



Town of Surfside

DOWNTOWN VISION ADVISORY COMMITTEE AGENDA

November 21, 2019 – 6:00 p.m.

Town Hall Commission Chambers –
9293 Harding Ave, 2nd Floor, Surfside, FL 33154

The following also applies to all Boards and Committees:

Rule 7.05 Decorum. Any person making impertinent or slanderous remarks or who becomes boisterous while addressing the commission shall be barred from further appearance before the commission by the presiding officer, unless permission to continue or again address the commission is granted by the majority vote of the commission members present. No clapping, applauding, heckling or verbal outbursts in support or opposition to a speaker or his or her remarks shall be permitted. Signs or placards may be disallowed in the commission chamber by the presiding officer. Persons exiting the commission chambers shall do so quietly.

Any person who received compensation, remuneration or expenses for conducting lobbying activities is required to register as a lobbyist with the Town Clerk prior to engaging in lobbying activities per Town Code Sec. 2-235. "Lobbyist" specifically includes the principal, as defined in this section, as well as any agent, officer or employee of a principal, regardless of whether such lobbying activities fall within the normal scope of employment of such agent, officer or employee. The term "lobbyist" specifically excludes any person who only appears as a representative of a not-for-profit corporation or entity (such as charitable organization, a trade association or trade union), without special compensation or reimbursement for the appearance, whether direct, indirect, or contingent, to express support or opposition to any item.

***If the public wishes to speak on a matter on this agenda they must inform the Town Clerk prior to the start of the meeting and they will be recognized to speak prior to the approval of the item. ***

Opening Items:

- 1. Call to Order/Roll Call**
- 2. Approval of Minutes: October 17, 2019**
- 3. Homestead Main Street**
- 4. Downtown Sidewalks Update**
- 5. Addressing Downtown Vacancies Update**
- 6. Resort Tax Overview / Tourism FY20 Marketing Plan / Strategic Plan**
- 7. Tax Incentives Discussion – Item was deferred at the October 17, 2019 Meeting**

8. Future Meeting Dates

9. Public Comment – (3-minute limit)

10. Adjournment

THIS MEETING IS OPEN TO THE PUBLIC. IN ACCORDANCE WITH THE AMERICANS WITH DISABILITIES ACT OF 1990, ALL PERSONS THAT ARE DISABLED; WHO NEED SPECIAL ACCOMMODATIONS TO PARTICIPATE IN THIS MEETING BECAUSE OF THAT DISABILITY SHOULD CONTACT THE OFFICE OF THE TOWN CLERK AT 305-861-4863 EXT. 226 NO LATER THAN FOUR DAYS PRIOR TO SUCH PROCEEDING.

AGENDA ITEMS MAY BE VIEWED AT THE OFFICE OF THE TOWN CLERK, TOWN OF SURFSIDE TOWN HALL, 9293 HARDING AVENUE. ANYONE WISHING TO OBTAIN A COPY OF ANY AGENDA ITEM SHOULD CONTACT THE TOWN CLERK AT 305-861-4863. A COMPLETE AGENDA PACKET IS ALSO AVAILABLE ON THE TOWN WEBSITE AT www.townofsurfsidefl.gov.

TWO OR MORE MEMBERS OF TOWN COMMISSION OR OTHER TOWN BOARDS MAY ATTEND AND PARTICIPATE AT THIS MEETING.

THESE MEETINGS MAY BE CONDUCTED BY MEANS OF OR IN CONJUNCTION WITH COMMUNICATIONS MEDIA TECHNOLOGY, SPECIFICALLY, A TELEPHONE CONFERENCE CALL. THE LOCATION 9293 HARDING AVENUE, SURFSIDE, FL 33154, WHICH IS OPEN TO THE PUBLIC, SHALL SERVE AS AN ACCESS POINT FOR SUCH COMMUNICATION.



Town of Surfside

DOWNTOWN VISION ADVISORY COMMITTEE MINUTES

October 17, 2019 – 6:00 p.m.

Town Hall Commission Chambers –
9293 Harding Ave, 2nd Floor, Surfside, FL 33154

Opening Items:

1. Call to Order/Roll Call

Chair Grenald called the meeting to order at 6:05 pm.

The following Members introduced themselves:

Chair Shaun Grenald
Fred Landsman
George Kousoulas
Sandra Oliva

Absent: Vice Chair Elliot Kula
Marianne Meisheid
Jessica Bazan

Commissioner Barry Cohen, Commission Liaison

Also, present: Guillermo Olmedillo, Town Manager
Duncan Tavares, Assistant Town Manager
Frank Trigueros, Marketing & Special Projects Coordinator
Frantza Duval, Recording Clerk

2. Approval of Minutes: September 12, 2019

A motion was made by Committee Member Landsman to approve the September 12, 2019 Committee Meeting Minutes. The motion received a second from Committee Member Kousoulas. All voted in favor.

3. Homestead Main Street

Assistant Town Manager Tavares introduced the item and advised that Yvonne Knowles, Director of the Homestead Main Street Program would not be able to participate today but is looking forward to appearing before the Committee at a later meeting. She will either attend in person or via Go To Meeting in order to talk about Homestead Main Street.

Committee Chair Grenald stated to then have the item come back at another meeting where Ms. Knowles would be available.

4. Alleys

A motion was made by Committee Member Kousoulas to have this item heard after Item 5. The motion received a second from Committee Member Landsman. All voted in favor.

Town Manager Olmedillo presented the item and how they would like to improve the alleys. He stated that one of the obstacles that needed to be addressed is the zoning and building violations. He stated that he had a workshop with the Town Commission and brought to their attention all the violations. The Town Commission stated that the priority is to rectify those violations that are life safety issues first.

Town Manager Olmedillo spoke regarding the alleys including the one at 96th to 94th Street East of Harding Avenue. He stated that there a lot of buildings served through that alley. They have a development order with the Shul that commits them to underground all the services for the entire alley. He stated that they will probably request a TCO or CO for the next school year.

Assistant Town Manager Tavares stated that the alley is also used as an egress as well.

Town Manager Olmedillo spoke regarding the traffic and how it will be directed.

Committee member Landsman commented on having space for businesses, pedestrians, and that was made apparent to the Commission.

Town Manager Olmedillo stated this will improve the alley and make it usable to the businesses. Alley mechanics need to be sorted out including the Shul's development order on undergrounding services.

Chair Grenald asked if the Committee could draft an ordinance stating that building changes and alterations should result in the undergrounding of all services.

Town Manager Olmedillo explained FPL undergrounding to the Committee members, associated costs and who is ultimately responsible for working with FPL to deliver those services.

Town Manager Olmedillo explained how the alleys are platted and the locations of the different alleys entailed while also addressing related questions by the Committee members.

Further discussion took place among staff and the Committee members regarding the legalities, ownership, locations, changes and issues that are currently occurring including trash issues, keeping it aesthetically clean and the mechanism on how the Town can own those alleys.

5. Downtown Sidewalks

Assistant Town Manager Tavares provided an overview of the item and stated that he was hoping to have some texture available but does not have it at this time. He stated that their thought was a pattern could be busy and subjective but a recommendation from DVAC with a color would help the Commission in making a decision.

Assistant Town Manager Tavares stated that this will provide more texture, look less obvious when there is a stain. He stated that there is a specific type of paint for sidewalks.

George Kousoulas spoke regarding what Miami Beach currently uses and compared it with other states. He recommends to not use asphalt material.

Assistant Town Manager Tavares stated that the material would be similar to what one would get in Home Depot. He will go to Sunny Isles to see how their sidewalks are and send the Committee members the information before the next meeting.

Committee Member Landsman asked if the Tourist Board would be having any input.

Assistant Town Manager Tavares stated that Jeff Lehman would be the representative from the Tourist Board.

Further discussion among staff and the Committee members took place regarding the possible colors, patterns, textures of the sidewalks and the impact it would have. They also requested some samples.

After a lengthy discussion by the Committee members they requested samples, options and ideas for the next meeting to then submit to the Town Commission.

Assistant Town Manager Tavares will provide brand guidelines, samples, options and ideas at the next DVAC Meeting.

6. Art in Public Places

Assistant Town Manager Tavares presented the item and discussed the meeting he had with the Town Attorney and stressed that any legal work needed or any cost entailed by this Committee has to go to the Commission since this Committee does not have a budget. He mentioned that legal needs more input about what the committee likes so they can go to the commission with the aspects of the ordinance that DVAC supports.

Chair Grenald asked if what the committee has to do is say what types of art they want.

Assistant Town Manager Tavares stated there are implications to the ordinance and some require committees to determine what art is chosen. Other considerations include the overall aesthetic and goal, and for the committee to be specific with the visual elements they have in mind.

Committee member Landsman recommended a simple façade, not sculptures, for special occasions and holidays. He also suggested having artists do temporary installations.

Town Manager Olmedillo stated the only real canvas for murals are the parking lots behind CVS and the four corners but there is not enough perspective in the alleys when you have a mural.

Assistant Town Manager Tavares suggested bringing temporary art, building facades, and murals to the Commission. He asked what their recommendation would be for vetting the art.

Chair Grenald stated that ~~the~~ despite the art being temporary, it should be in place long enough to catch the attention of visitors.

Further discussion took place among the Committee Members and staff regarding the type of art, the length the art should stay up along with the parameters including using sculptures.

Assistant Town Manager Tavares stated that they will review parameters, different types of art to consider and display duration, which should not exceed 364 days.

After a lengthy discussion the Committee members agreed to include sculptures where they find ample space for them, no performing arts, murals, exhibition of photography, projection art on the building, and lighting projected off buildings.

7. Low Iron Glass on Planning & Zoning Board Agenda

Assistant Town Manager Tavares presented the item and stated that Town Planner Sinatra asked for the availability of a member from this Committee to be at the Planning & Zoning Board Meeting to present this item.

A motion was made by Committee Member Landsman to have Committee Member Kousoulas to go before the Planning and Zoning Board at their October 24, 2019 Meeting as the DVAC representative to speak about DVAC's vision of this item. The motion received a second from Committee Chair Grenald. All voted in favor.

8. Addressing Downtown Vacancies Update

Assistant Town Manager Tavares advised there is a vacancy at 9588 Harding Avenue before speaking on the overall vision for the downtown district and its vacant properties, which are often hard to rent out due to poor interior conditions.

He stated that they are looking at a way to bring those vacancies up to a minimum building standard and that is being researched.

Discussion continued among the Committee members and staff regarding how the properties are assessed, rentals, and if there is an assigned cap. Also discussed were vacancies and location of businesses.

Chair Grenald commented on the amount of vacancies currently in downtown and recommended identifying which properties have been vacant longest, and the reason for their extended vacancy.

Committee Member Kousoulas also commented on the vacancy rate.

A motion was made by Committee Member Kousoulas to extend the meeting for 10 minutes until 8:10 p.m. The motion received a second from Committee Member Landsman. All voted in favor.

Assistant Town Manager Tavares stated that there is a commercial broker that proposed an innovative program but there is a cost entailed. He stated that the proposal was very interesting and it ties in with what their idea is and he will bring back at the next meeting with more details.

9. Resort Tax Overview / Tourism FY20 Marketing Plan / Strategic Plan

Assistant Town Manager Tavares presented the Resort Tax overview/ Tourism FY20 Marketing Plan and the Strategic Plan and how the monies are being used.

Committee Member Kousoulas clarified that the 34% of the monies being used is earmarked for by the Tourist Board.

Assistant Town Manager Tavares responded to Committee Member Kousoulas' comment regarding the special events that the Tourist Board holds and what that portion of the Resort Tax is spent on.

Committee Member Kousoulas commented on the specialist boards and how they defer to other boards and committees regarding their priorities.

A motion was made by Committee Member Landsman to extend the meeting for 5 minutes until 8:15 p.m. The motion received a second from Committee Chair Grenald. All voted in favor.

Assistant Town Manager Tavares addressed the comments made by Committee Member Kousoulas and reminded him that the Tourist Board's mission is defined by State Statutes and Ordinance on how and on what they are able to use their monies on.

A motion was made by Committee Member Landsman to extend the meeting for 2 minutes until 8:18 p.m. The motion received a second from Committee Member Kousoulas. All voted in favor.

Committee Member Landsman stated that at the next meeting that would be a great conversation to have with Tourist Board Liaison Lehman.

10. Tax Incentives Discussion

Defer item to the next DVAC Meeting.

11. Future Meeting Dates

Assistant Town Manager Tavares stated that the next meeting would be November 21, 2019.

12. Public Comment – (3-minute limit)

No public comments.

13. Adjournment

A motion was made by Committee Member Oliva to adjourn the meeting at 8:19 p.m. The motion received a second from Committee Member Landsman and all voted in favor.

Respectfully submitted:

Accepted this _____ day of _____, 2019

Shaun Grenald, Chair

Attest:

Evelyn Herbello
Deputy Town Clerk