



## **Town of Surfside**

### **SPECIAL DOWNTOWN VISION ADVISORY COMMITTEE AGENDA**

**November 19, 2020 – 6:00 p.m.**

#### **Opening Items:**

- 1. Call to Order/Roll Call**
- 2. Agenda and Order of Business**
- 3. Approval of Minutes – October 1, 2020**
- 4. Resort Tax Collection and Impact on Businesses**
- 5. Small Business Grant Assistance Program**
- 6. Tourist Board Update**
- 7. New Downtown Lighting; Holiday Lighting**
- 8. Public Comment – (3-minute limit)**
- 9. 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](http://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 1, 2020 – 6:00 p.m.**

**Opening Items:**

**1. Call to Order/Roll Call**

The meeting was called to order by Deputy Town Clerk Herbello at 6:02 p.m.

The following Members introduced themselves:

Zoya Pashenko  
Celida Cuenca (arrived at 6:09 p.m.)  
Marianne Meishcheid  
Meghan Rote  
Commissioner Charles Kesl, Commission Liaison

Also, present: Frank Trigueros, Tourism Director  
Evelyn Herbello, Deputy Town Clerk  
Clara Diaz-Leal, Tourist Board Liaison

**2. Agenda and Order of Business**

Deputy Town Clerk requested to walk an item on which is the approval of the September 17, 2020 Tourist Board Meeting Minutes.

A motion was made by Chair Meishcheid to approve the September 17, 2020 minutes, seconded by Committee Member Rote. All voted in favor.

**3. Committee Introductions**

All Committee members introduced themselves.

Commissioner Kesl introduced himself and stated that he is there for the Committee and encouraged their input.

#### **4. Appointment of Chair and Vice Chair**

A motion was made by Committee Member Meischeid to appoint herself as the Chair of the Downtown Vision Advisory Committee, seconded by Committee Member Rote. All voted in favor.

A motion was made by Committee Member Pashenko to appoint herself as Vice Chair, seconded by Committee Member Rote. All voted in favor.

#### **5. Committee Function**

Tourism Director Trigueros gave an overview of the Committee functions.

Deputy Town Clerk Herbello read the objective and goals of the Committee into the record.

#### **6. Approval of Minutes – March 5, 2020**

A motion was made by Chair Meishcheid to approve the March 5, 2020, seconded by Vice Chair Pashenko. All voted in favor.

#### **7. Tourist Board Update**

Tourism Director Trigueros gave an update on the work the Tourist Board is undertaking following their first meeting in August. Initiatives include creating a presence for small businesses on the Town website, highlighting special offers, and activating social media in support of partners.

Commissioner Kesl addressed the Committee recalling some of his past experiences on the Tourist Board and the collection of Resort Tax, which would be impacted this year due to the pandemic as business activity has seen a significant decrease.

Chair Meischeid discussed the goals for DVAC and what issues and ideas are able to be addressed.

#### **8. Former Committee: Alleys, Art in Public Places, Downtown Sidewalks, Vacancies**

Tourism Director Trigueros gave an update on some key past initiatives discussed by the former DVAC.

Chair Meischeid expanded on some of those past initiatives, highlighting the importance of working on those that are easier to accomplish like ordering that businesses open their shutters to avoid the appearance of looking closed and unwelcoming. She suggested a vacancies report so the committee can have that information available for each meeting in addition to an AR report contrasting last year to better understand the effects of COVID-19.

Tourism Director Trigueros addressed the comments made by Chair Meischeid and agreed to have that information available for the next meeting.

Chair Meischeid recommended having a meeting every 6 weeks in order and have a special meeting November 12, 2020.

Commissioner Kesl stated that more work needs to be done to highlight businesses on the Town website, and added that ribbon cuttings at new businesses could be another way to help attract more attention given the challenges of opening during a pandemic. He encouraged committee members to exercise their voice by taking action and making meaningful recommendations.

Committee Member Cuenca suggested having a survey to the residents via email for them to give their input of what types of businesses they would like to have.

A motion was made by Committee Member Cuenca to have the meeting on November 12, 2020 seconded by Committee Member Rote. All voted in favor.

## **9. New Ideas and Future Topics from Committee Members**

Committee members requested to look into a potential second survey that could also be shared with landlords. Tourism Manager Trigueros said he would do some research on the previous survey and come back with more information.

Chair Meischeid spoke regarding a property in Harding and having a collaborative action with one of the properties on the corner of 95<sup>th</sup> Street and Collins Avenue. She stated that she would like to look at having input on the next agenda on the current Planning and Zoning Board.

## **10. Future Meeting Date – November 12, 2020**

Tourism Director Trigueros advised the Committee of the next meeting scheduled for November 12, 2020.

## **11. Public Comment – (3-minute limit)**

George Kousoulas spoke about the challenges currently facing businesses and pointed to one of his diagrams for better understanding the district's landscaping.

## **12. Adjournment**

A motion was made by Committee Member Cuenca to adjourn the meeting 6:52 p.m. The motion received a second from Vice Chair Pashenko and all voted in favor.

Respectfully submitted:

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

\_\_\_\_\_  
Marianne Meishcheid, Chair

Attest:

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