LAKE WORTH COMMUNITY REDEVELOPMENT AGENCY
WORKSHOP MEETING
CITY OF LAKE WORTH
CONFERENCE ROOM
TUESDAY, MAY 20, 2014
6:20 P.M.

I. ROLL CALL:

The Recording Secretary called the meeting to order at 6:00 p.m. on the above date in the City of Lake Worth Commission Chambers located at 7 North Dixie Highway, Lake Worth, Florida.

Present were CRA Members Madyln McKendry, Kim Hanson, Chip Guthrie. John Paxman, Sue Stevens, Leah Foertsch & Cary Sabol.

Also present was CRA Director, Joan Oliva

II. PLEDGE OF ALLEGIANCE:

III. APPROVAL OF MINUTES:

a. March 11, 2014

Action: Motion was made by Ms. Sue Stevens to approve the minutes from May 20th seconded by John Paxman.

Vote: **All Ayes**

IV. AGENDA – ADDITIONS/DELETIONS/REORDERING:

V. PUBLIC PARTICIPATION ON NON-AGENDAED ITEMS (3 minute limit):

VI. PRESENTATION AGENDA:

a. Lake Worth 2020- Commissioner Andy Amoroso

Commissioner Andy Amoroso gave a brief presentation and answered questions regarding Lake Worth's 2020 plan.

b. Arts Center Report-Charlotte Pelton

Ms. Charlotte Pelton gave a presentation on the draft business plan for the proposed Lake Worth Arts Center.

VII. ACTION AGENDA:

a. Wayfinding Signage Design Plan

Earlier this year, on behalf of the City, CRA Staff solicited proposals to hire a qualified firm or consultant(s) to produce workable plans including schematic designs and recommendations for attractive directional signage placement throughout the CRA District, downtown, Dixie Highway and in portions of the City. This 'way-finding' plan is meant to project a consistent, artistic design to the Gateways and downtown area; guide visitors to the beach, parks and landmarks as well as distinctive areas. The enactment of such a program is supported by the CRA Redevelopment Plan which includes goals and objectives that help create a safe, secure and efficient transportation system that links activity centers, develop measures that will increase traveling convenience and improves the investment image of the City.

On February 13, 2014 CRA Staff advertised RFP# 02-1314 (*An Opportunity for Way-*

Finding Signage Design & Implementation Plan). The 30 day period of advertisement closed on March 13, 2014. As a result of the RFP, seven exceptional firms with way-finding experience submitted proposals for review and consideration. In late April, a selection committee made up of members of City & CRA staff reviewed the seven proposals. In addition, the committee member scores of the corresponding firms are listed below:

FIRM	SCORE (out of 400 possible points)
KMA Design	363
Tangram Design/Harbinger Signs	335
fd2s	334
Workshop + Star	333
National Sign Plazas (NSP)	327
Peter J. Smith & Company Inc.	234
Merje Environments & Experiences	177

Scoring categories of the submittals consisted of the firms': background, skills, project understanding, references/past projects and their team of employees.

At the conclusion of the selection committee meeting in April, all members agreed that the CRA Board should review the top three proposals as ranked by the committee. The three way-finding firms with the highest scores are:

1. *KMA Design*
2. *Tangram Design/Harbinger Signs*
3. *fd2s*

Copies of the proposals from the top three firms have been provided to CRA Board members. The Board is also encouraged to contact CRA Staff to review and contrast the proposals from the remaining four submitters.

The City has agreed to share its resources with the CRA to cooperatively solicit, rank, choose and hire an experienced firm to create a way-finding plan which could be presented to the community this year.

Staff encourages the Board to review the three top ranked submissions to CRA RFP#02-1314.

Staff recommends that the Board allow the Executive Director and CRA Attorney to draft an agreement with *KMA Design* to provide way-finding planning and design services once funding becomes available.

All agreements between the CRA and chosen firm will be brought to the CRA Board for review prior to execution.

Action: Motion was made by Mr. Guthrie to direct staff to draft and agreement with KMA Design to provide wayfinding signage planning and design services seconded by Ms. Stevens.
Vote: All Ayes

VIII. BOARD MEMBERS' COMMENTS:

Chip Guthrie- Impressed by the proposal from KMA. The lighting on 6th Avenue South is still

not working and the trees need to be cut down.
Kim Hanson-No comment.
Sue Stevens- Thanked Staff.
John Paxman- Thanked Staff.
Madlyn McKendry- Lets look into finding scholarship money for the less fortunate children in the neighborhoods so that they can take courses at the Armory Annex.
Cary Sabol- No comment.
Leah Foertsch- Introduced herself to the Board.

IX. ADJOURNMENT:

Meeting adjourned at 7:43 p.m.

Minutes Approved 9-2-2014

Cary Sabol
Chair, CRA Board

Emilia Theodossakos
Recording Secretary