



**LAKE WORTH LAGOON INITIATIVE
PUBLIC OUTREACH WORKING GROUP MEETING
LAGOONFEST**

WHEN: Tuesday, September 11, 2018 / 10 – 11:30 am
WHERE: Palm Beach County Department of Environmental Resources Management; 2300 North Jog Rd., 4th Floor, Employee Training Room
West Palm Beach, FL 33411 / Phone: 561-233-2400

WELCOME LWLI PO “Working Group” Focus Topic – LAGOONFEST *Alicia Andersen*

INTRODUCTION: *Nancy Stewart, Florida Marketing Group* *Sergio Piedra*

LAGOONFEST PREPARATION STATUS *Nancy Stewart*

LAGOONFEST PREPARATIONS – LWLI PARTNERS/STAKEHOLDERS

CALL TO ACTION: *Alicia Andersen/Nancy Stewart/Samantha Corr/ALL*

- LagoonFest Kickoff – Save the Date – Invitation Only – Draft Agenda
- Money/Giveaways needed for LF Kickoff and LF Event
- DRAFT Booth Layout / locations of partners and sponsors
- INFO Booths / Volunteers
- 2019 LWL Calendar/Calendar Give-away/Calendar Photo Display location
- MASCOTS / Changing Area/“Walk of the Mascots/” Mascot Dance off”
- LF Access for set up/IN/OUT
- Parking/VIP Parking?
- VOLUNTEERS Needed/commitment and contact information
- SPONSORS needed/contact information
- LagoonFest Promotion/Partner assistance/LagoonFest.com
- Sponsor Banners (graphics and install/remove), sidewalk stickers

ACTION ITEMS (if necessary) / CLOSING/THANK YOU! *Sergio Piedra/Benji Studt*

