



Town of Lake Park, Florida

Centennial Celebration Committee Meeting Minutes

Tuesday, February 21, 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.

PRESENT

Commissioner/Chair John Linden

Commissioner Roger Michaud

Commissioner Mary-Beth Taylor

Board Member Evelyn Harris Clark

Board Member Patricia Leduc

ABSENT

Board Member Beth Motschenbacher

PLEDGE OF ALLEGIANCE

Commissioner/Chair Linden

CONSENT AGENDA:

Motion made to approve the Consent Agenda by Board Member Leduc, Seconded by Commissioner Taylor.

Voting Yea: Commissioner/Chair Linden, Commissioner Michaud, Board Member Harris Clark

1. Centennial Celebration Meeting Minutes - February 7, 2023

NEW BUSINESS:

2. Centennial Celebration Sponsorship Update.

Special Events Director Riunite Franks stated that she has not received additional sponsors. She has been away and would contact Finance in the morning to find out if they had received any sponsorships.

Vice-Chair Harris Clark explained that she contact a vendor and afterwards realized that they were assigned to someone else. Commissioner Michaud would switch one of his vendors for the one she contacted that was on his list.

Commissioner Taylor explained her experience with the Family Church. She asked Commissioner Michaud to assist with contacting the new Pastor, Winner Olmann, at the Family Church. Special Events Director Franks would contact the Pastor. Commissioner Taylor explained her experience with the manager at Chick-Fil-A.

Committee Member Leduc provider her experience with seeking sponsorships.

Vice-Chair Harris Clark asked questions regarding proposed vendors. Special Events Director Franks explained that there may be issues with vendors utilizing electricity if the event takes place on Park Avenue. Vice-Chair Harris Clark asked if businesses can be contacted to notify them of the celebrations taking place this year. Special Event Director Franks stated “yes”.

Commissioner Michaud asked that the Lake Park Kiwanis be removed from the list. He asked if the sponsorship packet could be emailed. Special Events Director Franks would resent the packet to everyone.

Commissioner/Chair Linden updated everyone on his experience with seeking sponsorship. He realized that The Brew House was not included on the list of potential vendors. The Committee discussed using a different alcohol vendor that the one hired for Sunset Celebrations and which events would be appropriate to sell alcohol.

Public Comment:

Rich Bonano, explained that he is a long time resident. He explained that his mother would be turning 99 years young this November. He asked if they could honor her at one of the Centennial events. The Committee discussed the topic and asked that Mr. Bonano asked his mother which event she would like to attend and the Committee would honor her at that event. He thanked the Committee for being welcoming to the request. He also stated that he was a performer and would be available to perform at any event the Committee would choose.

3. Centennial Battle of the Badges.

Special Events Director Franks updated the Committee regarding the event. The Committee agreed to have Mr. Bonano be an announcer at the Battle of the Badges. Mr. Bonano agreed.

Vice-Chair Harris Clark asked how the events was being advertised. Special Events Director Franks explained that the Town has been marketing all the events using all the social media resources available to the Town. The Committee discussed different options for communicating Centennial events to the public. Every Door Direct Mail (EDDM) was discussed as an option.

4. Centennial Historical Homes Tour Update & Discussion.

Commissioner/Chair Linden asked if they could use some of the ideas for marketing discussed earlier. Committee Member Leduc stated that there was a marketing budget that should be followed. Special Events Director Franks stated "yes".

Public Comment:

Dianne Sophinos, distributed a 2005 Historic Home Tour booklet. She introduced Mr. Will Serrano and Jennie Chapman, who were former historic home owners. They were both active during the last historic home tour. Ms. Sophinos read information regarding one of the historic homes. She also expressed concerns regarding the lack of centennial marketing. She explained how she and Commissioner Taylor visited several historic homes on Saturday and she and Committee Member Leduc visited historic homes on Sunday. Many of the home owners were excited to participate in the tour.

Vice-Chair Harris Clark asked for a list of homes still outstanding to visit. The Committee went down the list of all the homes. Special Events Director Franks thanked them for visiting all the homes over the weekend.

Mr. Will Serrano asked how many tour they expect to conduct on that date. Ms. Dianne Sophinos explained how the tour would be conducted and the approximate number of tours on that date.

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:

Committee Member Leduc felt that things were going well.

Commissioner Taylor asked how they were doing on the signs. Commissioner/Chair Linden gave an update on the layout and cost of the signs.

Commissioner/Chair Linden explained that the Historical Society played games during the last tours they conducted. He was interested in playing games or preparing some activities for those in attendance.

Vice-Chair Harris Clark asked when were the photos taken for the tour booklet. Ms. Dianne Sophinos explained that the pictures were taken in 2006. She asked if the Chief Public Information Officer would be attending a meeting to update the Committee on the marketing plan or the book. Special Events Director Franks updated the Committee on the marketing plan and the status of the book.

Commissioner Taylor asked about getting novelty cups for ice cream for events. Special Events Director Franks will send an email with the details for the Battle of the Badges event.

Commissioner/Chair Linden asked if the Town could provide a 10 X 10 tent that could be placed at each Sunset Celebration and other Town events. Special Events Director Franks stated "yes" they would have tents at each event for the Centennial Committee members.

ADJOURNMENT:

9:08 P.M.

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

Chair/Commissioner, John Linden

Town Seal

Town Clerk, Vivian Mendez, MMC

Approved on this _____ of _____, 2023