

**MINUTES  
TOWN OF LAKE CLARKE SHORES  
REGULAR TOWN COUNCIL MEETING  
MARCH 13, 2018**

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**I. A) CALL TO ORDER AND ROLL CALL:**

Mayor Gregory Freebold called the meeting to order at 6:30 p.m.

The following members and officials were present:

Gregory Freebold, Mayor  
Valentin Rodriguez, Jr., Vice Mayor  
Robert M. W. Shalhoub, President Pro Tem  
Paul R. Shalhoub, Council Member  
John Studdard, Council Member  
Daniel Clark, Town Administrator  
Mary Pinkerman, Town Clerk  
Wes Smith, Chief of Police  
Charles Schoech, Town Attorney

**B) MOMENT OF SILENCE, PLEDGE OF ALLEGIANCE, INVOCATION**

Mayor Freebold requested a moment of silence for Linda Murphy and Wilbert Murillo, Jr., Town residents and for Joe Savidge, Reserve Officer for the Town.

Pastor Stan Sniezek, Pastor of the New Life Alliance Church, gave the invocation and then led the audience in the Pledge of Allegiance.

**II. APPROVAL OF AGENDA:**

**Motion made by President Pro Tem Shalhoub to approve the Agenda, seconded by Council Member Shalhoub; Motion approved (5-0).**

**III. CONSENT AGENDA:**

- A) Approval of the Minutes of the February 13, 2018 Town Council Meeting.
- B) Approval of Resolution #18-02 – Appointing 2017 “Volunteer of the Year”.
- C) Approval of Resolution #18-04 – Proclaiming the election of non-contested candidates for Groups 3, 4 & 5.
- D) Approval of Resolution #18-05 – Mayor’s Award for Community Service to be presented during the Lake Clarke Shores 25<sup>th</sup> Annual BBQ on April 8, 2018.
- ~~E) Approval of Resolution #18-06 – In support of the creation of a CRA within the Village of Palm Springs.~~

- F) Approval of Resolution #18-07 – Appointing 2017 “Volunteer of the Year”.
- G) Approval of Proclamation proclaiming the month of April 2018 as Water Conservation Month.
- H) Approval of Interlocal Agreement between the Town of Lake Clarke Shores and Solid Waste Authority – Blighted and Distressed Property Clean-Up and Beautification Grant.
- I) Approval of Temporary License Agreement between the Town of Lake Clarke Shores and Love Serving Autism, Inc. for use of the Town Tennis Courts for tennis lessons that will take place every Friday from 11:00 AM to 12:00 PM starting on June 22, 2018 through August 3, 2018.

**Motion made by Vice Mayor Rodriguez to remove Item III. E from the Consent Agenda, seconded by President Pro Tem Shalhoub; Motion approved (5-0).**

**Motion made by President Pro Tem Shalhoub to approve the Consent Agenda as amended, seconded by Council Member Shalhoub; Motion approved (5-0).**

#### IV. PRESENTATIONS:

- A) Comprehensive Municipal Communications – Elliot Cohen, My PR Guru

Mr. Cohen gave a presentation on different ways to effectively reach residents with important information. He recommended that the Town incorporate “LCS” across all communication platforms, for uniform branding to make it easier for residents to know that the information is coming from the Town.

He recommended that the Town collect additional email addresses and phone numbers to incorporate into a database to be used to send important information to residents. He noted that more people are using social media instead of email and texting to get their information, so the town should consistently use Twitter, Instagram and other social media platforms to provide residents with important information. He also noted that the Town website should be kept up-to-date.

It was noted that the Town uses CodeRED to send out emergency information to those that have signed up for that service and that signs are placed in various locations around Town to let residents know what is happening.

Mr. Clark stated that Sunshine Laws and State Statutes must be followed when using all methods of communication. He noted that the Town will be rebuilding the website to make it ADA compliant and that the Town will incorporate the new branding into the updated website. He also noted that the Town will be budgeting for VMS boards next year in an effort to reach more people.

#### V. QUASI-JUDICIAL PROCEEDINGS:

- A) None

**VI. PUBLIC HEARING:**

A) None

**VII. UNFINISHED BUSINESS:**

A)

**VIII. NEW BUSINESS:**

A) First Reading of Ordinance #18-01 – Amending Chapter 30 “Offences” Section 30-5 to clarify holiday decorations.

**AN ORDINANCE OF THE TOWN COUNCIL OF THE TOWN OF LAKE CLARKE SHORES, FLORIDA, AMENDING PART II CHAPTER 30 “OFFENSES” OF THE CODE OF ORDINANCES BY REVISING SECTION 30-05 “HOLIDAY LIGHTS AND DECORATIONS”; PROVIDING FOR INCLUSION IN THE CODE OF ORDINANCES; PROVIDING FOR SEVERABILITY; PROVIDING FOR AN EFFECTIVE DATE AND FOR OTHER PURPOSES.**

**Motion made by Council Member Shalhoub to approve First Reading of Ordinance #18-01, seconded by Council Member Studdard; Motion approved (5-0).**

**IX. AUDIENCE COMMENTS:**

Maxine Cheesman, Candidate for Circuit Court Judge – noted that she was a candidate in the Countywide election for the open seat for Circuit Court Judge. She provided information on her work experience and stated that she has been an attorney since 2005. She asked people to vote for her in the August 28<sup>th</sup> election.

Doreen Harling, 1421 Carandis Circle – noted her interest in the communications discussion. She stated that she signed up for CodeRED, but thinks it would be better if the residents know that the call came from the Town. She would also like to see the website updated more often.

Jim Boger, 7518 Edgewater Circle – noted that he received the Town’s Shorelines newsletter two days ago and would like the Town to go back to having a monthly newsletter so that all residents would be aware of upcoming events. He also noted that he would like to see the Food Truck Invasion, that was discussed during prior Council Meetings, take place during the summer.

Council Member Shalhoub noted that he will work to see if he can get that to happen.

Bernadette Shalhoub, 8429 West Lake Drive – noted that she was excited to receive the newsletter and would also like the Town to mail additional editions throughout the year. She stated that the cost for the newsletters is high so maybe not have a monthly newsletter, but have them mailed out at least four times a year. She noted that the information in the newsletter goes to each residence, so all residents get the information, not just those that go onto the website or see the information on Facebook or Twitter. She also noted that the communication plan that Mr. Cohen worked on was amazing and that the Town needs to go forward with it.

Claudine Vasseur, 6904 Venetian Way – discussed various issues including the Town newsletter, CodeRED, graffiti, open containers of trash being placed at the curb too early, dog owners not picking up after their dogs and the Town signs that are placed too close to the corner of the street.

## **X. STATUS REPORTS:**

Mr. Schoech - did not have any additional items to report.

Mr. Clark –noted that the Department of Environmental Resource Management treated Lake Clarke on March 5<sup>th</sup>. They are waiting for the results of the water test to see how much of the chemical remains in the lake. He noted that residents should continue not using the water from the lake for irrigation at this time. He also noted that they will be treating the lake a second time at the beginning of April. He said that there are signs around town notifying residents not to use the water from the lake for irrigation and that information will continue to be on the Town’s website and sent out via Facebook and Twitter regarding this issue.

Chief Smith – noted that the officers placed the Town Council Meeting signs out this morning.

President Pro Tem Shalhoub noted that Officer Fisher was hired by the West Palm Beach Police Department and has resigned from his position with the Town. He asked Chief Smith who will be taking over the marine unit duties. Chief Smith noted that Officer Troy Patruzzi and Officer John Connacher will be patrolling the Town waterways now that Officer Fisher has left.

## **XI. COUNCIL COMMENTS:**

Council Member Studdard – noted that he was looking forward to the following events that will be taking place in April: the 25<sup>th</sup> Annual BBQ on April 8<sup>th</sup>, the 13<sup>th</sup> Annual Waterway Cleanup on April 14<sup>th</sup> and the 11<sup>th</sup> Annual Fishing Tournament on April 21<sup>st</sup>.

He noted that Officer Fisher will be missed, but that the new officers will take over and do a great job for the Town.

Council Member Shalhoub – thanked everyone for attending the meeting and being involved in the proceedings. He reminded everyone that volunteers are needed for the BBQ.

President Pro Tem Shalhoub – noted that Mr. Cohen did a great job with his presentation and stated that he is very interested in learning more about live podcasts.

He discussed the 25<sup>th</sup> Annual BBQ and noted that all of the food will be prepared and cooked by Town residents. He noted that volunteers are needed for the BBQ and encouraged everyone to sign up to be a volunteer.

He also noted that various municipal elections taking place and gave updates on some of the races.

Vice Mayor Rodriguez – noted that the non-profit group Little Smiles, presented a plaque to Mike Wade to thank him for the toys that were collected on their behalf during his annual boat parade.

He noted that Lake Clarke Shores is a wonderful place to live and that he is glad to be part of the Town Council that helps to make this happen. He noted that the Town has a great sense of

community and that people know who their neighbors are. He also noted that the Lake Clarke Shores Police Department works with the residents and that they have a connection to the residents because of this. He commended the Chief for all that the Police Department does for the Town.

He noted that the movie “Coco” will be shown on April 6<sup>th</sup>, which is the Friday before the BBQ. He encouraged everyone to come out and enjoy the movie.

Mayor Freebold – noted that April is Water Conservation Month and that water conservation and water quality are hot topics right now in Tallahassee and will remain on the front burner for the next 20 to 25 years.

He noted the various birthdays taking place and wished a Happy Easter to all. He reminded everyone that life is short, so they should make sure to let the people they love know that they love them before it is too late.

**XII. ADJOURNMENT:**

**Motion made by Council Member Studdard to adjourn the meeting at 8:10 p.m., seconded by Council Member Shalhoub; Motion approved (5-0).**

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, Mayor

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Mary Pinkerman, Town Clerk