



Town of Lake Park, Florida

Centennial Celebration Committee Meeting Minutes

Tuesday, August 15, 2023 at 6:30 PM

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

John Linden	—	Commissioner/Chair
Evelyn Harris Clark	—	Vice Chair
Roger Michaud	—	Mayor
Mary Beth Taylor	—	Commissioner
Patricia Leduc	—	Committee Member

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

6:30 P.M.

PRESENT

Commissioner/Chair John Linden

Vice-Chair Evelyn Harris Clark

Board Member Patricia Leduc

ABSENT

Mayor Roger Michaud

Commissioner Mary-Beth Taylor

PLEDGE OF ALLEGIANCE

Commissioner/Chair Linden

CONSENT AGENDA:

Motion made to approve the Consent Agenda by Vice-Chair Harris Clark, Seconded by Board Member Leduc.

Voting Yea: Commissioner/Chair Linden

1. Centennial Celebration Committee Meeting Minutes - July 18, 2023

NEW BUSINESS:

2. Centennial Art & Music Festival Update

Special Events Director Franks explained the item. She explained that the Town has received a total of 13 applications and has responded to two more applicant inquires about the event. She will reach out to the Sunset Celebration vendors, because only two of those vendors have submitted applications. An internal staff meeting has been scheduled with the Palm Beach County Sheriff's Office to discuss the logistics for the event. She explained that she would schedule an internal meeting with Jesse Furman, Rust Market Organizer, to discuss the final logistics for the event. She has thought about offering the Rust Market vendors an opportunity to be on the street instead of the parking lot, since the Town does not have enough vendors signed up to warrant all three blocks on Park Avenue to be used. She has also thought that all the vendors could be on one side of the street to expand the vendor area further. Commissioner/Chair Linden asked if Mr. Furman had shared his vendor list. Special Events Director Franks explained that she received an email from Mr. Furman stating that he needed more vendor applications for the event. Commissioner/Chair Linden explained that he spoke with Artist of Palm Beach County President Mary Jane Zapp about the event. He stated that she had reintroduced the topic at one of their meetings and received feedback that several artist were interested in participating. He stated that he has provided the information to others for them to promote the event over the next two-weeks to see if there are any vendors interested in participating. Vice-Chair Harris Clark offered to reach out to the Events Coordinator in the City of Rivera Beach for possibly more vendors.

3. Centennial Celebration Gala

Special Events Director Franks explained the item. Commissioner/Chair Linden recommended direct mail to promote the event. Special Events Director Franks explained that they had done a direct mail previous, which contained a list of all of the Centennial events. She asked that they keep in mind the additional cost of translating a flyer and the direct mail. Commissioner/Chair Linden expressed his concern that they have not received many participants at some of the events and would like a better turn out for the last few events. Committee Member Leduc suggested handing out flyers at the Sunset Celebration to promote the events. Special Events Director

Franks offered to have flyer ready by Friday that can be picked up. Vice-Chair Harris Clark asked if any other departments had mailers being sent that this flyer could be included. She also suggested that more marketing of the events be posted on the social media accounts. She asked what the event banner schedule was to promote the event. Special Events Director Franks explained that depending on the amount of events taking place at any given time would determine when the banners are posted.

Special Events Director Franks explained the event program. Vice-Chair Harris Clark asked if the Kelsey Family had responded to attend any of the events. Special Events Director Franks stated that they had responded to say that they were not available to attend most of the events, but would attempt to attend the final event.

Committee Member Leduc comment regarding all sponsors being treated equally. Vice-Chair Harris Clark would prefer that the sponsors be included in the book. Special Events Director Franks offered to have a thank you from the Town and the Committee on a separate page of the book. Commissioner/Chair Linden expressed his agreement of the suggestions to include sponsors in the book.

Vice-Chair Harris Clark asked what would be done with the center pieces once the event has ended. Special Events Director Franks stated that she would place a ticket under one chair per table, but if the Committee had another idea she was open to hearing it. She explained that she would like to have as much set up for the event earlier in the week. Vice-Chair Harris Clark suggested that the announcement of the center pieces be considered as part of the program. Special Events Director Franks stated that they could make that announcement prior to dancing.

Special Events Director Franks explained the gift bags. The Committee asked for pricing of the Voice Chocolate cookies for the table & gift bags.

Special Events Director Franks explained the catering and bar menus. The Committee discussed the menu and drink options for the event. They decided on garden salad, balsamic vinaigrette; pan roasted chicken with mushroom sauce; roasted fingerlings; and roasted seasonal vegetable medley. The Committee asked that the discussion of allowing children at the event be placed on the next 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 Town Clerk so speakers may be announced. Please remember comments are limited to a TOTAL of three minutes.

Dianne Sophinos commented regarding catering, types of alcoholic drinks, and asked who received an invitation. She asked if the Kelsey beer was still being served and would they be at this events. Special Events Director Franks explained that the Town purchased the beer and it was gifted at a Florida League of Cities meeting and many bottles were left on the tables.

Dianne Sophinos asked if the schools were considered for the Art & Music Festival. Special Events Director Franks explained that the schools were not contacted yet. Dianne Sophinos asked if tables, tents and chairs would be offered by the Town. Special Events Director Franks explained that the Town does not have the staff to support providing tents, tables and chairs for an event.

COMMITTEE MEMBER COMMENTS:

Special Events Director Franks stated that there she has no assistant in her department.

Commissioner/Chair Linden recapped that Harris Clark and Leduc would distribute flyers. Special Events Director Franks to find out if staff was sending out any other mailers, in which the flyer could be included. Vice-Chair Harris Clark asked that former Committee member Beth be invited to the Gala.

Diane Sophinos asked if any of the car dealers were invites to the event. She suggested that long term companies receive a personal invitations to the Gala. Vice-Chair Harris Clark suggested that we send businesses the flyer. She also suggested that flyers be placed at Publix.

ADJOURNMENT:

8:00 P.M.

FUTURE MEETING DATE: The next scheduled Centennial Celebration Committee will be conducted on September 19, 2023.

Chair/Commissioner, John Linden

Town Seal

Town Clerk, Vivian Mendez, MMC

Approved on this _____ of _____, 2023