



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

Wednesday, April 15, 2026 at 6:30 PM

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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**CIVILITY AND DECORUM**

*The Town of Lake Park is committed to civility and decorum to be applied and observed by its elected officials, advisory board members, employees and members of the public who attend Town meetings. The following rules are hereby established to govern the decorum to be observed by all persons attending public meetings of the Commission and its advisory boards:*

- Those persons addressing the Commission or its advisory boards who wish to speak shall first be recognized by the presiding officer. No person shall interrupt a speaker once the speaker has been recognized by the presiding officer. Those persons addressing the Commission or its advisory boards shall be respectful and shall obey all directions from the presiding officer.
- Public comment shall be addressed to the Commission or its advisory board and not to the audience or to any individual member on the dais.
- Displays of disorderly conduct or personal derogatory or slanderous attacks of anyone in the assembly is discouraged. Any individual who does so may be removed from the meeting.
- Unauthorized remarks from the audience, stomping of feet, clapping, whistles, yells or any other type of demonstrations are discouraged.
- A member of the public who engages in debate with an individual member of the Commission or an advisory board is discouraged. Those individuals who do so may be removed from the meeting.
- All cell phones and/or other electronic devices shall be turned off or silenced prior to the start of the public meeting. An individual who fails to do so may be removed from the meeting.

**CALL TO ORDER/ROLL CALL**

**PLEDGE OF ALLEGIANCE**

**APPROVAL OF AGENDA:**

**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.*

**CONSENT AGENDA:**

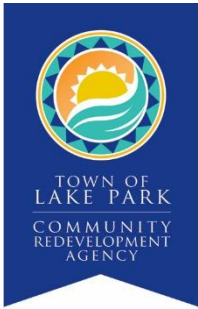
1. Resolution 28-04-26 – Agreement (Amendment #1) – CRA Administration & Project Management Consulting Services - It’s About Place, LLC – \$34,998 (\$5,833 per month)
2. Special Called CRA Meeting Minutes - March 25, 2026

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

**AGENCY MEMBER REQUESTS:**

**ADJOURNMENT:**

**FUTURE MEETING DATE:** The next scheduled Community Redevelopment Agency Meeting will be conducted on June 3, 2026.



# Town of Lake Park Town Commission

## Agenda Request Form

**Meeting Date:** April 15, 2026

**Originating Department:** Community Redevelopment Agency (CRA)

**Agenda Title:** Resolution 28-04-26 – Agreement (Amendment #1) – CRA Administration & Project Management Consulting Services - It’s About Place, LLC – \$34,998 (\$5,833 per month)

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

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

\_\_\_\_\_

**Cost of Item:** \$5,833/mo      **Funding Source:** Contractual Services

**Account Number:** 520-34000      **Finance Signature:** Barbara A. Gould

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

**Attachments:** Resolution, Agreement

**Please initial one:**

\_\_\_\_\_ Yes I have notified everyone

AJ Not applicable in this case

**Summary Explanation/Background:**

In March 2024, Ms. Allison Justice was retained by the Lake Park CRA as a contract employee to take on the role of CRA Administrator for the CRA, in the amount of \$90,000 per year (min. of 30 hours per week). Additionally, on October 31, 2025, Ms. Justice resigned with the CRA/Town and was approved to serve as a consultant for six (6) months to provide CRA Administration and Project Management Services (October 8, 2025).

Ms. Justice’s 6-month agreement as the CRA Administrator expires on April 30, 2026 and it is requested that the CRA Board consider an Amendment to the original Agreement to enable Ms. Justice to continue to serve in her current, consulting role for up to six (6) additional months. If

approved, the proposed Amendment would provide that the Ms. Justice will essentially serve on a month-to-month basis at the same rate (no change) as previously approved (\$5,833 per month).

Note: The Town is completing the selection process for the permanent CRA Administrator position and it is likely that this contract may only be required for 3 to 4 months (and not exceeding 6-months), depending on the notice required by the newly selected CRA Administrator from their current position as well as to provide an opportunity to learn and understand the aspects of the Town's CRA (i.e., current projects, budget, grants, relationships with CRA residents, property owners, businesses, investors, etc.) with the assistance of Ms. Justice.

If approved, Ms. Justice and her company, It's About Place, LLC, would continue to provide the following services to the Lake Park CRA (at no additional cost above the amount outlined within the original Agreement):

- Ongoing CRA Administrator Duties: Until a new administrator is retained, Allison Justice will continue to be the main point of contact for the Lake Park CRA and be involved in day-to-day operations remotely.
- Incentive Implementation: Consultant will continue to move the grants through the process by working with the property/business owners, CRA Attorney and CRA Board.
- Training/Oversight – Project/Marketing Coordinator: Continue the role of CRA Administrator by providing training and oversight to the project/marketing coordinator for the CRA. The Coordinator will continue to report to and obtain approvals through the Consultant.
- CRA Oversight/Compliance: CRAs have reporting requirements throughout the year, which will be facilitated by the consultant.
- Budget Management/Bond Issuance: Manage the approved CRA Budget and assist Town in securing a Bond in order to complete Capital Projects within the Five Year Capital Plan.
- Project Management/Capital Projects: If requested, the Consultant will assume the role of CRA Project Manager to help oversee and complete the following Capital Projects along with the Capital Project Manager. Although the CRA will not be the lead project manager, since the CRA is the funding arm of many of these projects, CRA participation is critical for their success.
  - 10<sup>th</sup> Street South: Project meetings and CRA participation
  - Bert Bostrom: CRA Oversight of Phase 1 and Participation and negotiation for Phase 2
  - 800 Park Avenue: Sale of property
  - New CRA Space: assist with lease or purchase of a new CRA office
  - Septic to Sewer Improvement Project (as needed)
- CRA Meetings and Senior Staff Meetings: Consultant will continue to attend monthly meetings in Lake Park as required. These will include CRA Meetings (Special or Regular) as well as Director Meetings on Thursday's following the CRA Meetings. Consultant will attend other Director Meetings virtually.
- CRA Administrator Search and Training: interviews and training for new CRA Administrator for transition of CRA Administrator role.

If approved, the term of the Ms. Justice would begin under the terms of the proposed contract beginning on May 1, 2026 and continue until a new CRA Administrator is hired and trained (not expected to exceed 6-months).

The proposed Agreement was prepared by It's About Place and was reviewed by the Town Manager/CRA Executive Director, the Finance Director and the Town Attorney.

The CRA has worked with Ms. Justice and she has provided a quality product and excellent customer service.

**Recommended Motion:**

I move to approve Resolution 28-04-26 and authorize Amendment #1 to the current Agreement with It's About Place, LLC to provide CRA Administration & Project Management Consulting Services, in the amount of \$34,998 (\$5,833 per month); and authorize the CRA Chair to execute the proposed Amendment #1.

**CRA RESOLUTION NO. 28-04-26**

**A RESOLUTION OF THE TOWN OF LAKE PARK COMMUNITY REDEVELOPMENT AGENCY, AUTHORIZING AND DIRECTING THE CHAIRMAN TO EXECUTE AN EXTENSION TO AN AGREEMENT WITH IT'S ABOUT PLACE, LLC FOR ADMINISTRATOR SERVICES TO THE CRA; AND PROVIDING FOR AN EFFECTIVE DATE.**

**WHEREAS**, the Lake Park Community Redevelopment Agency (CRA) is a dependent special district of the Town of Lake Park (Town) with such power and authority as has been conferred upon it by Chapter 163, Part III, Florida Statutes; and

**WHEREAS**, the CRA's Board of Commissioners (the Board) has previously determined that there is a need for professional services to implement the CRA's redevelopment activities as set forth in the CRA Master Plan; and

**WHEREAS**, the Manager of It's About Place, LLC, Ms. Allison Justice, has been an independent contracted employee, acting CRA Administrator since November 1, 2025; and

**WHEREAS**, the Board entered into an agreement with It's About Place, LLC (the Agreement), which terminates on April 30, 2026; and

**WHEREAS**, the Town is currently searching for a full time CRA Administrator, with the assistance of It's About Place, LLC; and

**WHEREAS**, the Board finds that it is in the best interests of the CRA to extend the current Agreement with It's About Place, LLC on a month to month basis at the current rates, for a term up to six months.

**NOW THEREFORE**, the parties hereto enter into this amendment to the Agreement, as follows:

**Section 1.** The foregoing recitals are incorporated herein.

**Section 2.** The Chairman of the CRA is hereby authorized and directed to extend the Agreement between the CRA and *It's About Place, LLC*, for a term of up to six months, or until October 31, 2026. A copy of the Agreement is attached hereto and incorporated by reference hereto as Exhibit A.

**Section 3.** This resolution shall take effect immediately upon execution.

*Item 1.*

**FIRST AMENDMENT TO IT’S ABOUT PLACE, LLC PROFESSIONAL SERVICES AGREEMENT**

**THIS AMENDMENT TO THE IT’S ABOUT PLACE, LLC PROFESSIONAL SERVICES AGREEMENT (Agreement)** is made and entered into this \_\_\_ day of April 2026, by and between the Town of Lake Park Community Redevelopment Agency, 535 Park Avenue, Lake Park, Florida, 33403 (“CRA”) and It’s About Place, LLC whose address is 2852 Old 60, Wilkesboro, NC 28697(“Consultant”), (collectively the Parties).

**RECITALS**

**WHEREAS**, the Lake Park Community Redevelopment Agency (CRA) is a dependent special district of the Town of Lake Park (Town) with such power and authority as has been conferred upon it by Chapter 163, Part III, Florida Statutes; and

**WHEREAS**, the CRA’s Board of Commissioners (the Board) previously entered into an agreement with the Consultant (the Agreement); and

**WHEREAS**, the Consultant has provided services as an independent contractor to the CRA since November 1, 2025 regarding the implementation of the CRA’s Master Plan; and

**WHEREAS**, the Board has determined that it is appropriate to extend the Agreement with the Consultant to continue to act as the CRA Administrator.

**NOW THEREFORE**, the CRA and It’s About Place, LLC, in consideration of the benefits flowing from each to the other do hereby agree to an amendment to the Agreement, as follows:

**Section 2.0 COMPENSATION**

Compensation for the scope of services for this amendment shall be **\$34,998**. The Consultant shall invoice the Town monthly at: **\$5,833** and the CRA shall pay the invoice within 30 days of its receipt. Should the CRA require additional services, the compensation for these services shall be billed on an hourly basis in accordance with the rate schedule provided in “Exhibit A,” a copy of which is attached hereto and incorporated herein.

**Section 3.0 TERM**

The term of this amendment to the Agreement shall begin on May 1 2026, and end on October 31, 2026, unless terminated earlier in accordance with the termination provision set forth in the Agreement. This Agreement may be renewed for an additional term upon the written approval of the CRA.

All other provisions of the original Agreement shall remain as set forth therein.

**IN WITNESS WHEREOF**, the Parties hereto have made and execute this amendment to the Agreement as of the day and year recited hereinabove.

**ATTEST:**

**CRA OF LAKE PARK:**

By: \_\_\_\_\_  
Vivian Mendez, CRA Clerk

By: \_\_\_\_\_  
Roger Michaud, Chair

**APPROVED AS TO FORM  
AND LEGAL SUFFICIENCY**

By: \_\_\_\_\_  
Thomas J. Baird, CRA Attorney

**IT'S ABOUT PLACE, LLC**

By: \_\_\_\_\_  
Allison Justice, Consultant

#7791821 v1 26508-00003



It's About Place, LLC ("Consultant")  
Allison Justice, Owner

**TO:** Town of Lake Park ("Client")  
Richard Reade, Town Manager

April 1, 2026

It's About Place, LLC ("Consultant/Allison Justice") is pleased to provide the following scope of services for Project Management support for the Town of Lake Park CRA Implementation. The following proposal will outline tasks already progress or anticipated to be moving forward within the next several months. These tasks would be completed remotely solely by Allison Justice ("Consultant") with monthly meeting attendance as outlined at no additional fee. I look forward to continuing work with the Town of Lake Park and supporting the CRA goals.

## **A. Scope of Work**

The Consultant's scope of work will include:

**1.0 Ongoing CRA Administrator Duties:** Month to Month: not to exceed six (6) months. Allison Justice will continue to be the main point of contact for the Lake Park CRA and be involved in day-to-day operations remotely. This includes, but not limited to:

- 1.1 Ongoing email correspondence
- 1.2 Contracts, Resolutions, Agenda Request forms
- 1.3 Coordination with Community Development Department on: Code, Building and Site Plan discussions
- 1.4 Property owner communications
- 1.5 Other duties as assigned by the Executive Director

**2.0 Incentive Implementation:** The following are incentives that have been discussed with potential grantees. These have not been approved by the CRA Board, but are in various stages of discussion. Consultant will continue to move the grants through the process by working with the property/business owners, CRA Attorney and CRA Board.

**3.0 Training/Oversight – Project/Marketing Coordinator:** Continue the role of CRA Administrator by providing training and oversight to the project/marketing coordinator for the CRA. The Coordinator will continue to report to and obtain approvals through the Consultant.

**4.0 CRA Oversight/Compliance:** CRAs have reporting requirements throughout the year that will be facilitated by the consultant.

- 4.1 Goals and Objectives: Preparation and Reporting for Special District (December)
- 4.2 Weekly manager update coordination with Project/Marketing Coordinator



### 5.0 Budget Management/Bond Issuance:

- 5.1 Manage the approved CRA Budget to ensure any spending by the CRA is budgeted and follows the Town's Procurement rules.
- 5.2 Assist in preparation of the FY27 Budget and Capital Improvement Plan
- 5.3 Assist Town in securing a Bond in order to complete Capital Projects within the Five Year Capital Plan by working with the Town Finance Department and selecting a financial consultant to assist with Bond issuance.

**6.0 Project Management/Capital Projects:** The following projects are scheduled within the FY2026 budget. If requested, the Consultant will assume the role of CRA Project Manager to help oversee and complete the following Capital Projects along with the Capital Project Manager. Although the CRA will not be the lead project manager, since the CRA is the funding arm of many of these projects, CRA participation is critical for their success.

- 6.1 10<sup>th</sup> Street South: Project meetings and CRA participation
- 6.2 Bert Bostrom: CRA Oversight of Phase 1, participation and negotiation for Phase 2
- 6.3 800 Park Avenue: Disposal management
- 6.4 New CRA Space: assist with lease or purchase of a new CRA office
- 6.5 Septic to Sewer – If requested

**7.0 CRA Meetings and Sr. Staff Meetings:** Consultant will attend a maximum of **six (6)** in person meetings within the contract timeframe. These will include CRA Meetings (Special or Regular) as well as Director Meetings on Thursday's following the CRA Meetings. Consultant will attend other Director Meetings virtually. It is anticipated that the Consultant will be in person for 2-3 days each month (Nov-April). The Consultant will also attend for the Holiday Event on December 5.

**8.0 CRA Administrator Search and Training:** Continue interviews and selection of CRA Administrator.

- 8.1 Interviews and selection assistance
- 8.2 Training

**B. Compensation/Timeline:  
(not to exceed \$34,998)**

**\$ 5,833/mo**

Invoices will be billed monthly at a **rate of \$5,833 per month.**

Timeline will begin on May 1, 2026 and continue month to month until services are no longer required. Extension will automatically expire on October 31, 2026.

Additional services/meetings provided upon request at a reduced hourly rate:

Discounted Hourly Rate: \$125/HR



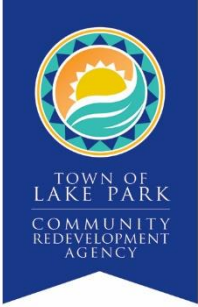
**Signed:**

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Allison Justice, Owner  
It's About Place, LLC

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Roger Michaud, Board Chair  
Lake Park CRA



# Town of Lake Park Town Commission

## Agenda Request Form

**Meeting Date:** April 15, 2026 Special Called CRA Meeting

**Originating Department:** Clerk

**Agenda Title:** Special Called CRA Meeting Minutes - March 25, 2026

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

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

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

**Advertised:**

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

**Attachments:** Minutes, Exhibits A-B

**Please initial one:**

\_\_\_\_\_ Yes I have notified everyone

LW Not applicable in this case

**Recommended Motion:**

I move to approve the minutes of the March 25, 2025 Special Called CRA Meeting.



**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 Director 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 was not in favor of having six signs. He stated that he would support one. 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, they do not offer assistance. CRA Consultant Justice stated that CRA businesses are waiting for development to happen. 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 would 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

Town Seal

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

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

Approved on this \_\_\_\_\_ of \_\_\_\_\_, 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



Item 2.



# DOWNTOWN EVENTS



Item 2.

## 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.



Item 2.



# 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



Item 2.



# 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

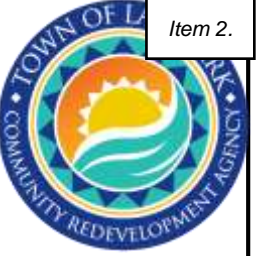
## CRA Provides:

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

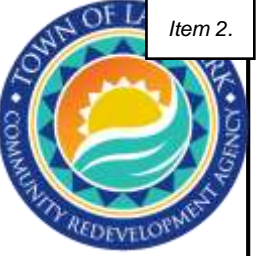
- Support economic development
- Strengthen identity
- Position Downtown as a recognizable destination

## 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



Item 2.

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

Current Conditions



Birds Eye View







Item 2.

# Future Site Rendering



Plaza – Fountain and Mural



Monument Sign



Dumpster Enclosure



Consistent Business Signage



Item 2.

# 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**