AGENDA

Special Call
Community Redevelopment Agency
Meeting
Wednesday, October 15, 2008, 7:30 P.M.
Lake Park Town Hall
535 Park Avenue

Desca DuBois	—	**Chair**
Edward Daly	—	**Vice-Chair**
G. Chuck Balius	—	**Board Member**
Jeff Carey	—	**Board Member**
Patricia Osterman	—	**Board Member**
Christiane Francois	—	**Board Member**
Michelle McKenzie-Suiter	—	**Board Member**
Maria V. Davis	—	**Executive Director**
Thomas J. Baird, Esq.	—	**Agency Attorney**
Vivian Mendez Lemley	—	**Agency Clerk**

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.***

A. CALL TO ORDER

B. PLEDGE OF ALLEGIANCE

C. ROLL CALL

D. ADDITIONS/DELETIONS - APPROVAL OF AGENDA

E. PRESENTATION:

- **Adkins & Associates – Logo Selection and Tag Line**

F. Consent Agenda: All matters listed under this item are considered routine and action will be taken by one motion. There will be no separate discussion of these items unless a Board member or person so requests, in which event the item will be removed from the general order of business and considered in its normal sequence on the Agenda. Any person wishing to speak on an Agenda item is asked

to complete a public comment card located on either side of the Chambers and given to the Agency Clerk. Cards must be submitted before the item is discussed.

Consent Items For Approval:

1. **Special Call CRA Board Meeting Minutes of October 1, 2008** **Tab 1**
2. **Notification of Change Order #2 to Chris Wayne and Associates, Inc. for the Park Avenue Streetscape Project** **Tab 2**

G. BOARD MEMBER COMMENTS

H. EXECUTIVE DIRECTOR COMMENTS

I. ADJOURNMENT

Presentation

Lake Park Community Redevelopment Agency (CRA)
Agenda Request Form

Meeting Date: October 15, 2008 Agenda Item No. Presentation

[ ] PUBLIC HEARING
[ ] Ordinance on Second Reading
[ ] Public Hearing

[ ] RESOLUTION

[X] DISCUSSION

[ ] ORDINANCE ON FIRST READING

[ ] BID/RFP AWARD

[ ] GENERAL APPROVAL OF ITEM

[ ] CONSENT AGENDA

[ ] Other:

SUBJECT: Selection of Logo and Tag Line

RECOMMENDED MOTION/ACTION: Select CRA Logo and Tag Line

Approved by Executive Director [signature] **Date:** 10/6/08

Name/Title

Date of Actual Submittal

Originating Department: **Executive Director**	Costs: $ **Funding Source:** Acct. #	**Attachments:** **Sample Logo and Tag Lines**
Department Review: [ ] Town Attorney_____ [ ] Community Affairs ____ [ ] Community Development___	[ ] Finance _____ [ ] Fire Dept _____ [ ] Library _____ [ ] Marina _____ [ ] PBSO _____	[ ] Personnel _____ [ ] Public Works_____ [ ] Town Clerk_____ [ ] Town Manager _____
Advertised: Date: _____ Paper: _____ [ ] Not Required	All parties that have an interest in this agenda item must be notified of meeting date and time. The following box must be filled out to be on agenda.	Yes I have notified everyone_____ or Not applicable in this case_____: Please initial one.

Summary Explanation/Background: Adkins and Associates provided the attached samples of logos and tag lines for the Board to review and provide direction to staff. JoEllen Phillips will be present to discuss the artwork accordingly.

On the Edge of Tomorrow!

Town of
LAKE PARK CRA
On the Edge of Tomorrow

TOWN OF LAKE PARK CRA LOGOS

TOWN OF
LAKE
PARK
CRA

Excellence Through Progress

TOWN OF
LAKE
PARK
CRA

Excellence Through Progress

TOWN OF LAKE PARK CRA BANNERS

TOWN OF
LAKE
PARK
CRA

TOWN OF
LAKE
PARK
CRA

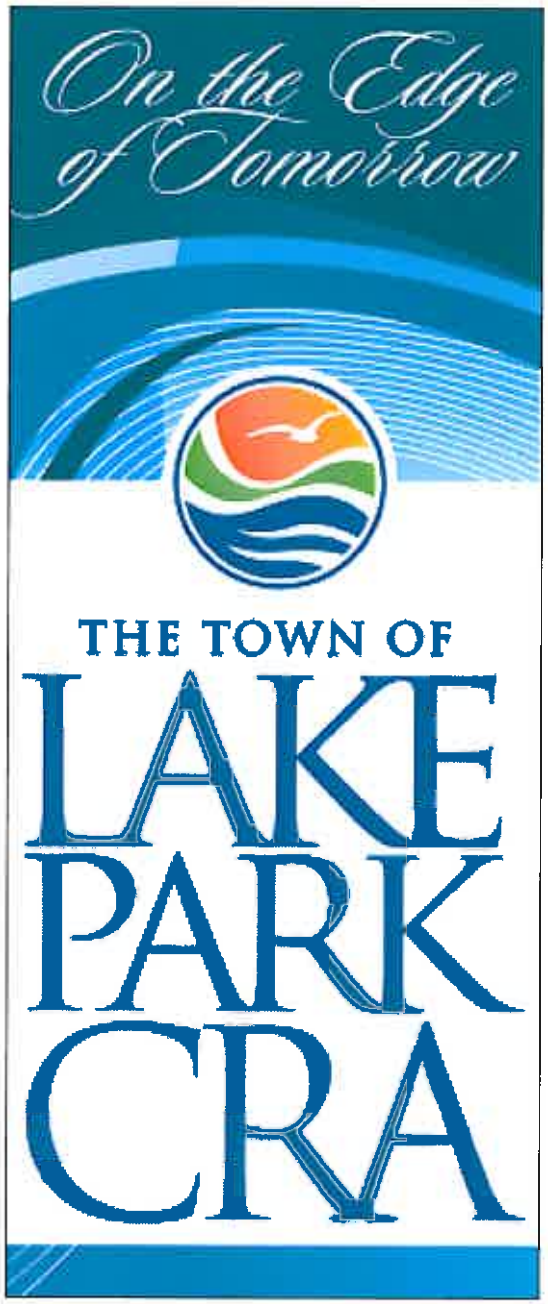
On the Edge of Tomorrow

LAKE PARK CRA

Excellence Through Progress

LAKE PARK CRA

Excellence Through Progress


On the Edge of Tomorrow
THE TOWN OF
LAKE PARK CRA

On the Edge of Tomorrow
THE TOWN OF
LAKE PARK
CRA

THE TOWN OF

LAKE PARK CRA

Elegance Through Progress

THE TOWN OF
LAKE
PARK
CRA

THE TOWN OF

LAKE PARK CRA

On the Edge of Tomorrow

THE TOWN OF
LAKE
PARK
CRA

Maria V. Davis
EXECUTIVE DIRECTOR

1234 ABC Road, Suite 111
Lake Park, FL 33333
PH: (561) 222-2222
FAX: (561) 333-3333

mdavis@lakeparkflorida.gov

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COMMUNITY REDEVELOPMENT AGENCY

On the Edge of Tomorrow!

Maria V. Davis
Executive Director

On the Edge of Tomorrow!

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COMMUNITY REDEVELOPMENT AGENCY

COMMUNITY
REDEVELOPMENT
AGENCY

CRA MEMBERS

CHAIR
Desca DuBois

VICE-CHAIR
Edward Daly

BOARD MEMBER
G. Chuck Balius

BOARD MEMBER
Jeff Carey

BOARD MEMBER
Patricia Osterman

BOARD MEMBER
Christiane Francois

BOARD MEMBER
Michelle McKenzie-Suiter

EXECUTIVE DIRECTOR
Maria V. Davis

AGENCY ATTORNEY
Thomas J. Baird, Esq.

AGENCY CLERK
Vivian Mendez Lemley

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On the Edge of Tomorrow!

TOWN OF LAKE PARK
CRA

COMMUNITY
REDEVELOPMENT
AGENCY

CRA MEMBERS

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On the Edge of Tomorrow!

LAKE PARK TAGLINES

For Your Consideration

Lake Park *– Where you belong!*

… Where you want to be!

… Look at us now!

… All things Florida

… Where business and families flourish

… Florida of tomorrow

… Committed to community and commerce

… Where everything is possible

… Share the excitement

… Open for business

… Take a closer look

… On the edge of tomorrow

… The undiscovered treasure

… Right time… right place

… Excellence through progress

… Come grow with us

… Prosper here

Consent Agenda

TAB 1

Town of Lake Park
Community Redevelopment Agency
Agenda Request Form

Meeting Date: **October 15, 2008** **Agenda Item No.** Tab 1

[ ] PUBLIC HEARING [ ] RESOLUTION

[ ] ORDINANCE ON SECOND READING [ ] DISCUSSION

[ ] ORDINANCE ON FIRST READING [ ] BID/RFP AWARD

[ ] GENERAL APPROVAL OF ITEM **[X] CONSENT AGENDA**

SUBJECT: Special Call CRA Board Meeting Minutes of October 1, 2008

RECOMMENDED MOTION/ACTION: Approval

Approved by Town Manager _____ **Date:** 10/9/08

Vivian M. Lemley
Name/Title

10/9/08
Date of Actual Submittal

Originating Department: Agency Clerk	Costs: $ Funding Source: Acct. #	**Attachments:**
Department Review: [ ] Attorney_____ [ ] Community Development___ [ ] Finance _____ [ ] Fire Dept _____	[ ] Grants _____ [ ] Human Resources_____ [ ] Library _____ [ ] Marina _____ [ ] PBSO _____	[ ] Public Works_____ [ ] Recreation _____ **[X] Agency Clerk** VMC [ ] Town Manager _____
Advertised: Date: _____ Paper: _____ [ ] Not Required	All parties that have an interest in this agenda item must be notified of meeting date and time. The following box must be filled out to be on agenda.	Yes I have notified everyone_____ or Not applicable in this case **n/a** **Please initial one.**

Summary Explanation/Background:

Town of Lake Park
Special Call
Community Redevelopment Agency Meeting
Town Hall Commission Chambers
535 Park Avenue, Florida 33403
Wednesday, October 1, 2008, 7:30 p.m.

The Community Redevelopment Agency met for the purpose of a Special Call CRA Board Meeting on Wednesday, October 1, 2008 at 7:30 p.m. Present were Vice-Chair Daly, Board Members Balius, Carey, Francois, Suiter and Osterman, Executive Director Maria Davis and Agency Clerk Vivian Mendez Lemley. Chair DuBois was absent.

B. Vice-Chair Daly led the Pledge of Allegiance
C. Agency Clerk Vivian Mendez Lemley performed the roll call.

D. ADDITIONS/DELETIONS/APPROVAL OF AGENDA
None.

Motion: A motion was made by Board member Osterman to approve the agenda; Board member Carey made the second.

Vote on Motion:

Board Member	Aye	Nay	Other
Board Member Balius	X		
Board Member Carey	X		
Board Member Francois	X		
Board Member Suiter	X		
Board Member Osterman	X		
Vice-Chair Daly	X		
Chair DuBois			Absent

Motion passed 6-0.

E. PRESENTATION: Adkins & Associates – CRA Communication Plan and Logo Selection presented by JoEllen Morgan-Phillips.

Executive Director Davis explained the purpose of the presentation to the Board and introduced JoEllen Morgan-Phillips. Mrs. Phillips presented a Power Point presentation. See Exhibit "A". The board discussed the different color scheme and samples provided. The colors were not represented well on the screen. Executive Director Davis suggested

that the style of logo be chosen at the meeting. A printed version would be provided to the board at the next meeting representing the true colors of the logo. The board came to consensus to opt for the color versus the all blue options for the CRA logos.

F. Consent Agenda

1. Special Call CRA Board Meeting Minutes of September 17, 2008
2. Annual Landscape Maintenance Agreement with Chris Wayne and Associates, Inc. for Various Areas in the CRA Utilizing the Competitive Bid Award of the Town of Ocean Ridge.

Public Comment Open.
None
Public Comment Closed.

Vice-Chair Daly requested to pull item number 2 from the Consent Agenda for discussion.

Motion: A motion was made by Board Member Balius to approve the Special Call CRA Board Meeting Minutes of September 17, 2008 on the Consent Agenda; Board Member Francois made the second.

Vote on Motion:

Board Member	Aye	Nay	Other
Board Member Balius	X		
Board Member Carey	X		
Board Member Francois	X		
Board Member Suiter	X		
Board Member Osterman	X		
Vice-Chair Daly	X		
Chair DuBois			Absent

Motion passed 6-0.

Vice-Chair Daly explained that he had requested in the past that jobs such as the one listed on the consent agenda be bid out instead of piggy-backing off another municipality's contracts. The particular job listed was for a considerable amount of money and therefore he felt that receiving a competitive bid would be beneficial to the Town.
Board member Carey stated that it takes funds and time to bid projects out. Considering that the Town knows the quality of work that CWA had preformed, why go out for bid. If the Town bids out the project and awards it to another contractor the Town could receive poor quality performance.

Vice-Chair Daly agreed but stated that history had proven that it was not always the best route for the Town to take to piggy-back a project.
Board member Balius agreed with both board members, but based on the performance of Chris Wayne and Associates the Town could not receive better quality work.
Executive Director Davis recapped her vast experience, knowledge and expertise in the landscape industry. She went on to explain that Chris Wayne and Associates had shown the Town nothing but quality work thus far. She agreed to write the specifications for the work and go out to bid and see where the Town would end up.
Vice-Chair Daly re-irritated that that bids should not be piggy-backed but bid for future projects and added that it was too late to bid this particular project out since it was on the agenda for award. Discussion ensued by the board on piggy-backing projects versus bidding them out.

Motion: A motion was made by Board member Carey to approve and award landscape maintenance agreement with Chris Wayne and Associates for various areas in the CRA; Board member Suiter made the second.

Vote on Motion:

Board Member	Aye	Nay	Other
Board Member Balius	X		
Board Member Carey	X		
Board Member Francois	X		
Board Member Suiter	X		
Board Member Osterman	X		
Vice-Chair Daly	X		
Chair DuBois			Absent

Motion passed 6-0.

G. CRA BOARD MEMBER COMMENTS

Board member Suiter commented on how great the landscaping looked in the CRA. Also mentioned that she had a wonderful shopping experience at the newly opened Kohl's.

Board member Carey
None

Board member Balius asked if any negotiations had begun on the four building complex on the west end of the 700 block of Foresteria Drive. Executive Director Davis stated that they were in the midst of negotiations for that property. It had been suggested that a recreation center be built on that property, which can not be done with CRA funds.

Executive Director Davis explained that the Foresteria Demolition project was currently out to bid.
Board member Balius commented that the 723-755 Foresteria Drive property was 90% vacant at the time the Town purchased the property. An article in the Palm Beach Post alluded that families were evicted from their homes. Executive Director Davis explained that the bank that had started foreclosure proceedings on the property had begun moving families out of the property prior to the Town purchase. The Town did not displace anyone living at that property. Only one family requested an additional week to relocate, which the Town had no objection.
Vice-Chair Daly asked if the other unit that Board member Balius referred to earlier had residents. Executive Director Davis explained that the property was full and that the Town would assist with relocation of those families.
Vice-Chair Daly asked if negotiations had begun on the two homes on the east end of the 700 block of Foresteria Drive. Executive Director Davis explained that the Town was still in negotiations for those properties.

Board member Osterman was enthusiastic about the branding of the CRA. Was glad to see an article in the paper about the CRA, but was disappointed with the tone. She stated that she was looking forward to having the Economic Development Director start next week.

Board member Francois was glad that the Town had renewed the contract with Chris Wayne and Associates.

H. Executive Director Davis explained that at 7:00 p.m. on Thursday, October 2nd a Public Meeting would be held in the Commission Chamber regarding the Improvements to the Downtown Alleyway project that would begin later in the month. The location of the project includes the alleys south of Park Avenue from 8th Street through 10th Street; alleys east of 10th Street; alleys north on Greenbriar to south on Northern. The presentation will be made by Calvin Giordano and Associates, Engineers for the project.

I. ADJOURNMENT

There being no further business to come before the CRA Board and after a motion to adjourn by Board member Balius and seconded by Board member Carey, and by unanimous vote, the meeting adjourned at 8:33 p.m.

_____
Chair DuBois

_____
Vivian Mendez Lemley

Approved on this _____ day of _____, 2008

Exhibit "A"

TOWN OF LAKE PARK CRA

COMMUNICATIONS PLAN

Presented By:

ADKINS & ASSOCIATES

COMMUNICATION OBJECTIVES

- More effective and targeted communication
- Identify stakeholder needs
- Provide solutions to diverse stockholders
- Clear understanding of Commission's vision

TOWN OF
LAKE
PARK
CRA

DIRECT COMMUNICATIONS PLAN

- Proactive earned media vs. paid media
- Top-of-mind awareness
- Effective messaging, branding, and positioning

TOWN OF
LAKE
PARK
CRA

COMMUNICATION GOALS

- Define image and identity
- Enhance information
- Define community relations function
- Relationships with media
- Increased CRA awareness

TOWN OF
LAKE
PARK
CRA

IMAGE DEVELOPMENT

- Logo and tagline development
- Level of identity now

Current Logo & Seal

TOWN OF
LAKE
PARK
CRA

IMAGE DEVELOPMENT

LAKE PARK C.R.A.

LAKE PARK C.R.A.

Lake Park C.R.A.

TOWN OF LAKE PARK, FLORIDA
LAKE PARK CRA
COMMUNITY REDEVELOPMENT AGENCY

TOWN OF LAKE PARK C.R.A.

TOWN OF LAKE PARK C.R.A.

TOWN OF LAKE PARK CRA

TOWN OF LAKE PARK CRA

NEW LOOK

- Something dynamic is happening
- Create a buzz

TOWN OF
LAKE
PARK
CRA

Excellence Through Progress

TOWN OF
LAKE
PARK
CRA

Excellence Through Progress

TOWN OF
LAKE
PARK
CRA

NEW LOOK

- Signals…
  - Progress
  - Economic Development
- Alive and well in Lake Park

TOWN OF
LAKE
PARK
CRA
Excellence Through Progress

TOWN OF
LAKE
PARK
CRA
Excellence Through Progress

TOWN OF
LAKE
PARK
CRA

FUTURE CHANNELS OF COMMUNICATION

- Print and electronic news media
- Town newsletter
- Town website
- Professional/industry advertising
- Speaking opportunities
- Collateral materials

TOWN OF LAKE PARK CRA

RELATED CHANNELS

- Inter-government relationships
- Human interest stories
- Media training
- Consumer research

TOWN OF
LAKE
PARK
CRA

ADDITIONAL CONSIDERATIONS

- Low-frequency radio
- CRA campaign accentuating services
- Graphic standard manual

TOWN OF
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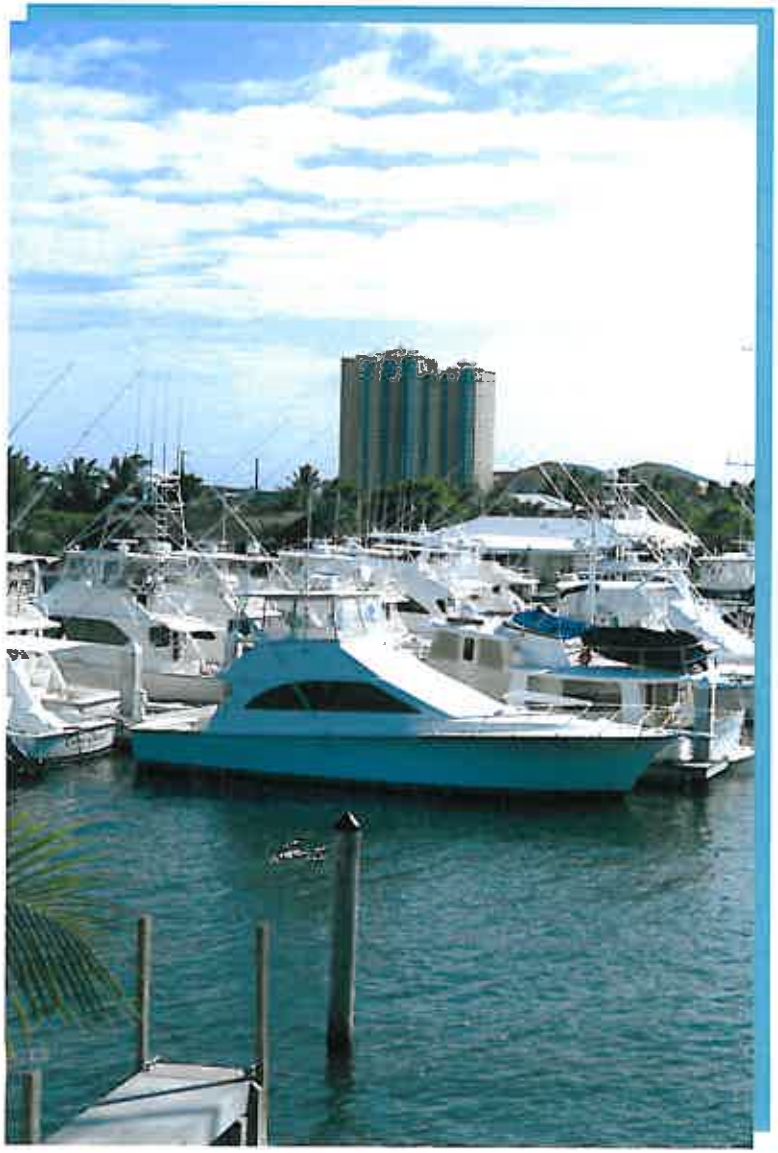
PARK
CRA

CRA COMMUNICATIONS…



- A work in progress
- Dynamic and evolving document
- Tactics and strategies modified and added

TOWN OF
LAKE
PARK
CRA

MISSION ACCOMPLISHED

- Defined and re-defined Town image
- Establish strong community ties
- Reduce misunderstandings
- Facilitate CRA initiatives

TOWN OF
LAKE
PARK
CRA

TAB 2

Lake Park Community Redevelopment Agency (CRA)
Agenda Request Form

Meeting Date: October 15, 2008 Agenda Item No. Tab 2

[ ] PUBLIC HEARING
[ ] Ordinance on Second Reading
[ ] Public Hearing

[ ] RESOLUTION

[ ] DISCUSSION

[ ] ORDINANCE ON FIRST READING

[ ] BID/RFP AWARD

[ ] GENERAL APPROVAL OF ITEM

[X] CONSENT AGENDA

[ ] Other:

SUBJECT: Notification of Change Order # 2 to Chris Wayne and Associates, Inc. for the Park Ave. Streetscape Project

RECOMMENDED MOTION/ACTION: None Required

Approved by Executive Director H. Davis **Date:** 10/10/08

Name/Title

Date of Actual Submittal

Originating Department:	**Costs: $3,900** **Funding Source:** Acct. #	**Attachments:** Invoice
Department Review: [ ] Town Attorney_____ [ ] Community Affairs ____ [ ] Community Development___	[ ] Finance _____ [ ] Fire Dept _____ [ ] Library _____ [ ] Marina _____ [ ] PBSO _____	[ ] Personnel _____ [ ] Public Works_____ [ ] Town Clerk_____ [ ] Town Manager _____
Advertised: Date: _____ Paper: _____ [ ] Not Required	All parties that have an interest in this agenda item must be notified of meeting date and time. The following box must be filled out to be on agenda.	Yes I have notified everyone_____ or Not applicable in this case_____: Please initial one.

Summary Explanation/Background: An existing main irrigation line was broken beneath a driveway on Park Ave. It was necessary for the contractor to remove 6" in concrete, excavate, repair the irrigation line, backfill and re-pour the driveway. The cost of this repair is $3,900. Although this expenditure is within the Executive Director's purchasing authority,

the Board is being notified of the additional expense to the contract. The original contract was awarded in the amount of $288,000. Change order # 1 for concrete repair was $2,700. Change order # 2 brings the total cost of the project to date to $294,600

CWA Landscape Architects Contractors

Chris Wayne and Associates, Inc.

15863 97th Drive North
Jupiter, FL 33478

RECEIVED
OCT 5 2008
Town Of Lake Park
Office Of Town Manager

Invoice

Date	Invoice #
10/1/2008	1448

Bill To
Town of Lake Park Director of Finance 535 Park Avenue Lake Park, FL 33403

Terms	Payment Du...	Project
Net 30	10/31/2008	PO #54440 Design/Build

Description	Amount
Additional Services - Repaired existing mainline break under driveway along Park Ave with schedule 40 PVC pipe: Includes demolition and disposal of 6" thick existing concrete above break, excavation to mainline, repairing mainline break, backfill and compaction and re-poured 6" 3000 psi concrete.	3,900.00
Thank you for your business.	**Total** $3,900.00

By accepting service of Chris Wayne and Associates, Inc. customer agrees to the following: 1.) A service charge on delinquent invoices not paid within specified terms shall be $25.00 per 30 days for up to 90 days. After 90 days legal collection efforts shall begin. For invoices due on receipt, there is a 10-day allowance from invoice date. 2.) A fee of $35.00 shall be collected on all returned check items. 3.) Customer agrees to pay all court costs, damages and attorney fees if collection efforts become necessary. 4.) Regarding annual contracts, customer shall be charged a fee of $125.00 early termination.

Chris Wayne and Associates, Inc.
PH (561) 746-4225 FX (561) 746-8991
www.chriswayneinc.com