



Lake Park Town Commission, Florida

Centennial Celebration Committee Meeting Agenda

Tuesday, October 18, 2022 at 6:30 PM

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

| | | |
|----------------------------|---|--------------------------------|
| Michael O'Rourke | — | Mayor |
| John Linden | — | Commissioner/Chair |
| Roger Michaud | — | Commissioner |
| Mary Beth Taylor | — | Commissioner |
| Evelyn Harris Clark | — | Vice Chair |
| Patricia Leduc | — | Committee Member |
| Beth Motschenbacher | — | Committee Member |
| John D'Agostino | — | Town Manager |
| Riunite Franks | — | Special Events Director |
| Vivian Mendez, MMC | — | Town Clerk |

PLEASE TAKE NOTICE AND BE ADVISED, that if any interested person desires to appeal any decision of the Town Commission, with respect to any matter considered at this meeting, such interested person will need a record of the proceedings, and for such purpose, may need to ensure that a verbatim record of the proceedings is made, which record includes the testimony and evidence upon which the appeal is to be based. Persons with disabilities requiring accommodations in order to participate in the meeting should contact the Town Clerk's office by calling 881-3311 at least 48 hours in advance to request accommodations.

CALL TO ORDER/ROLL CALL

PLEDGE OF ALLEGIANCE

CONSENT AGENDA:

1. October 4, 2022 Centennial Celebration Committee Meeting Minutes

NEW BUSINESS:

2. Centennial Celebration Logo Selection
3. Sponsorship List Update
4. Kickoff Concert Update
5. Historic Homes Tour

PUBLIC COMMENT:

This time is provided for addressing items that do not appear on the Agenda. Please complete a comment card and provide it to the Town Clerk so speakers may be announced. Please remember comments are limited to a TOTAL of three minutes.

COMMITTEE MEMBER COMMENTS:

ADJOURNMENT:

FUTURE MEETING DATE: The next scheduled Centennial Celebration Committee will be conducted on November 1, 2022



**Minutes
Town of Lake Park, Florida
Centennial Celebration Committee Meeting
Tuesday, October 4, 2022 6:30 PM
Town Hall Commission Chamber,
535 Park Avenue, Lake Park, Florida 33403**

The Centennial Celebration Committee met for the purpose of a regular meeting on Tuesday, October 4, 2022 at 6:30 p.m. Present were Chair/Commissioners John Linden, Commissioner Roger Michaud (arrived at 6:37 P.M.), Commissioner Mary Beth Taylor, Committee Member Vice-Chair Evelyn Harris-Clark, Committee Members Patricia Leduc, Beth Motschenbacher, and Special Events Director Riunite Franks. Town Manager John D'Agostino and Mayor Michael O'Rourke were absent.

ROLL CALL & PLEDGE OF ALLEGIANCE

Town Clerk Vivian Mendez performed the roll call and Board Member Patricia Leduc led the pledge of allegiance.

Special Events Director Franks announced that Board Member Felicia Ann Brabham resigned from the Committee. She stated that a flyer would be sent in the near future seeking a member to fill the vacancy.

SPECIAL PRESENTATION/REPORT:

None

CONSENT AGENDA:

1. September 6, 2022 Centennial Celebration Committee Meeting Minutes.

Motion: Committee Member Leduc moved to approve the Consent Agenda; Vice-Chair Harris Clark seconded the motion.

Vote on Motion:

| Committee Member | Aye | Nay | Other |
|---------------------------------|-----|-----|--------|
| Mayor O'Rourke | | | Absent |
| Chair/Commissioner Linden | X | | |
| Commissioner Michaud | X | | |
| Commissioner Taylor | X | | |
| Vice-Chair Harris-Clark | X | | |
| Committee Member Leduc | X | | |
| Committee Member Motschenbacher | X | | |

Motion passed 6-0.

New Business:

2. Centennial Celebration Logo Selection.

The Committee discussed and chose option 2 with modification as the logo for the Centennial Celebration. Commissioner/Chair Linden read a statement submitted by

Dianne Sophinos. The members provided their feedback on each proposed logo. The modifications included incorporating a picture in one of the zeros in the 100. The Committee came to consensus to have a picture of the historical gates in one of the zeros.

The item would come back before the Committee for final review before publishing.

Motion: Commissioner Michaud selected option 2 with modifications as the logo for the Centennial Celebration; Committee Member Leduc seconded the motion.

Vote on Motion:

| Committee Member | Aye | Nay | Other |
|---------------------------------|-----|-----|--------|
| Mayor O'Rourke | | | Absent |
| Chair/Commissioner Linden | X | | |
| Commissioner Michaud | X | | |
| Commissioner Taylor | X | | |
| Vice-Chair Harris-Clark | X | | |
| Committee Member Leduc | X | | |
| Committee Member Motschenbacher | X | | |

Motion passed 6-0.

3. Centennial Celebration Sponsor List Discussion.

Commissioner Linden explained that he did not review the list. Special Events Director Franks explained that the last page of this section of the agenda was a list of those businesses assigned to certain members. Committee Member Motschenbacher asked about the sponsorship packet. Special Events Director Franks explained that the Town was not a 501C-3. Commissioner Michaud stated that he would visit the following businesses for sponsorships: Lake Park Bicycles; Camille's Pizza; Robalo's Pharmacy; Southern Kitchen; Earl Stewart Toyota. The sponsorship packet distribution would be soon.

4. Centennial Celebration Kickoff Concert.

Special Events Director Franks explained the band options provided to the Committee for their thoughts. They would like to have it booked as soon as possible. Commissioner Linden suggested that the band play the Kelsey City Song. The Committee suggested Memory Lane as their first choice.

5. Centennial Celebration Budget and Presentation.

Commissioner Linden explained the purpose of the item. He repeated what Special Events Director Franks stated earlier, the sponsorship funds would be used before the Special Events budget was touched. Special Events Director Franks would do the presentation to the Commission. She explained the way the budget was structured. She explained that there are items that are budgeted that were not budgeted in past years due to staff shortages. Things like putting up tents are now paid to a company to do because the Town does not have sufficient staff to accomplish this task prior to an event. The Committee discussed the events budget in detail. Special Events Director Franks justified

the additional funds requested for the events. Commissioner Linden read Dianne Sophinos comments into the record (see attached). The Committee discuss inviting the Kelsey family to be part of the Harry Kelsey Birthday festivities.

Public Comment:

None

COMMITTEE MEMBER COMMENTS:

Vice-Chair Harris-Clark felt that only a selected few should receive the commemorative book. She

Committee Member Leduc asked when the logo modification would be available to the Committee. Special Events Director Franks would try to have the logo presented at the October 18, 2022 Committee meeting. Committee Member Leduc asked for a status on the sponsorship packets. Special Events Director Franks explained that as soon as the logo was complete the sponsorship packets would be ready.

Committee Member Motschenbache had no comments.

Town Manager D'Agostino was absent.

Chair Linden was not sure if Mayor O'Rourke would remain on the Committee after December 31st.

Commissioner Michaud felt the meeting was successful.

Commissioner Taylor felt everyone did a great job this evening.

Mayor O'Rourke was absent.

Special Events Director Franks stated that she would begin scheduling the additional staff members that are involved with the events attend a meeting. She wanted them to be part of the meetings that discuss the details of the events they would be assisting. For example, Deputy Adam Pozsonyi would attend a meeting regarding the Battle of the Badges.

Public Comment:

None

ADJOURNMENT

There being no further business to come before the committee and by unanimous vote, the meeting adjourned at 9:25 P.M.

Chair/Commissioner, John Linden

Town Seal

Town Clerk, Vivian Mendez, MMC

Approved on this _____ of _____, 2022

From: mascaro@aol.com
 To: [Vivian Mendez](#)
 Subject: Fw: Centennial Meeting notes Oct. 4th 2022
 Date: Monday, October 10, 2022 7:34:33 PM

The email you requested from. Diane Sophinos to enter I to the Centennial requested records John L

[Sent from the all new AOL app for Android](#)

----- Forwarded Message -----

From: "Dianne Sophinos" <di.sophinos@gmail.com>
To: "r.d.michaud@gmail.com" <r.d.michaud@gmail.com>, "mascaro@aol.com" <mascaro@aol.com>, "patriciaeduc" <patriciaeduc@comcast.net>
Sent: Tue, Oct 4, 2022 at 6:23 PM
Subject: Centennial Meeting notes Oct. 4th 2022

Greetings Members of the Centennial Committee:

I am not able to attend the meeting this evening.

I am submitting some notes per this Meeting Agenda.

For the 3 logos, *not one* of them depicts anything of historic significance whether it be the banner / T-shirt.

2 meetings ago, I suggested **the logo** contain a profile of the town's founder, Harry S.

Kelsey with his name / face,

OR Town Hall,

OR 2-room school -- The **front of Lake Park Elementary School** without the ADA ramps,

OR The Evergreen House,

OR The Kelsey City Gates, where a **rendering of the gates** is inside the library (Front entrance) by the Front dropbox for books.

Feb. 11, 2023.....For the Love of Lake Park - Centennial Historic Homes & Bicycle Tour.

It gets dark earlier in the winter, change the time to 1 p.m. - 5 p.m.

Start the tour with an indoor Tour of Town Hall.

Are the banners for display along Federal Hwy / front of Kelsey Park and Park Ave.? On Park Ave. and Old Dixie Hwy ? On Park Avenue and 10th Street?

Was *not* planning for the Trolley.....would need to look for [Liability Insurance](#) for 4 hours if you want me to.

Refreshments: water bottles along the tour route and whatever refreshments we serve in the Evergreen House for the [Finale of the tour](#). We shall have the *Evergreen House* open for inside tour.

=====
Harry Kelsey's Family Birthday Celebration, Sunday, March 26, 2023.

1 p.m. - 5 p.m. in Kelsey Park and have the Evergreen House open for touring.

Are we serving Hot dogs, Hamburgs?

OR

ONLY 100 cupcakes and / or big sheet cake, water bottles, coffee?

Music in Kelsey ParkKelsey City U.S.A. song sheet

Activities for children: are we hiring clowns, stilt walkers, face painters, etc. ?

Respectfully submitted,

Dianne Sophinos

Member of the Lake Park Historic Society



Town of Lake Park Centennial Celebration Committee

Agenda Request Form

Meeting Date: October 18, 2022

Agenda Item No. 2

Agenda Title: Centennial Celebration Logo Selection

- ☐ SPECIAL PRESENTATION/REPORTS ☐ CONSENT AGENDA
☐ BOARD APPOINTMENT ☐ OLD BUSINESS
☐ PUBLIC HEARING ORDINANCE ON _____ READING
☒ **NEW BUSINESS**
☐ OTHER: DISCUSSION

Approved by Town Manager _____ Date: _____

Name/Title

| | | |
|--|--|--|
| Originating Department: Special Events | Costs: \$ 0.00 Funding Source: Acct. # <input type="checkbox"/> Finance _____ | Attachments: Exhibit A – Centennial Celebration Logo Options |
| Advertised: Date: _____ Paper: _____ <input checked="" type="checkbox"/> Not Required | All parties that have an interest in this agenda item must be notified of meeting date and time. The following box must be filled out to be on agenda. | Yes I have notified everyone _____ or Not applicable in this case <i>RCF</i> Please initial one. |

Summary Explanation/Background

At the October 4, 2022 Centennial Celebration Committee Meeting, the members were provided with three logo options that were designed by Strategic Marketing. During the discussion it was conveyed that the members selected option #2 with the addition of several changes. At this time, staff has provided three new logo options (Exhibit A) that have been modified to include the selected changes that were previously discussed.

Recommended Motion: I motion that the Centennial Celebration Committee select logo option # _____ as the official Centennial Celebration Logo.

Option 1

Item 2.





Item 2.

LAKE PARK FLORIDA





Item 2.

Option 3

Item 2.





Item 2.



Town of Lake Park Centennial Celebration Committee

Agenda Request Form

Meeting Date: October 18, 2022

Agenda Item No. 3

Agenda Title: Centennial Celebration Sponsorship List Update

- ☐ SPECIAL PRESENTATION/REPORTS ☐ CONSENT AGENDA
☐ BOARD APPOINTMENT ☐ OLD BUSINESS
☐ PUBLIC HEARING ORDINANCE ON _____ READING
☒ **NEW BUSINESS**
☐ OTHER: DISCUSSION

Approved by Town Manager _____ Date: _____

Name/Title

| | | |
|--|--|--|
| Originating Department: Special Events | Costs: \$ 0.00 Funding Source: Acct. # <input type="checkbox"/> Finance _____ | Attachments: • Exhibit A – Listing of Selected Businesses |
| Advertised: Date: _____ Paper: _____ <input checked="" type="checkbox"/> Not Required | All parties that have an interest in this agenda item must be notified of meeting date and time. The following box must be filled out to be on agenda. | Yes I have notified everyone _____ OR Not applicable in this case <u>RCF</u> Please initial one. |

Summary Explanation/Background

Town staff is working on creating the full sponsorship packet that will include the sponsorship levels, a fundraising letter (written by the Town's Grant Writer/Chief Public Information Officer) and more information about the Centennial. Previously, staff provided a listing of all of the businesses located in the Town of Lake Park to the Committee with the direction to select a minimum of five businesses that they are willing to contact. The Special Events Department has received lists from several members and have provided the updated contact list as seen in Exhibit A. As the contact person, each Committee Member will be responsible for soliciting their list of businesses to become official sponsors of the Centennial Celebration. At this time, staff would like the Committee Members to once again review the list for any additional updates.

Recommended Motion: No motion required.

2023 CENTENNIAL CELEBRATION SPONSOR LIST

| BUSINESS | ADDRESS | CITY | ST | ZIP | PHONE | EMAIL | CONTACT NAME | COMMITTEE |
|----------------------------------|-----------------------------------|---------------|----|-------|--------------|--|-------------------|---------------------|
| Brooklyn Cupcakes | 798 10th Street | Lake Park | FL | 33403 | 347-546-9223 | brooklyncupcake@gmail.com | Carmen Rodriguez | Patricia Leduc |
| Camilli's Pizza | 927 Park Avenue | Lake Park | FL | 33403 | 561-844-3424 | camillispizza@comcast.net | John Camilli | Roger Michaud |
| Carving Station | 720 Federal Highway | Lake Park | FL | 33403 | 561-842-7791 | l.spiros@comcast.net | Spiros Lorenjatos | Mary Beth Taylor |
| Chick-Fil-A | 1262 Northlake Boulevard | Lake Park | FL | 33403 | 561-842-5805 | bill@chickkfilanorthlake.com | Neil Hannon | Mary Beth Taylor |
| Coastal Karma | 798 10th Street | Lake Park | FL | 33403 | 561-249-1491 | coastalkarmabrewing@yahoo.com | Charles Case | Patricia Leduc |
| Coastal Middle & High School | 730 5th Street | Lake Park | FL | 33403 | 561-842-6349 | Lisa@coastalmiddleandhighschool.com | Lisa Collum | Roger Michaud |
| Dedicated IT | 754 Park Avenue | Lake Park | FL | 33403 | 561-491-5750 | pbg@dedicatedit.com | Adam Steinhoff | Patricia Leduc |
| Dunkin Donuts | 301 Federal Highway | Lake Park | FL | 33403 | 561-848-5031 | tweir@sehfl.com | Tim Weir | Mary Beth Taylor |
| Earl Stewart Toyota | 1215 N. Federal Highway 1 | Lake Park | FL | 33403 | 561-844-3461 | AlanN@estoyota.com | Alan Nappier | Roger Michaud |
| Family Church | 625 Park Avenue | Lake Park | FL | 33403 | 561-844-1609 | jthompson@gofamilychurch.org | John Thompson | Mary Beth Taylor |
| Forest Development | 220 Lake Shore Drive | Lake Park | FL | 33403 | 888-622-1811 | peter@forestdevelopment.com | Peter Baytarian | Patricia Leduc |
| Freedom Adventures | 105 Lake Shore Drive | Lake Park | FL | 33403 | 561-727-9479 | dlund@freedomboatclub.com | Daniel Lund | Patricia Leduc |
| Friends of the Lake Park Library | 529 Park Avenue | Lake Park | FL | 33403 | 561-881-3330 | rmmichaud17@gmail.com | Rose Michaud | Roger Michaud |
| Imperial Frame Shop | 822 Northlake Boulevard | NPB | FL | 33408 | 561-845-8068 | | | Beth Motschenbacher |
| Kiwanis Club | 525 Park Avenue | Lake Park | FL | 33403 | 561-881-3300 | rmichaud@lakeparkflorida.gov | Roger Michaud | Roger Michaud |
| Lake Park Bicycles | 910 Northlake Boulevard | Lake Park | FL | 33403 | 561-842-0303 | lakeparkbicycles@gmail.com | Tony Tranquillo | Roger Michaud |
| Locale Gastropub | 748 Park Avenue | Lake Park | FL | 33403 | 561-429-4321 | jason@localegastropub.com | Jason Ramos | Patricia Leduc |
| Mullinax Ford | 1210 Northlake Boulevard | Lake Park | FL | 33403 | 561-845-2900 | vranesgwar@mullinaxford.com | Lawrence Mullinax | Patricia Leduc |
| Olive Garden | 3533 Northlake Boulevard, Bldg 1 | WPB | FL | 33403 | 561-328-2080 | | | Beth Motschenbacher |
| Pelican Café | 612 Federal Highway | Lake Park | FL | 33403 | 561-842-7272 | pelicancafefl@gmail.com | Karen Hower | Patricia Leduc |
| Port of Palm Beach | One East 11th Street | Riviera Beach | FL | 33404 | 561-383-4100 | | | Beth Motschenbacher |
| Robalo's Pharmacy | 228 US Highway 1 | Lake Park | FL | 33403 | 561-844-1191 | nirandp@gmail.com | Patel Nirav | Roger Michaud |
| Salty Signs Designs | 905 US Highway 1, Suite A | Lake Park | FL | 33403 | 561-876-1092 | saltysigns@gmail.com | Marji Knecht | Patricia Leduc |
| Schumacher | 3720 Northlake Boulevard, Suite C | PBG | FL | 33403 | 561-935-4241 | | | Beth Motschenbacher |
| Southern Kitchen | 801 US Highway 1 | Lake Park | FL | 33403 | 561-844-1735 | southernkitchendiner@gmail.com | Kimberly Jones | Roger Michaud |
| Voice Chocolate | 1125 Old Dixie Highway, #3 | Lake Park | FL | 33403 | 561-714-9838 | bronna@voicechocolate.net | Bronna Peterson | Mary Beth Taylor |
| | | | | | | | | |



Town of Lake Park Centennial Celebration Committee

Agenda Request Form

Meeting Date: October 18, 2022

Agenda Item No. 4

Agenda Title: Centennial Celebration Kickoff Concert Update

- ☐ SPECIAL PRESENTATION/REPORTS ☐ CONSENT AGENDA
☐ BOARD APPOINTMENT ☐ OLD BUSINESS
☐ PUBLIC HEARING ORDINANCE ON _____ READING
☒ **NEW BUSINESS**
☐ OTHER: DISCUSSION

Approved by Town Manager _____ Date: _____

Name/Title

| | | |
|--|--|--|
| Originating Department: Special Events | Costs: \$ 0.00 Funding Source: Acct. # <input type="checkbox"/> Finance _____ | Attachments: |
| Advertised: Date: _____ Paper: _____ <input checked="" type="checkbox"/> Not Required | All parties that have an interest in this agenda item must be notified of meeting date and time. The following box must be filled out to be on agenda. | Yes I have notified everyone _____ OR Not applicable in this case <u>RCF</u> Please initial one. |

Summary Explanation/Background

Memory Lane has accepted the Town's offer to perform at the Centennial Celebration Kickoff Concert. Town staff will move forward with their agreement.

Recommended Motion: No motion required.



Town of Lake Park Centennial Celebration Committee

Agenda Request Form

Meeting Date: October 18, 2022

Agenda Item No. 5

Agenda Title: Centennial Historic Homes Tour

- ☐ SPECIAL PRESENTATION/REPORTS ☐ CONSENT AGENDA
☐ BOARD APPOINTMENT ☐ OLD BUSINESS
☐ PUBLIC HEARING ORDINANCE ON _____ READING
☒ **NEW BUSINESS**
☐ OTHER: DISCUSSION

Approved by Town Manager _____ Date: _____

Name/Title _____

| | | |
|--|--|--|
| Originating Department: Special Events | Costs: \$ 0.00 Funding Source: Acct. # <input type="checkbox"/> Finance _____ | Attachments: |
| Advertised: Date: _____ Paper: _____ <input checked="" type="checkbox"/> Not Required | All parties that have an interest in this agenda item must be notified of meeting date and time. The following box must be filled out to be on agenda. | Yes I have notified everyone _____ OR Not applicable in this case <i>RCF</i> Please initial one. |

Summary Explanation/Background

Town Staff has reached out to Molly's Trolleys to discuss having a trolley that is able to take the tour participants around town for the Centennial Historic Tour on Saturday, February 11, 2023. Unfortunately, Molly's Trolleys does not have an available trolley for that date. However, they have availability on Sunday, February 12, Saturday, February 18 and Sunday, February 19. At this time, staff would like to know if the Centennial Celebration Committee would like to:

1. Change the date of the event to one of the available trolley options in February 2023
2. Reach out to Molly's Trolleys to see if there are any additional available dates in 2023
3. Choose not to have a trolley for the event

Recommended Motion: I recommend that _____ for the Centennial Historic Homes Tour.