



Town of Lake Park, Florida

Centennial Celebration Committee Meeting Minutes

Thursday, January 19, 2023 at 6:30 PM

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

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 Centennial Celebration Committee, 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:

6:35 P.M. All Committee Members were in attendance.

PLEDGE OF ALLEGIANCE:

Commissioner Taylor

CONSENT AGENDA:

Motion made to approve the Consent Agenda by Committee Member Leduc, Seconded by Commissioner Michaud.

Voting Yea: Commissioner/Chair Linden, Commissioner Taylor, Committee Member Harris Clark, Committee Member Motschenbacher.

1. December 6, 2022 Centennial Celebration Committee Meeting.

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.

Rick Goodsell asked that the Committee reorder the agenda and discuss the Commemorative Book first. Motion made to reorder the agenda by Committee Member Leduc, Seconded by Commissioner Taylor. Voting Yea: Commissioner/Chair Linden, Commissioner Michaud, Committee Member Harris Clark, Committee Member Motschenbacher

NEW BUSINESS:

2. Centennial Commemorative Book Update:

Special Events Director Franks explained that the Town went out to bid for a company to create a commemorative book. The Town received one response, which was from Star Group International Inc., who are located in the Town of Lake Park. She explained that the total proposal was to order 500 books with 96 pages of photos and Town history. The book would be unveiled at the Centennial Celebration Gala.

Rick Goodsell asked what content would be included, where would they get the content and who would proofread the content.

Special Events Director Franks explained that the book would contain photos, historical timeline, and information about the Town. She explained the Town's Chief Public Information Officer/Grant Writer Merrell Angstreich would edit the book before Star Group would print the material. Commissioner Taylor asked if the books would be sold. Commissioner Linden stated that it was unlikely that the books would be sold.

Vice Chair Harris Clark stated that the Committee did not decide who should receive the book. Special Events Director Franks explained that everyone attending the Gala would receive a book. Commissioner Michaud asked if the books were included as part of the sponsorship package. The Committee stated that it was not included as part of the sponsorship packet.

Commissioner Linden asked that the Historical Society be involved in developing the content of the book. Special Events Director Franks explained that the content would be put together by Merrell. There was not enough time to go back and forth with the Historical Society to get the content completed in time for publication. The Committee discussed the direction they wanted for the book.

Committee Member Leduc felt it was beneficial to have the book. The Committee invited Merrell to the next meeting to obtain an understanding of how she would conduct her research for the Town book. Commissioner Taylor felt confident that Merrell and Star Group could handle the task. Special Events Director Franks stated that the book would contain photos, timeline and history of the Town. Commissioner Michaud suggested that anyone that has information contact Merrell. Special Events Director Franks felt that Merrell would not provide misinformation about the Town as the Chief Public Information Officer.

3. Centennial Kickoff Concert Update:

Special Events Director Franks recapped the Sunset Celebration/Centennial Celebration Kickoff event. She would contact Sara Hoyos to find out what type of equipment she would need to perform the Kelsey City song.

Committee Member Motschenbacher asked what the members could do to assist. Special Events Director Franks stated that the only duty would be to assist with selling the keepsakes. She did not believe there was anything else needed by the Committee.

Vice Chair Harris Clark wanted understanding of a program for the event. Special Events Director Franks explained that they do not have a master of ceremony. She suggested that a Committee Member introduce Sara and the band. Vice Chair Harris Clark asked if someone could speak to those gathered to introduce what the Committee would be doing throughout the year. Committee Member Leduc asked if they would be distributing the events calendar during the Kickoff. Special Events Director Franks stated that they would be distributing the calendar during the event. Vice Chair Harris Clark asked if the raffle would take place during this event. Special Events Director Franks stated that she would be creating the gift baskets to be raffled, which would include the Gala tickets. Committee Member Leduc asked if the keepsakes would be ready for sale for this event. Special Events Director Franks explained that she would need to find out how the items would be sold at the event because she does not have a credit card reader. The keepsakes would be available for sale on the Town's website. The Committee discussed ideas for the raffle, the event, and the logistics for the evening. Special Events Director Franks would create a program for the evening.

4. Centennial Battle of the Badges:

Special Events Director Franks recapped the event. The Committee asked what they could do during the event to assist. Commissioner Linden asked how many volunteers would be needed. Special Events Director Franks stated that 20-voluntteers would be good. Commissioner Linden asked what are the hours for volunteers. Special Events Director Franks stated that volunteers would be needed from 8:00 a.m. until 2:00 p.m., but that each volunteer was welcome to stay as long as they were available. The volunteer did not have to stay the entire day. Commissioner Linden asked if they would have a photographer and drone coverage. Special Events Director Franks believes that the Palm Beach County Sheriff's Office (PBSO) would have a photographer and drone coverage of the event. Vice Chair Harris Clark asked if there would be participations awards provided to the children. Special Events Director Franks was not sure what types of awards would be provided. She stated that PBSO has been reaching out to the schools to alert the children of the event.

5. Centennial Historical Homes Tour Update & Discussion:

Special Events Director Franks recapped the item. Commissioner Taylor asked what the criteria was to be on the Historic Home list. Special Events Director Franks explained that the Historic Home list was provided by Dianne Sophinos, a member of the Historical Society. She explained that they have not received any responses from historic property owners of their interest in participating in the tour.

The Committee requested a booklet be created, with historic home information, to be distributed during the tour. Committee Member Taylor provided her input to the discussion of a booklet. The Committee discussed which homes they would visit and how they would approach the home owner to seek their participation in the tour.

The Committee decided that the tour would take place from 1:00 P.M. until 3:00 P.M. The Committee discussed if riders should register and would there be a fee. The Committee decided not to charge a fee and collect donations instead. Special Events Director Franks asked if the donations would go to the Historical Society. The Committee agreed to give donations collected to the Historical Society.

6. Sponsorship Packet Update and Discussion:

Special Events Director Franks explained the item. Committee Member Motschenbacher asked if the t-shirts were being printed in-house because the sponsors were not included, since the Committee has not begun going to potential sponsors yet. Special Events Director Franks explained that they were printing two different t-shirts. The t-shirts that were ordered include the Centennial logo. The t-shirt that would include the sponsors and logo would be ordered in time for everyone to wear at the grand finally event.

Special Events Director Franks explained that the list of sponsors, with the designated Committee member, was at the back of the agenda packet. She reminded everyone that several months ago each member provided a list of businesses that they would contact, so there would not be overlap of Committee members speaking to the same businesses.

Committee Member Motschenbacher explained that she was going to reach out to another business that was not on the list, which she had done business with recently.

Commissioner Linden asked if the Committee had reviewed the packet and agreed with the contents. Commissioner Michaud explained that the Committee did so several months ago. Commissioner Linden stated that he wanted to make sure that there had not been any changes. Everyone commended Strategic Marketing for their design of the packet.

Commissioner Linden reviewed the sponsorship events and levels. Special Events Director Franks stated that the hard copy of the packets would be available next week. They hope to have it in time for the Sunset Celebration/Kickoff Event.

Commissioner Linden asked if there were any potential title sponsors on the list that needed to be contacted within a week because of the upcoming Kickoff Event. Committee Member Leduc stated that she had Forest Development/Nautilus 220 on her list and that they needed to have a discussion regarding violations of the Sunshine Law and a possible situation. Special Events Director Franks stated that Committee Members could not go together to ask for sponsorships from businesses because it would violate the Sunshine Law. She offered to go with Committee Member Leduc to visit Forest Development. Commissioner Linden stated that to his understanding Forest Development had reached out to Committee Member Leduc, because she had reached out to them for sponsorship funds because they were originally on her list. Committee Member Leduc stated that Forest Development had been on her list since September 2022 as well as Mullinax Ford and Earl Stewart Toyota. Commissioner Linden stated that he liked Special Events Director Franks suggestion to stay out of trouble, since there were three

Commissioners on this Committee. He stated that if she was the contact for Forest Development originally then that should remain with her. He stated that there was a conflict because Forest Development reached out to Vice Chair Harris Clark, but since it was on Committee Member Leduc's list then she should meet with them. He stated that there were several meetings tentatively set up with Sara of Forest Development. He stated that the meetings were not conducted because the Committee did not have the sponsorship packet.

Vice Chair Harris Clark clarified that she had not met with Forest Development, but she had a relationship with them long before the Committee was established, which was why Forest Development reached out to her. She stated that the representative with Forest Development indicated that they were suppose to reach out to her (Evelyn) long ago and had not. Special Events Director Franks asked if she had a relationship with Sara at Forest Development. Vice Chair Harris Clark stated that it was with the representative in the sales office, not Sara. She further explained that she was speaking with the representative, on a non-related issues, when the representative remembered that she was suppose to reach out to her (Evelyn) for the sponsorship. She stated that the representative had passed her name on to someone else. Special Events Director Franks asked if she had spoken with the representative at Forest Development. Vice Chair Harris Clark stated "no", but had notified Commissioner Linden of what had taken place and allowed him to decide on how it should be handled. She explained that at that point Commissioner Linden had taken over the situation. Her understanding was that Forest Development wanted to meet immediately in January 2023, but the meeting did not take place because the Committee did not have the packet. She explained that they wanted to move quickly because of the deadlines they had.

Commissioner Linden explained that he spoke with Sara and explained that once the Committee met and had the sponsorship packet he would get back with her. He emphasized that it was the total extent of his communication with Sara about this topic. He explained that he would provide Sara with Committee Member Leduc's contact information and visa versa. He explained that Sara may bring others to that meeting. He explained that they were anxious to meet because they wanted to stay on top of it.

Special Events Director Franks stated that had someone shared with her the situation she could have provided Forest Development the draft sponsorship packet and not delayed the process. Commissioner Michaud felt that Forest Development would accept the electronic version of the packet. Committee Member Leduc stated that she would reach out to Sara. Commissioner Linden addressed Special Events Director Franks to explain that the tentative meeting was scheduled for the first week in January, then it moved to Tuesday, January 17, 2023, but that meeting was also canceled.

Special Events Director Franks reiterated that if someone had shared the situation with her Forest Development sponsorship would have been completed by now. She stated that she communicates with them so often and no one mentioned this situation. She explained that Forest Development donates for many of the Town's events, so she could not understand why no one had mentioned this to her.

Commissioner Linden stated that the sponsorship packet that would be presented to Forest Development it needed Committee approval. Special Events Director Franks explained that the Committee had approved the sponsorship packet in September 2022. She explained that had she been made aware that Forest Development was interested in sponsoring the Centennial events,

she would have provided them with a packet and not made them wait until the printed version was made available by the marketing consultant. Commissioner Michaud stated that it was a break down in communication. Special Events Director Franks offered to accompany Committee Member Leduc in meeting with Sara. Committee Member Leduc accepted. Commissioner Linden stated that they needed to reach out to Sara before they showed up at her office. Special Events Director Franks stated that she had Sara's information and would contact her directly.

Commissioner Linden asked if anyone else had any questions regarding the list. There were no questions from the Committee. He explained that if anyone had another business to add to the list to contact Special Events Director Franks.

Committee Member Leduc recapped that to avoid this situation in the future, she suggested that if anyone gets a new sponsor that the information be shared through Special Events Director Franks. Special Events Director Franks asked that the Committee send her an email with the information, so she could notify the Committee.

7. Centennial Commemorative Keepsakes Discussion:

Special Events Director Franks explained that item. Committee Member Motschenbacher suggested \$10.00 for the t-shirts. The Committee agreed to change the cost of the t-shirts to \$10.00.

Motion made to modify the cost of the t-shirts to \$10.00 and keep all other keepsakes cost as proposed by Commissioner Michaud, Seconded by Committee Member Motschenbacher.

Voting Yea: Commissioner/Chair Linden, Commissioner Taylor, Committee Member Harris Clark, and Committee Member Leduc.

8. Centennial Celebration Events Flyer:

Special Events Director Franks explained the item. The Committee discussed sharing the calendar on social media and with the press. Commissioner Linden asked if the locations and times should be added to calendar. Special Events Director Franks stated that the information would be included on the calendar. The Committee reviewed each event and the time each event would begin.

COMMITTEE MEMBER COMMENTS:

Committee Member Leduc was excited for the Kickoff event.

Commissioner Taylor was also excited about the Kickoff event. She thanked Special Events Director Franks for all her hard work.

Committee Member Motschenbacher thanked Special Events Director Franks for everything and felt everything looked great.

Commissioner Michaud was ready for the Kickoff event.

Vice Chair Harris Clark felt that everything looked great and thanked Special Events Director Franks. She wanted to make sure that, from a marketing stand point, that all advertising channels were covered. She did not want to have all the hard work be done and little turn out at events.

Special Events Director Franks stated that the Centennial Arts & Music Festival was scheduled to take place on Park Avenue because of the Rust Market. She asked if the Rust Market were not taking place on the same date, would the Committee reconsider having the Festival in Lake Shore Park so that Park Avenue would not be closed down during the event, interrupting the flow of business. Commissioner Linden stated that the Black Box could be considered for artist to display their works without concern for weather conditions. He was not sure what the cost of renting the facility would be for the Festival. Special Events Director Franks suggested using the back alley and the Black Box as alternatives to closing Park Avenue. The Committee discussed this option. The Committee decided to move forward with closing Park Avenue for the event.

Commissioner Linden had no comments.

ADJOURNMENT:

9:24 P.M.

Motion made to adjourn by Commissioner Michaud, Seconded by Commissioner Taylor.

Voting Yea: Commissioner/Chair Linden, Committee Member Harris Clark, Committee Member Leduc, Committee Member Motschenbacher

FUTURE MEETING DATE: The next scheduled Centennial Celebration Committee will be conducted on February 7, 2023