



## Town of Surfside

### DOWNTOWN VISION ADVISORY COMMITTEE AGENDA

**March 5, 2020 – 6:00 p.m.**

Town Hall Commission Chambers –  
9293 Harding Ave, 2<sup>nd</sup> 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: November 21, 2019**
- 3. Downtown Sidewalks Update**
- 4. Art In Public Places Update**
- 5. The Condition of Downtown Vacancies Update**
- 6. Tax Incentives Discussion – Item was deferred at the October 17, 2019 and at the November 21, 2019 Meetings.**

## **7. Tourist Board Update**

## **8. Future Meeting Dates for 2020:**

- June 18, 2020
- September 17, 2020
- December 17, 2020

## **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.townofsursidefl.gov](http://www.townofsursidefl.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

**November 21, 2019 – 6:00 p.m.**  
Town Hall Commission Chambers –  
9293 Harding Ave, 2<sup>nd</sup> 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  
Marianne Meisheid  
Elliot Kula

Absent: Sandra Oliva  
Jessica Bazan  
Commissioner Barry Cohen, Commission Liaison

Also, present: Duncan Tavares, Assistant Town Manager  
Frank Trigueros, Marketing & Special Projects Coordinator  
Evelyn Herbello, Deputy Town Clerk

Assistant Town Manager Tavares advised the Committee members regarding George Kousoulas (previous DVAC Committee Member) having to resign due to the Town's Code of Ethics and requirements to serve on the Committee.

## **2. Approval of Minutes: October 17, 2019**

A motion was made by Committee Member Landsman to approve the October 17, 2019 Committee Meeting Minutes. The motion received a second from Committee Chair Grenald. All voted in favor.

## **3. Homestead Main Street**

Assistant Town Manager Tavares advised the Committee to hear this item at a time certain of 6:45 p.m. All Committee members agreed by consensus.

Assistant Town Manager Tavares introduced the item and requested the Committee to have this item heard at a time certain of 6:45 p.m. which would be when Yvonne Knowles, Director of the Homestead Main Street Program, would be available to take the telephone conference call.

The Committee members by consensus agreed to hear this item at 6:45 p.m. in order for Ms. Knowles be available via telephone conference call.

Yvonne Knowles, Director of the Homestead Main Street Program, gave a telephonic verbal presentation of the program and how it works for the City of Homestead.

The following individuals from the public spoke on the item:  
George Kousoulas

After a lengthy discussion among the Committee members, Staff and Ms. Knowles, it was determined that the Main Street program would not be the best fit for the Town of Surfside.

## **4. Downtown Sidewalks Update**

Assistant Town Manager Tavares provided an update of the Downtown Sidewalks and showed the Committee members examples of the material that could be used.

Chair Grenald commented on having a color with an additional border color that would not be too busy, stating the sidewalks should have a nice color accent without trying for an aesthetic that is too novel or complicated.

Discussion among the Committee members regarding color and style took place.

The following individuals from the public spoke on the item:  
George Kousoulas

Assistant Town Manager Tavares showed the Committee members different colors that the Committee could choose for the sidewalks.

The Committee suggested having the Coral Sunset and Warm Sun colors brought back to them to see how they would look when laid out in the same format as the example that Assistant Town Manager Tavares displayed at the meeting.

Assistant Town Manager Tavares stated that the Town does not have the staff or software programs available to create renderings.

Some Committee members suggested for Assistant Town Manager Tavares to send the entire Committee the correct color palette for Coral Sunset and Warm Sun and some members will create renderings themselves to bring back at the next meeting to further discuss.

The Committee members also requested from Assistant Town Manager Tavares the exact name of the product that will be used in order for them to do some research on the product.

Assistant Town Manager Tavares stated that he will be sending the Committee members the exact name of the product that will be used.

The Committee agreed to come back at the next meeting with some designs and ideas with the color pallet agreed upon.

## **5. Addressing Downtown Vacancies Update**

Assistant Town Manager Tavares gave an update on the downtown business vacancies.

The Committee members and staff had a lengthy discussion on different ways that downtown business owners and landlords could be more involved with DVAC.

Committee members were also shown new designs for the vacant business window coverings created by Jacober Creative, which introduce a mural aesthetic in hopes of creating “Instagrammable” moments which can then be shared with the Tourist Bureau’s new user-generated-content hashtag, #SurfsideLove. The designs were very well received, earning many compliments from Committee members.

## **6. Resort Tax Overview / Tourism FY20 Marketing Plan / Strategic Plan**

Assistant Town Manager Tavares presented the item and gave an update regarding the Tourist Board Meeting that took place.

The following individuals from the public spoke on the item:  
George Kousoulas

**7. Tax Incentives Discussion – *Item was deferred at the October 17, 2019 Meeting***

Assistant Town Manager Tavares gave a very brief description of what this item entailed and due to the length of time it would take to give a proper presentation, he suggested to the Committee to defer this item until next month's meeting.

The Committee by consensus agreed to defer the item to the December 19, 2019 DVAC Meeting.

**8. Future Meeting Dates**

Assistant Town Manager Tavares asked the Committee members for the availability for the next meeting to take place on December 19, 2019.

The Committee members by consensus agreed to holding the next DVAC meeting on December 19, 2019 at 6:00 p.m.

**9. Public Comment – (3-minute limit)**

The following individual from the public spoke on items 3, 4 and 6:  
George Kousoulas

**10. Adjournment**

A motion was made by Committee Member Meischeid to adjourn the meeting at 8:26 p.m. The motion received a second from Committee Member Landsman and all voted in favor.

Respectfully submitted:

Accepted this \_\_\_\_\_ day of \_\_\_\_\_, 2020

\_\_\_\_\_  
Shaun Grenald, Chair

Attest:

\_\_\_\_\_  
Evelyn Herbello  
Deputy Town Clerk