



Town of Lake Park Town Commission

Agenda Request Form

Meeting Date: October 8, 2025

Originating Department: Community Redevelopment Agency (CRA)
Resolution – Agreement – CRA Administration & Project Management
Consulting Services - It's About Place, LLC - \$34,998 (\$5,833 per
month)

Agenda Title: _____

Approved by Town Manager: _____ **Date:** _____

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

Cost of Item: \$34,998
(\$5,833 per
month - Six
month Term) **Funding Source:** 110-55-552-520-34000

Account Number: _____ **Finance**
Signature: _____

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).

On September 17, 2025, Ms. Justice submitted her letter of resignation with the Town, effective October 31, 2025.

As a result, the CRA has a need to secure the services of Ms. Justice on a contractual basis to assist the Lake Park CRA on a limited, part-time basis until a new Administrator is hired and possibly beyond this time period to support the completion of various on-going projects and the administration of the CRA department.

If approved, the CRA Board would enter into a six (6) month agreement with Ms. Justice's CRA and project management consulting company, It's About Place, LLC, in the amount of \$34,998 (\$5,833 per month). If approved, the Town Commission would accept Chris Wayne and Associates' approved pricing, including all terms, conditions and pricing therein. The Town will not expend more than the amount within the approved budget as it may be adopted/amended each year for these goods and services over the term of this contract.

If approved, Ms. Justice and her company, It's About Place, LLC, would provide the following services to the Lake Park CRA:

- Ongoing CRA Administrator Duties: Through April 2026, 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 newly hired 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.
 - 10th 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 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. The Consultant will also be in attendance for the Town's and CRA's Holiday Event on December 5, 2025.
- CRA Administrator Search: Should the Town decide to move forward with hiring a full time CRA Administrator, the Consultant will provide assistance throughout the hiring process.

If approved, Ms. Justice would begin under the terms of the proposed contract beginning on November 1, 2025 and continue through April 2026 (and may be extended with agreement by both parties).

The proposed Agreement was prepared by It's About Place and was reviewed by the Town Manager/CRA Executive 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 73-10-25 and enter into a six (6) month agreement with It's About Place, LLC for 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 Agreement with Its's About Place, LLC.