



## **Evaluation Committee Minutes**

Town of Lake Park, Florida

Lease Arrangement for Town of Lake Park  
Community Redevelopment Agency Owned

Building Located at 800 Park Avenue, Lake Park, Florida

Thursday, May 24, 2018 2:00 p.m.

Commission Chamber, Town Hall, 535 Park Avenue

The Evaluation Committee meeting was conducted on Thursday, May 24, 2018. Present were Assistant Town Manager/Human Resources Director Bambi McKibbon-Turner, Deputy Town Clerk Shaquita Edwards, Public Works Director Richard Scherle, Finance Director Lourdes Cariseo, Town Manager John D'Agostino, Grants Writer Ann Rosenthal and Town Clerk Vivian Mendez.

Town Manager D'Agostino called the meeting to order at 2:06 p.m. and asked that the members of the Evaluation Committee introduce themselves. Finance Director Cariseo served as the Chair of the Evaluation Committee and as such she did not evaluate the proposals.

The Evaluation Committee evaluated the proposals (see Exhibit "A"). Town Manager D'Agostino explained the "Cone of Silence". Assistant Town Manager/Human Resources Director Turner explained that the Evaluation Committee would provide its findings to the Town Community Redevelopment Agency (CRA) Board, and that the CRA Board would make the final determination as to award of the lease.

### **ADJOURNMENT:**

The Evaluation Committee meeting for Request for Proposal 104-2018 adjourned at 2:27 p.m.

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Town Clerk Vivian Mendez

# Exhibit "A"



TOWN OF LAKE PARK

EVALUATION CRITERIA FOR

REQUEST FOR PROPOSALS NO. 104-2018

FOR A LEASE ARRANGEMENT FOR A TOWN OF LAKE PARK

COMMUNITY REDEVELOPMENT AGENCY OWNED BUILDING

LOCATED AT 800 PARK AVENUE, LAKE PARK, FLORIDA

Name of Offeror: Artists of Palm Beach County

Address: 800 Park Ave.

City/State/Zip Code: Lake Park, FL 33403

<u>Criteria:</u>	<u>Points Awarded:</u>
1. Experience, Qualifications and Financial Capability (40 points maximum)	<u>34</u>
2. Marketing Plan (20 points maximum)	<u>18</u>
3. Record of Performance (10 points maximum)	<u>8</u>
4. Documentation of Endorsement and Funding by the Palm Beach County Cultural Council and Statewide Recognition (10 points maximum)	<u>8</u>
5. Highest and Best Public Usage (10 points maximum)	<u>8</u>
6. Hours of Operation (10 points maximum)	<u>6.4</u>

*no employees; workers comp. not appl.*

*1,000 people - how to validate, total?*

*will need*

Maximum Points Awarded 82.4

*Ann Rosenthal*

**TOWN OF LAKE PARK  
EVALUATION CRITERIA FOR  
REQUEST FOR PROPOSALS NO. 104-2018  
FOR A LEASE ARRANGEMENT FOR A TOWN OF LAKE PARK  
COMMUNITY REDEVELOPMENT AGENCY OWNED BUILDING  
LOCATED AT 800 PARK AVENUE, LAKE PARK, FLORIDA**

Name of Offeror: Palm Beach County Surfing History Project  
Address: 738 Park Ave.  
City/State/Zip Code: Lake Park, FL 33403

<u>Criteria:</u>	<u>Points Awarded:</u>
1. Experience, Qualifications and Financial Capability (40 points maximum)	<u>33</u>
2. Marketing Plan (20 points maximum)	<u>17</u>
3. Record of Performance (10 points maximum)	<u>8</u>
4. Documentation of Endorsement and Funding by the Palm Beach County Cultural Council and Statewide Recognition (10 points maximum)	<u>8</u>
5. Highest and Best Public Usage (10 points maximum)	<u>8</u>
6. Hours of Operation (10 points maximum)	<u>4.1</u>
<b>Maximum Points Awarded</b> <u><u>78.1</u></u>	

*no audit letter*

*- need website comp for volunteers?*

*> difficult to follow information - not a lg. L. P. focus*

*- had to go on website to locate P*

*Wed, Sun : 12-4  
Th - Sat : 12-5*

John D'Agostino

TOWN OF LAKE PARK  
EVALUATION CRITERIA FOR  
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FOR A LEASE ARRANGEMENT FOR A TOWN OF LAKE PARK  
COMMUNITY REDEVELOPMENT AGENCY OWNED BUILDING  
LOCATED AT 800 PARK AVENUE, LAKE PARK, FLORIDA

Name of Offeror: Palm Beach / Surfacing Museum

Address: \_\_\_\_\_

City/State/Zip Code: \_\_\_\_\_

Criteria:

	<u>Palm Beach</u> <u>Points Awarded:</u>	<u>Surfacing</u> <sup>MUS</sup>
1. Experience, Qualifications and Financial Capability (40 points maximum)	<u>15</u>	20
2. Marketing Plan (20 points maximum)	<u>15</u>	18
3. Record of Performance (10 points maximum)	<u>8</u>	10
4. Documentation of Endorsement and Funding by the Palm Beach County Cultural Council and Statewide Recognition (10 points maximum)	<u>10</u>	10
5. Highest and Best Public Usage (10 points maximum)	<u>10</u>	10
6. Hours of Operation (10 points maximum)	<u>5</u>	0
		<u>68</u>
	<u>63</u>	

Maximum Points Awarded 63

**TOWN OF LAKE PARK  
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 COMMUNITY REDEVELOPMENT AGENCY OWNED BUILDING  
 LOCATED AT 800 PARK AVENUE, LAKE PARK, FLORIDA**

Name of Offeror: ARTISTS OF PBC INC.  
 Address: 800 PARK AVE, LAKE PARK FL 33403  
 City/State/Zip Code: LAKE PARK, FL, 33403

**Criteria:**

**Points Awarded:**

1. **Experience, Qualifications and Financial Capability**  
(40 points maximum)
2. **Marketing Plan**  
(20 points maximum)
3. **Record of Performance**  
(10 points maximum)
4. **Documentation of Endorsement and Funding by the Palm Beach County Cultural Council and Statewide Recognition**  
(10 points maximum)
5. **Highest and Best Public Usage**  
(10 points maximum)
6. **Hours of Operation**  
(10 points maximum)

37

19

- more media engagement that is proactive

10

10

S

10

~~to attract thousands,~~  
as opposed to hundreds

10

- more accessible

Maximum Points Awarded 91

**TOWN OF LAKE PARK  
 EVALUATION CRITERIA FOR  
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 COMMUNITY REDEVELOPMENT AGENCY OWNED BUILDING  
 LOCATED AT 800 PARK AVENUE, LAKE PARK, FLORIDA**

Name of Offeror: Palm Beach County Surfing History Proj.  
 Address: 335 Flagler Blvd  
 City/State/Zip Code: Lake Park, FL 33403

<u>Criteria:</u>	<u>Points Awarded:</u>	
1. Experience, Qualifications and Financial Capability (40 points maximum)	<u>40</u>	- more financial visibility
2. Marketing Plan (20 points maximum)	<u>15</u>	
3. Record of Performance (10 points maximum)	<u>10</u>	
4. Documentation of Endorsement and Funding by the Palm Beach County Cultural Council and Statewide Recognition (10 points maximum)	<u>10</u>	
5. Highest and Best Public Usage (10 points maximum)	<u>10</u>	- seems to attract thousands vs hundreds
? 6. Hours of Operation (10 points maximum) <i>(I did not see - went to website)</i>	<u>5</u>	- limited hours
Maximum Points Awarded		<u><del>85</del> <del>90</del> 90</u>

R. Schalk

**TOWN OF LAKE PARK  
EVALUATION CRITERIA FOR  
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COMMUNITY REDEVELOPMENT AGENCY OWNED BUILDING  
LOCATED AT 800 PARK AVENUE, LAKE PARK, FLORIDA**

**Name of Offeror:** Palm Beach County Surfing Project  
**Address:** 738 Park Avenue  
**City/State/Zip Code:** Lake Park, FL 33403

<u>Criteria:</u>	<u>Points Awarded:</u>
1. <b>Experience, Qualifications and Financial Capability</b> (40 points maximum)	<u>30</u>
2. <b>Marketing Plan</b> (20 points maximum)	<u>10</u>
3. <b>Record of Performance</b> (10 points maximum)	<u>10</u>
4. <b>Documentation of Endorsement and Funding by the Palm Beach County Cultural Council and Statewide Recognition</b> (10 points maximum)	<u>10</u>
5. <b>Highest and Best Public Usage</b> (10 points maximum)	<u>5</u>
6. <b>Hours of Operation</b> (10 points maximum)	<u>5</u>

**Maximum Points Awarded** 70

*Shayanta Edwards*

**TOWN OF LAKE PARK  
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LOCATED AT 800 PARK AVENUE, LAKE PARK, FLORIDA**

Name of Offeror: Artists of Palm Beach County  
Address: 800 Park Avenue  
City/State/Zip Code: Lake Park, FL 33403

<u>Criteria:</u>	<u>Points Awarded:</u>
1. <b>Experience, Qualifications and Financial Capability</b> (40 points maximum)	<u>30</u>
2. <b>Marketing Plan</b> (20 points maximum)	<u>15</u>
3. <b>Record of Performance</b> (10 points maximum)	<u>10</u>
4. <b>Documentation of Endorsement and Funding by the Palm Beach County Cultural Council and Statewide Recognition</b> (10 points maximum)	<u>10</u>
5. <b>Highest and Best Public Usage</b> (10 points maximum)	<u>10</u>
6. <b>Hours of Operation</b> (10 points maximum)	<u>5</u>

Maximum Points Awarded 80

*Shayna Elwert*



**TOWN OF LAKE PARK  
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 COMMUNITY REDEVELOPMENT AGENCY OWNED BUILDING  
 LOCATED AT 800 PARK AVENUE, LAKE PARK, FLORIDA**

Name of Offeror: Office of Palm Beach County  
 Address: 800 Park Avenue  
 City/State/Zip Code: Lake Park, FL 33402

<u>Criteria:</u>	<u>Points Awarded:</u>
1. <b>Experience, Qualifications and Financial Capability</b> (40 points maximum)	<u>28</u>
2. <b>Marketing Plan</b> (20 points maximum)	<u>8</u>
3. <b>Record of Performance</b> (10 points maximum)	<u>10</u>
4. <b>Documentation of Endorsement and Funding by the Palm Beach County Cultural Council and Statewide Recognition</b> (10 points maximum)	<u>18</u>
5. <b>Highest and Best Public Usage</b> (10 points maximum)	<u>18</u>
6. <b>Hours of Operation</b> (10 points maximum)	<u>0</u>

**Maximum Points Awarded** 56

*Randy McElhara*

**TOWN OF LAKE PARK  
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FOR A LEASE ARRANGEMENT FOR A TOWN OF LAKE PARK  
COMMUNITY REDEVELOPMENT AGENCY OWNED BUILDING  
LOCATED AT 800 PARK AVENUE, LAKE PARK, FLORIDA**

Name of Offeror: Palm Beach County Surfing History Park  
Address: 335 S Ocean Blvd W  
City/State/Zip Code: Lake Park, FL 33409

<u>Criteria:</u>	<u>Points Awarded:</u>
1. Experience, Qualifications and Financial Capability (40 points maximum)	<u>40</u>
2. Marketing Plan (20 points maximum)	<u>0</u>
3. Record of Performance (10 points maximum)	<u>10</u>
4. Documentation of Endorsement and Funding by the Palm Beach County Cultural Council and Statewide Recognition (10 points maximum)	<u>10</u>
5. Highest and Best Public Usage (10 points maximum)	<u>10</u>
6. Hours of Operation (10 points maximum)	<u>0</u>

Maximum Points Awarded 70

*Bonnie M. K. Hoo*