

RESOLUTION NO. 2012 2125A

A RESOLUTION OF THE TOWN COMMISSION OF THE TOWN OF SURFSIDE, FLORIDA APPROVING THE FIVE YEAR TOURISM STRATEGIC PLAN AGREEMENT WITH CJF MARKETING INTERNATIONAL AND REDEVELOPMENT MANAGEMENT ASSOCIATES, INC.; AUTHORIZING THE TOWN MANAGER TO IMPLEMENT THE TERMS AND CONDITIONS OF THE AGREEMENT; AUTHORIZING THE TOWN MAYOR TO EXECUTE THE CONTRACT; AND PROVIDING FOR AN EFFECTIVE DATE.

WHEREAS, the Town of Surfside (the "Town") wishes to develop a Five Year Tourism Strategic Plan to support a revitalized tourism product; and

WHEREAS, pursuant to a duly advertised Request for Proposals for development of a Five Year Tourism Strategic Plan with regard Phases I and II, RFP Selection Committee, the Tourist Board, and the Downtown Vision Advisory Committee recommends awarding of the Service Agreement attached as Exhibit "A" hereto; and

WHEREAS, the Five Year Tourism Strategic Plan agreement requires additional funding not presently allocated in the Tourist Bureau FY 12/13 Budget; and

WHEREAS, the Town Commission finds that approval of the Agreement between CJF Marketing International and Redevelopment Management Associates, Inc. and the Town is in the best interest of the Town. The Tourist Bureau Fiscal Year 2012-2013 Budget does not have sufficient funds for the portion of this expense allocated to the department, thereby necessitating a re-appropriation of Resort Tax Fund Balance (reserves) from the Resort Tax Restricted Reserves 102-0000-392.00-00 in the amount of \$60,000 to be distributed into the Tourist Bureau Promotional Activities Account # 102-8000-552-48-10 for this project; and

WHEREAS, this study will prepare the Town for a large increase in Tourism revenues that will be more efficiently and effectively spent.

NOW, THERE, BE IT RESOLVED BY THE TOWN COMMISSION OF THE TOWN OF SURFSIDE, FLORIDA, AS FOLLOWS:

Section 1. Recitals. The above recitals are true and correct and incorporated into this Resolution by this reference.

Section 2. Approval of Agreement. The Agreement between CJF Marketing International and Redevelopment Management Associates, Inc. and the Town of Surfside, a copy of which is attached as Exhibit "A" is approved.

Section 3. Authorization of Town Officials. The Town Manager and/or his designee are authorized to take all actions necessary to implement the terms and conditions of the Agreement.

Section 4. Authorization of Fund Expenditure. Notwithstanding the limitations imposed upon the Town Manager pursuant to the Town's Purchasing Procedures Ordinance, the Town Manager is authorized to implement the terms and conditions of the Agreement. In accordance with Section 62 of the Town Charter, the budget adopted for Fiscal Year 2012 – 2013 is amended by re-appropriating the amount of \$60,000 of Resort Tax Fund Balance (reserves) from the Resort Tax Restricted Reserves 102-0000-392.00-00 to be distributed into the Tourist Bureau Promotional Activities Account # 102-8000-552-48-10.

Section 5. Execution of Agreement. The Town Mayor is authorized to execute the Agreement on behalf of the Town, to execute any required agreements and/or documents to implement the terms and conditions of the Agreement and to execute any extensions and/or amendments to the Agreement.

Section 6. Effective Date. This resolution shall take effect immediately upon adoption.

PASSED AND ADOPTED this 11th day of December, 2012.

Motion by Commissioner Kligman, second by Vice Mayor Karukin.

FINAL VOTE ON ADOPTION

Commissioner Joseph Graubart	<u>yes</u>
Commissioner Michelle Kligman	<u>yes</u>
Commissioner Marta Olchyk	<u>yes</u>
Vice Mayor Michael Karukin	<u>yes</u>
Mayor Daniel Dietch	<u>yes</u>



Daniel Dietch, Mayor

ATTEST:



Sandra Novoa, Town Clerk

**APPROVED AS TO FORM AND
LEGAL SUFFICIENCY FOR THE TOWN OF SURFSIDE ONLY:**



Lynn M. Dannheisser
Town Attorney