



**Minutes**  
**Town of Lake Park, Florida**  
**Community Redevelopment Agency Board**  
**and Town Commission Workshop**  
**Monday, January 14, 2019,**  
**Immediately following the**  
**Park Avenue Downtown District Workshop**  
**Town Commission Chamber, 535 Park Avenue**

The Community Redevelopment Agency and Town Commission met for the purpose of a Workshop to discuss Lake Park and Palm Beach North Chamber of Commerce Hackathon Topic Discussion on Monday, January 14, 2019 at 7:34 p.m. Present were Mayor Michael O'Rourke, Vice-Mayor Kimberly Glas-Castro, Board Member Rhonda "Jo" Brockman, and Christiane Francois, Commissioners Erin Flaherty, Roger Michaud, Town Manager John O. D'Agostino, and Town Clerk Vivian Mendez. Commissioner Anne Lynch was absent.

Town Clerk Mendez performed the roll call and Vice-Mayor Glas-Castro led the pledge of allegiance.

**NEW BUSINESS:**

**Lake Park and Palm Beach North Chamber of Commerce Hackathon Workshop Topic Discussion.**

Ms. Inez Castro introduced herself and made a correction for the record that this would be a Town of Lake Park Hackathon, not a Palm Beach North Chamber of Commerce Hackathon. Town Manager D'Agostino explained that the Palm Beach North Chamber of Commerce would underwrite a portion of the cost and the Town would provide a match. Ms. Castro stated that the Palm Beach North Chamber of Commerce staff would raise approximately \$75,000, which includes the Town match. She explained the sponsorship efforts the Palm Beach North Chamber of Commerce staff endures to fund the event. She explained The Challenge Brief that was included in the agenda packet.

Mayor O'Rourke explained what Hackathon teams do and they assist with challenges. The Board and Commission discussed suggestions for a Hackathon. Town Manager D'Agostino suggested that the list of questions included in the agenda request form be used to narrow the topics for consideration. Board Member Brockman asked if the Treasurer Coast Regional Planning Council study could be used to assist with deciding on a topic. Town Manager D'Agostino stated that the marketing campaign provided by the Treasurer Coast Regional Planning Council offered many suggestions. Ms. Castro suggested creating a tag line or branding for the Town. Mayor O'Rourke suggested the following: A Wifi connected community that uses technology information that are available at the fingertips of its residents to find information regarding community events, business activities, recreations activities, transportation, and a live, work, play opportunities. Board Members offered other suggestions for topics, such as a scavenger hunt.

Ms. Castro made suggestions to the Town's narrative that would assist with creating a topic for the Hackathon team to work through. She stated that the Board and Commissioners need more time to narrow down which topic should move forward. Town Manager D'Agostino and Mayor O'Rourke reviewed the topics and developed a list based on priorities:

- Perception of Public Safety
- Marketing to businesses and residents
- Development
- Know the target audience

Ms. Castro suggested that the general statement should be simple yet concrete, with the supporting inventory around it. The Board and Commissioners discussed with Ms. Castro the specifics of what the team would need the weekend of the Hackathon.

Mayor O'Rourke suggested that each Board Member and Commissioner provide the Town Manager with a list of Hackathon topics for discussion by tomorrow so that they can be discussed during Wednesday's Regular Commission Meeting.

**PUBLIC COMMENT:**

**BOARD MEMBER, TOWN ATTORNEY, TOWN MANAGER, COMMISSIONER COMMENTS:**

**Town Manager D'Agostino** announced that a Special Call Community Redevelopment Agency (CRA) Board meeting was needed on February 6, 2019 to discuss the revision of the Dedicated IT grant agreement; the second item would be the possible incentive opportunity for Grace Fine Foods possibly moving into the Town. He announced that Senator Bobby Powell would like to hold a Town Hall meeting and asked for suggested dates. The dates of January 23 and 30<sup>th</sup> at 6:30 p.m. were offered.

**Commissioner Lynch** was absent.

**Commissioner Michaud** had no comments.

**Commissioner Flaherty** had no comments.

**Board Member Brockman** had no comments.


**Board Member Francois** had no comments.


**Vice-Mayor Glas-Castro** had no comments.


**Mayor O'Rourke** had no comments.


**ADJOURNMENT**

There being no further business to come before the Commission and after a motion to adjourn by Commissioner Michaud and seconded by Commissioner Flaherty, and by unanimous vote, the meeting adjourned at 8:35 p.m.

  
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Mayor Michael O'Rourke

  
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Chair Michael O'Rourke

  
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Town Clerk, Vivian Mendez, CMC

  
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Agency Clerk, Vivian Mendez, CMC

  
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Deputy Town Clerk, Shaquita Edwards

  
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Agency Deputy Town Clerk, Shaquita Edwards



Approved by the Town Commission on this 6<sup>th</sup> day of February, 2019

Approved by the Community Redevelopment Agency on this 6<sup>th</sup> day of March, 2019