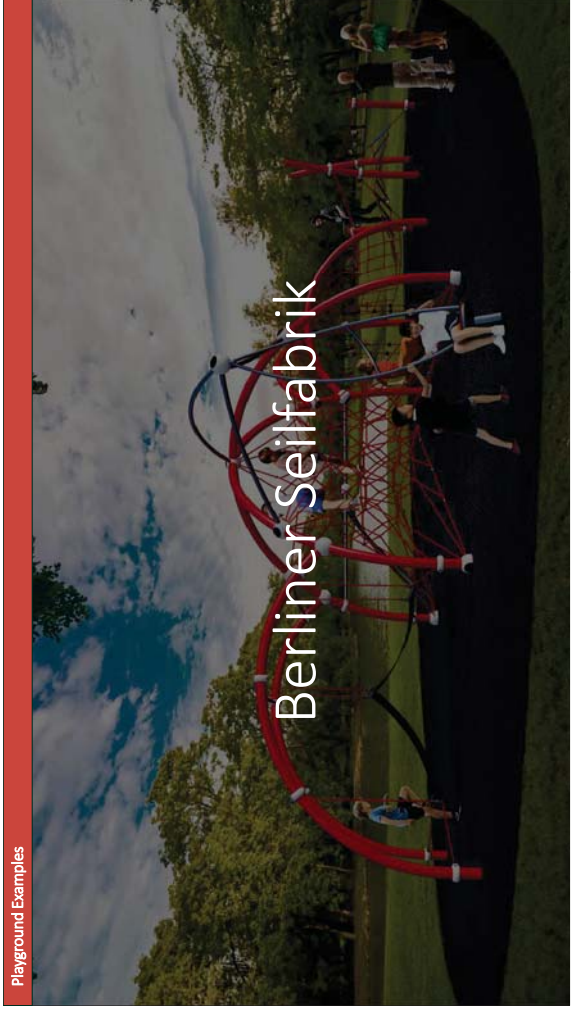
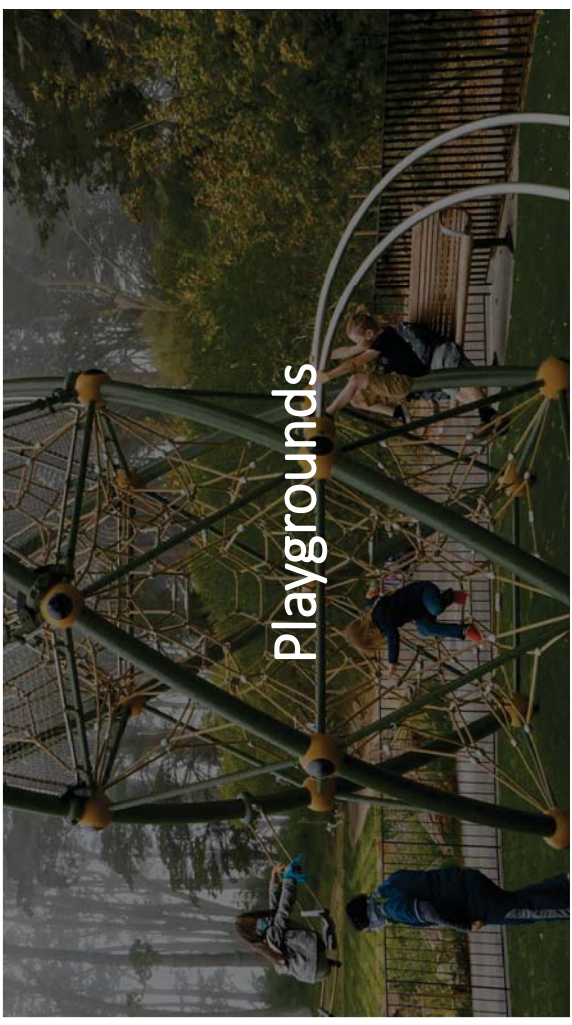
# GameTime





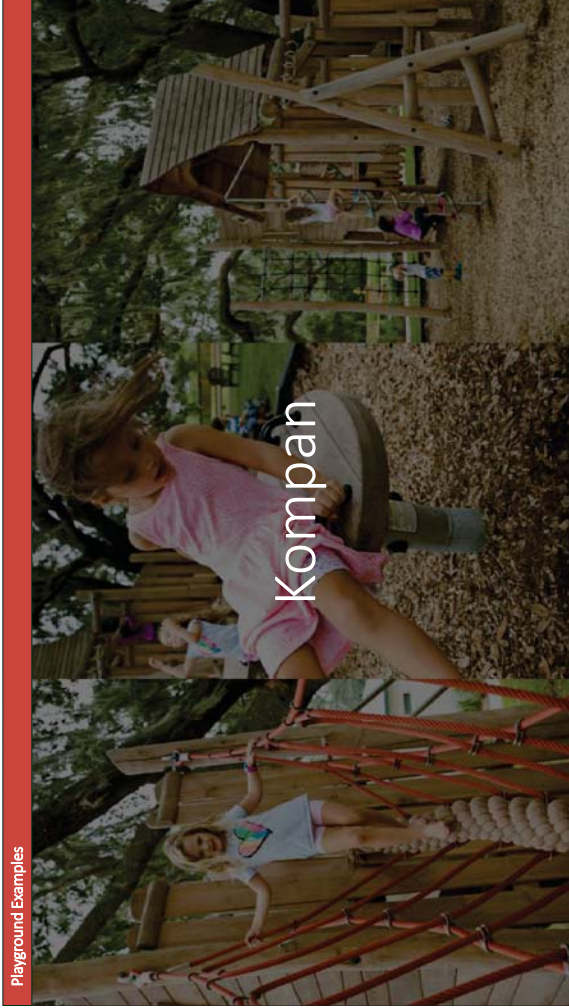


Largo

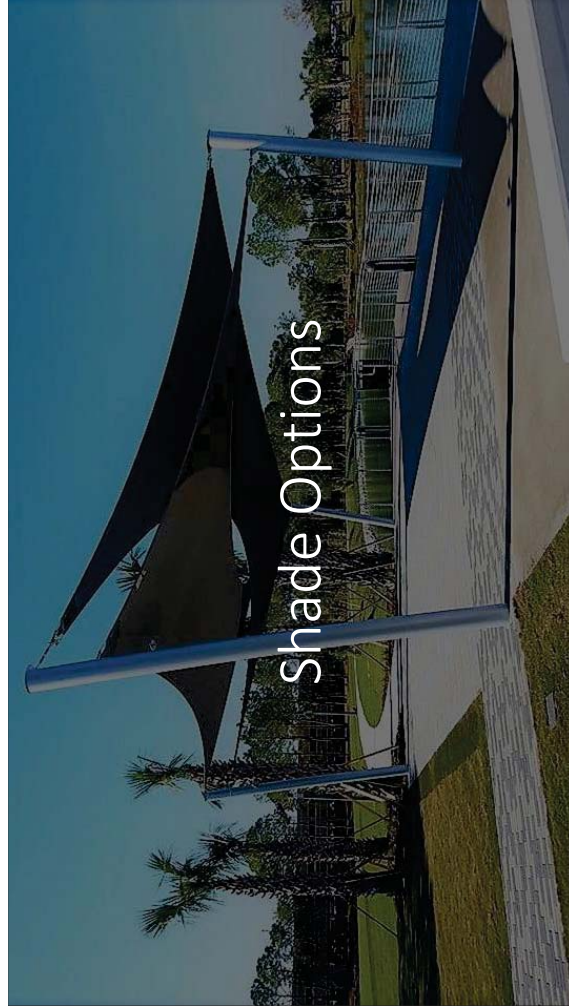


Playground Examples



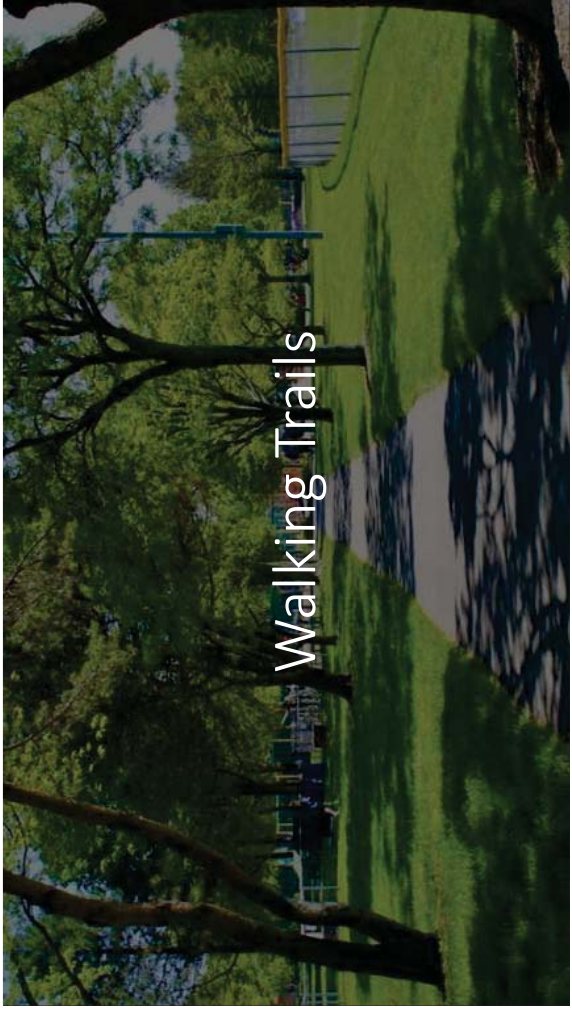


Kompan

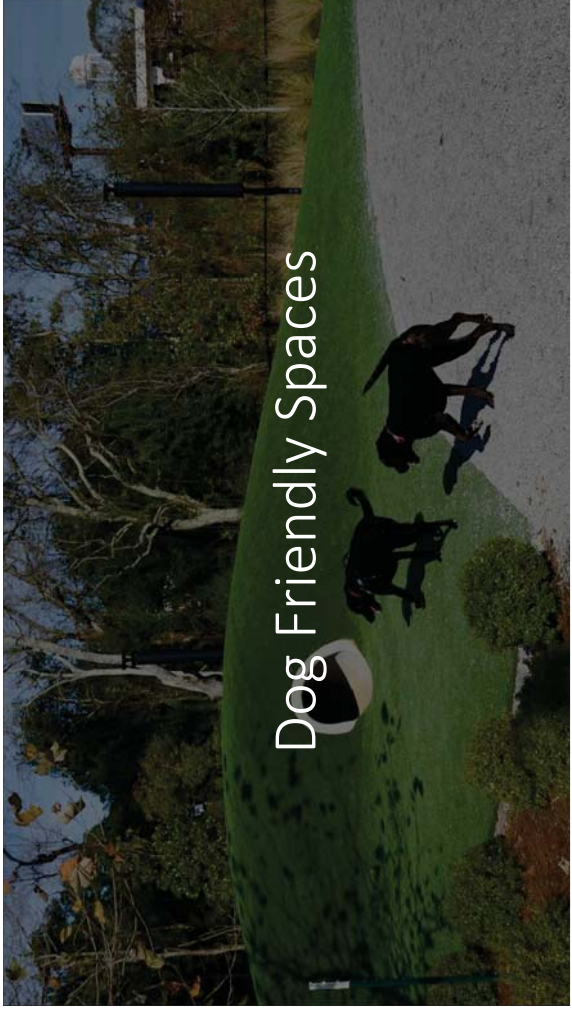


Shade Options





Walking Trails

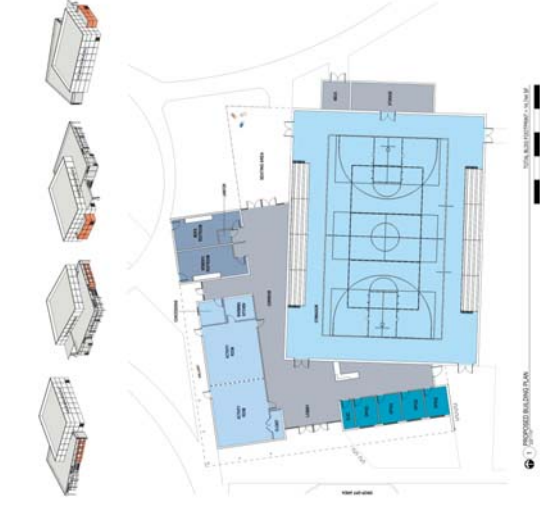


Dog Friendly Spaces





Section



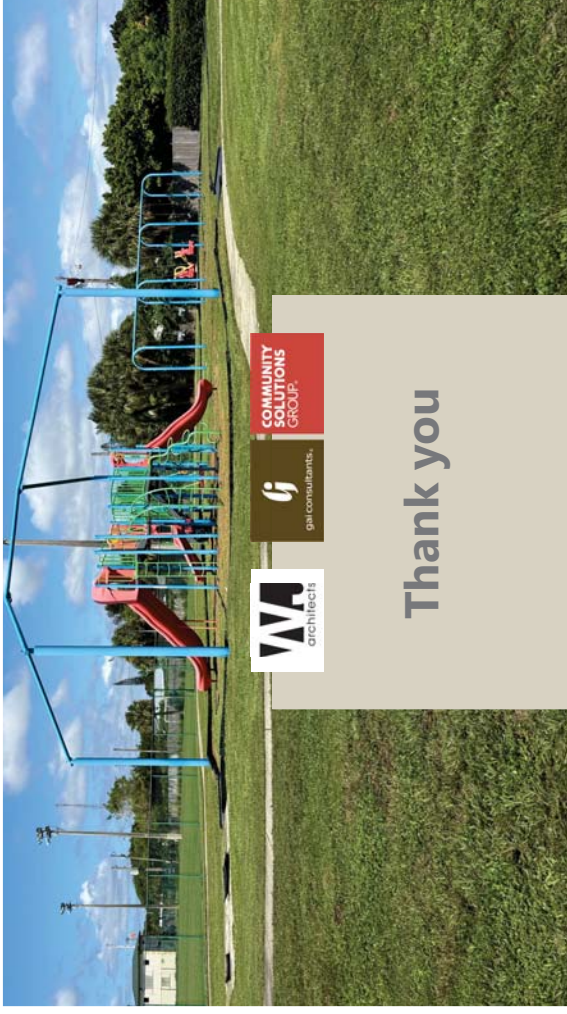
# Bert Bostrom Park

ESTIMATE OF PROBABLE CONSTRUCTION COST

Rough Order of Magnitude Estimate

6/23/2026

ESTIMATE OF PROBABLE CONSTRUCTION COST		ABSOLUTE	VALUE ADDED
SUMMARY (BY COMPONENT)			
A	MULTI-USE SPORTS FIELD (EXISTING)	59,190	0.53%
B	ATHLETIC COMPLEX	7,213,487	64.61%
C	BASKETBALL COURTS (EXISTING)	118,381	1.06%
D	PLAYGROUND	1,040,465	9.32%
E	PLAY MOUND	83,208	0.83%
F	NINJA COURSE	376,757	3.37%
G	PICNIC AREA	49,403	0.44%
H	COMMUNAL LAWN	73,044	0.65%
I	EXISTING CONCESSIONS / RESTROOM BUILDINGS	189,664	1.70%
J	EXISTING TRAILER	Net in Scope	0.00%
K	EXISTING PAVILLION	61,691	0.55%
L	DOG FRIENDLY WALK	276,032	2.47%
M	PARKING	810,366	7.26%
Y	GENERAL SITE WORK & PARK IMPROVEMENTS	802,998	7.19%
<b>ESTIMATE TOTAL:</b>		<b>\$ 11,164,486</b>	



Thank you

CRA

Meeting Date 6-17-26

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

Name: Patricia Ledue  
Address: 409 2nd Street

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 Item**:  
CRA - New Business - # 3 - 800 Park Ave

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.

CRA

Meeting Date 6/17

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

Name: Mary Taylor  
Address: 209 Park Ave

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 Item**:  
Rest Boston Park

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.

# Exhibit A

**June 17, Commission Mtg. Comments MARY TAYLOR**

## **CONCLUSION**

I would like to thank Wannemacher Jensen Architects for their diligent work in assessing the needs and desired amenities that the residents of Lake Park want in the Bert Bostrum Park. The findings confirm what many residents have always expressed to this commission....**Although**, the survey is incomplete and misleading. Questions were asked in English and Spanish and results are shown as pie charts and graphs in English and Spanish *when* Lake Park has one of the highest concentrations of Haitian and French Creole speaking residents in the US, at least 23%.

Soccer fields/multi use sports, updated playground, seating, walking paths, shade trees are the choices of survey responders....but a large building costing over 7 million dollars and a parking lot costing over eight hundred thousand dollars is somehow included in the plan. The online survey with 199 responders listed only one vote (.5%) out of 199 responders for such a building. Both an indoor sport complex and a parking lot is contrary to the storm water goals of the multi million dollar, multi year construction of the existing drainage chamber project that requires maintenance and protection. It doesn't make sense, A small building with restrooms, and storage is needed, but no unnecessary concrete parking lot incroaching on precious green space.

*Tonight I respectfully recommend that Resolution 49-06 accepting and approving the final Master Plan for Bert Bostrom Park be tabled for the following reasons:*

- Conflicting conclusions, from the incomplete and erroneous presentation report in the agenda packet. *A public input meeting should be held to discuss and explain the discrepancies.*
- Deciding factors such as SB180 and the Property Tax exemption vote in November could completely void or alter parts of the plan. Please table this decision.

535  
504

## Results

### Public Engagement Event – 12/05/2025

Priority Voting 1 ) highest, Soccer, 94

18) lowest, Meeting Room/Classes

Ornament Wish List soccer fields, playgrounds free play and run

### Stakeholders Meeting

1) highest, 12, - 2. 11, Walking Multi/Path

18) lowest, indoor Fitness Center/Rental

### Open Forum

pg 81

Great Ideas, No conclusions

### **Online Survey 199 responses**

76.9% / residents 40% couples with children 100%

BB Park Visits 40% rarely, 75% s,

### **RESULTS SURVEY RESPONSES**

What activities do you and family enjoy at the park

1) Soccer/futbol/, Playground 80, Walking/Relaxing 74  
features or amenities would you most like to see

1) Walking paths or fitness

2) Shaded seating/ picnic

3) Playground equipment

*Interestingly Tennis or Pickleball 53 and soccer only got 4*

### **CENTRAL FIELD/ OPEN SPACE**

**MULTI-USE SPORTS FIELD 45.2%/ 100%**

*Importance of community gatherings events, concert, markets, movie nights?*

*Very Important 46.2%/ 50%*

Would you support community center in the park?

Yes, 59% /50%

Amenities, 41.7 /25% basketball, pickle ball, volley ball

23.6%/25% Don't want a community center/gym

**How important is it that the park includes environmentally sustainable landscaping, shade trees stormwater-friendly design? 91.5 % AGREE**

CRA

Meeting Date 6/17/26

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

Name: Jesse Furman  
Address: 798B PARK AVE

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 Item: CRA Building 300 Park Ave

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.

CRA

Meeting Date 06-16-2026

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

Name: Ibrahim Ibrahim  
Address: 903 park ave lake park

If you are interested in receiving Town information through Email, please provide your E-mail address: ibrah26610@yahoo.com

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

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.

Meeting Date \_\_\_\_\_

CRA

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

Name: Guerry Faustis, MD

Address: 4431 Westwinds Drive, Riviera Beach, FL 33407

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 Item**:  
\_\_\_\_\_

I would like to make comments on the following **Non-Agenda Item(s)**:  
800 Park Ave Building

**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.