



Town of Surfside

DOWNTOWN VISION ADVISORY COMMITTEE AGENDA

December 15, 2021 – 6:00 p.m.

*9293 Harding Avenue, 2nd Floor, Commission Chambers
Surfside, FL 33154*

Opening Items:

- 1. Call to Order/Roll Call**
- 2. Agenda and Order of Business**
- 3. Approval of Minutes – October 5, 2021**
- 4. Resort Tax Collection & Vacancies Report**
- 5. Tourist Board Update**
- 6. Small Business Fund Update**
- 7. Downtown District Walkability Update**
- 8. Discussion on Business District Gift Card Program**
- 9. Abbott Lot Paint Colors**
- 10. Future Meeting Date – March 17, 2022**
- 11. Public Comment – (3-minute limit)**
- 12. Adjournment**

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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

SPECIAL DOWNTOWN VISION ADVISORY COMMITTEE MINUTES

October 5, 2021 – 6:00 p.m.

*9293 Harding Avenue, 2nd Floor, Commission Chambers
Surfside, FL 33154*

Opening Items:

1. Call to Order/Roll Call

The meeting was called to order at 6:00 p.m.

The following Members introduced themselves:

Present: Chair Marianne Meishcheid
Committee Member Meghan Rote
Committee Member Cuenca
Committee Member Elliott Kula (arrived at 6:12 p.m.)

Absent: Vice Chair Zoya Pashenko

Also, present: Frank Trigueros, Tourism Manager
Evelyn Herbello, Deputy Town Clerk
Malarie Dauginikas, Community Services & Public
Communications Director

2. Agenda and Order of Business

3. Approval of Minutes – March 18, 2021

A motion was made by Committee Member Rote to approve the March 18, 2020 minutes, seconded by Committee Member Cuenca. The motion carried with a 3-0 vote with Committee Member Kula and Vice Chair Pashenko absent.

4. Resort Tax Collection & Vacancies Report

Tourism Manager Trigueros gave an update of the resort tax collection and vacancies report. He spoke regarding the vacancies and stated that ATT Store is looking for a new tenant and will be there until they secure a new tenant.

5. Tourist Board Update

Tourism Manager Trigueros gave an update of the Tourist Board and discussed the results of the Tourist Board Meeting yesterday. He stated that the historic walking tour will take place in the next week or so and November. He stated that there will be two additional tours in January and February. He stated that they will be doing a larger turtle sculpture in the 96th street entrance.

Chair Meischeid asked regarding the blue wave and location.

Tourism Manager Trigueros stated that they are still working out the logistics of the installation of the turtle.

Chair Meischeid asked if the Tourist Board is sponsoring that item.

Tourism Manager stated that they are sponsoring the item. He also spoke regarding the Third Thursday event and the Friday event.

Committee Member Cuenca asked if they could do the Third Thursday on Fridays instead.

Tourism Manager Trigueros stated that it has always been done on Thursdays and they have different demographics. He also spoke regarding a Friday event they also have monthly.

Chair Meischeid asked if it was budgeted for already. She asked if there is a fund for the Downtown due to the collapse.

Tourism Manager Trigueros stated it has been budgeted. He addressed the question regarding the fund for the Downtown businesses due to the collapse and gave the specifics of the fund.

Chair Meischeid asked if he would disseminate the information to the Downtown businesses.

Tourism Manager Trigueros stated yes. He also stated that through the Tourism they will be going around the businesses and photograph the businesses. He provided a video that will be posted on Channel 663, social media and YouTube.

Chair Meischeid thanked Tourism Manager Trigueros for the video.

Committee Member Cuenca asked if they can add the link to the Gazette.

Tourism Manager Trigueros stated that they will add the link to the Gazette.

6. Downtown District Walkability Update

Tourism Manager Trigueros gave an update on the downtown district walkability.

Community Services & Public Dauginikas provided an overview of the item and advised that Town Planner Keller is working on the study and looking at coming back in December.

Chair Meischeid asked the status of the study and funding.

Community Services & Public Dauginikas stated that it is budgeted and will check with Town Planner Keller.

George Kousoulas provided a sketch of the possible walkability study for the Downtown District as well as ideas for usable space.

Committee Member Cuenca asked the location for the pieces.

George Kousoulas stated that it would be spread out for some restaurants not to monopolize them.

Chair Meischeid asked regarding hedges.

Further discussion took place among the Committee Members and George Kousoulas regarding different options.

Chair Meischeid asked for Community Services & Public Dauginikas to communicate this with Town Planner Keller.

Community Services & Public Dauginikas stated that she will discuss it with Town Planner Keller.

The following individual from the public spoke:

Jeff Rose spoke regarding FDOT redoing the streets in 2023 and that is why it is crucial for this to get done.

Chair Meischeid asked Mr. Rose if he sees a timeline.

Mr. Rose stated that they want to have this done during slow season and not run the trial during the peak season. He stated have it done by March 2023.

Further discussion took place among the Committee Members and Mr. Rose regarding the timeline to have this done as it pertains to FDOT's repaving of the road as well as the cost for the study.

A motion was made by Committee Member Cuenca to recommend to the Town Commission to move forward with the Downtown District Walkability study and for it to be focused to produce solutions and implementation and have Town Planner Keller complete his study by January 31, 2021, seconded by Rote. The motion carried with a 4-0 vote with Vice Chair Pashenko absent.

Chair Meischeid commented on the red color of the sidewalk when it rains is very slippery. She also asked whose responsibility is to paint the sidewalks.

Tourism Manager Trigueros stated that is the responsibility of Public Works.

Committee Member Cuenca also commented on the same concern as well as food all over the area from the night before.

Chair Meischeid asked regarding permitting for outside dining.

Community Services & Public Dauginikas addressed the concern from the Committee Members regarding the outside dining permitting as well as the trash and sidewalks.

Chair Meischeid asked for a copy of the report that Town Planner Keller provided.

Community Services & Public Dauginikas stated she will forward that to the Committee Members.

7. Alleyways

Tourism Manager Trigueros gave an update of the alleyways.

Chair Meischeid spoke regarding the previous memorandum on the alleyways. She stated that her business was affected at the end of June due to the collapse. She asked what they have to do to get the wires removed from the alleyways.

Community Services & Public Dauginikas stated the wires will be removed as part of the undergrounding. She stated that alleyway is community property of those businesses.

Chair Meischeid stated that this is unacceptable.

Community Services & Public Dauginikas stated that she will update Commissioner Kesl.

Committee Member Kula asked what the Town can do if they do not own the property.

Community Services & Public Dauginikas stated from her understanding, as a courtesy clean that area as much as they can.

Further discussion took place among the Committee Members and staff regarding the obligation of the businesses to cleanup the alleyways including the fallen wires.

The following individual from the public spoke:
George Kousoulas

Community Services & Public Dauginikas is looking for an official recommendation to take to the Town Manager.

Chair Meischeid spoke regarding the development order from the Shul.

Committee Member Cuenca spoke regarding the time that the undergrounding will take.

Committee Member Kula asked if part of the development order was to underground the entire alleyway or just the Shul. He believes that a recommendation should be made to the Town Commission to see where they will start the undergrounding process and take it from there.

Community Services & Public Dauginikas read the undergrounding portion of the Shul's development order.

Chair Meischeid asked if there is any date on that development order.

Community Services & Public Dauginikas stated that it states 10 years from the date of the order.

Mr. Kousoulas stated that the best option is option number 3 from the PowerPoint slide.

Community Services & Public Dauginikas stated that she believes the best option is number 4.

Chair Meischeid asked if they can use number 5.

Committee Member Kula suggested making the recommendation of something that will be feasible to accomplish in a shorter period. He also discussed the big problem of the trucks going through the alleyway.

A motion was made by Committee Member Kula to recommend to the Town Commission to act on the \$350,000 from the development order from the Shul, which has been target for undergrounding wires in the alleyways and doing so resolve the urgent issue of wires being taken down when trucks drive through between 96th Street and 95th Street, seconded by Committee Member Rote. The motion carried with a 4-0 vote with Vice Chair Pashenko absent.

8. Art in Public Places Allowable Areas

Tourism Manager Trigueros gave an update of Art in Public Places allowable areas.

Community Services & Public Dauginikas stated that there is no specific ordinance on the art work. She stated that they are limited to public property in the Downtown area. She spoke regarding different recommendations made by the Tourist Board.

Committee Member Cuenca believes that the money can be directed to other projects.

Tourism Manager Trigueros stated that there is no money allocated for this. He stated that they need to wait and receive interested artists to participate.

Community Services & Public Dauginikas stated that they would need a framework if the artist approaches them. She stated that they are looking for recommendations for the process.

Tourism Manager Trigueros stated the possible process and the issue might be if an artist comes within two weeks and there is no meeting coming up, if it can be circulated to the Committee or allow the Tourist Board to decide. He will check with the Town Attorney to see if they can circulate the information and see if they can get the Committee's recommendation.

Consensus was reached for DVAC to have the information circulated to them and not for the Tourist Board to decide on the Downtown businesses.

Committee Member Kula stated that he would like for the artists to bring their artwork and be able to display it and market the idea.

9. Rooftop Dining Downtown

Tourism Manager Trigueros gave an on the rooftop dining in Downtown.

Community Services & Public Dauginikas spoke regarding rooftop dining and some of the hotels on Collins have that option.

Chair Meischeid spoke regarding the requirements to have rooftop dining.

The following members of the public spoke:

George Kousoulas, he stated that there is a weight requirement and hard to manage.

Chair Meischeid stated that she does not believe any of them have the load and possibly not waste the time on something that is not practical. She suggested to drop off this item from the agenda.

Consensus was reached to remove this item from future agendas.

10. Abbott Lot Paint Colors

Tourism Manager Trigueros gave an update on the Abbott Avenue lot paint colors and provided samples.

Community Services & Public Dauginikas stated this was submitted by the Mayor and wanted recommendations or feedback. She showed the presentation with the color pallet.

Committee Member Kula asked if that is the color that is painted already in the Town.

Chair Meischeid stated it is throughout the Town.

Committee Member Cuenca likes the color it currently is painted because it represents Surfside.

Committee Member Rote also likes the way it is currently painted.

The following individual from the public spoke:
George Kousoulas

Chair Meischeid asked how often those walls are painted.

Community Services & Public Dauginikas stated she will find out.

Committee Member Cuenca stated that they can do a section with a combination of colors and have the residents vote on it.

Chair Meischeid stated she does not want to entertain this if it is not due to be repainted.

Chair Meischeid asked for it to remain under discussion until they find out when they are due to be painted.

Community Services & Public Dauginikas stated that the paint screen is throughout the area. She spoke regarding the digital sign that will be installed around Publix and the scheme is continued.

Chair Meischeid asked for the PowerPoint presentation to be provided to the Committee Members.

11. Holiday Lighting for Monument Signs

Tourism Manager Trigueros gave an update of the holiday lighting of the monument signs.

Chair Meischeid stated that she is assuming this is a done deal.

Tourism Manager Trigueros stated yes.

Committee Member Cuenca really likes the lights in the area, but they did a horrible job last year. She stated that the cords around the tree were loose and some are not on. She suggested to bring that to the attention to the vendors.

Chair Meischeid asked if the Tourist Board approved this and are they using the same vendor.

Tourism Manager Trigueros stated it is not under the Tourist Board and that the Commission purchased the lights permanently and it is a different type of lighting.

The following individual from the public spoke:

George Kousoulas provided different options for next year like the lights on the palm fawns.

Tourism Manager Trigueros stated that he can take that ideal of the palm fawns to the Tourist Board for next year.

12. Revisit DVAC Survey Results for Actionable Items

Tourism Manager Trigueros spoke regarding the DVAC survey results for actionable items.

Chair Meischeid stated that the biggest thing is the walkability.

Tourism Manager Trigueros stated the different ideas that were provided.

Committee Member Kula stated that possibly picking a few things to look at.

Community Services & Public Dauginikas spoke regarding the survey and increasing awareness.

Committee Member Kula spoke regarding the amount of vacancies and if the videos would be useful in promoting vacant storefronts.

Committee Member Cuenca stated it is sad to see the storefronts empty and why businesses wouldn't want to come to Town.

Tourism Manager Trigueros commented on the accessibility of the businesses.

The following member from the public spoke:
George Kousoulas

Committee Member Kula spoke regarding landlord and rents for those empty storefronts.

Community Services & Public Dauginikas showed some graphic designs to promote the Downtown and showed some logos and options.

Tourism Manager Trigueros stated that these banners would be used in between the holiday banners.

Committee Member Cuenca liked the banners.

Committee Member Rote like the banners.

Chair Meischeid liked the banners.

Further discussion took place among the Committee Members and staff with recommendations of the logo with the business district information and provided other suggestions for the design.

Tourism Manager Trigueros stated that they can work on the logo.

13. Future Meeting Date – December 15, 2021

Tourism Manager Trigueros advised the Board of their next meeting for December 15, 2021 at 6:00 p.m.

Consensus was reached to have their next meeting on December 15, 2021 at 6:00 p.m.

14. Public Comment – (3-minute limit)

There were no public speakers

15. Adjournment

A motion was made by Committee Member Kula to adjourn the meeting without objection at 7:57 p.m. The motion received a second Committee Member Rote. The motion carried with a 4-0 with Vice Chair Pashenko absent.

Respectfully submitted:

Accepted this _____ day of _____, 2021.

Marianne Meishcheid, Chair

Attest:

Evelyn Herbello
Deputy Town Clerk



TOURIST BOARD MEETING, DECEMBER 6, 2021

New Openings

- 9453 Harding Ave.
- SIGAL Boutique *Pop-Up*

New Businesses Coming Soon:

- 9486 Harding Ave. - PB&B! (Juices)
- 9509 Harding Ave. - Sushi restaurant
- 9491 Harding Ave. - Neya Restaurant (Thai)
- 9471 Harding Ave. - Kosherland expansion 9463
- Harding Ave. - Fialkoff's Express (Pizza) 9564
- Harding Ave. (Real Estate office)

Additional

Vacancies

- 9588 Harding Ave.
- 9599 Harding Ave.
- 9531 Harding Ave.
- 9501 Harding Ave.
- 9545 Harding Ave.
- 262 96th Street
- 9441 Harding Ave.

RESORT TAX REPORT			
August & September			
COLLECTIONS			
2018	2019	2020	2021
2021 Vs. 2020			
2% Food/Beverage Tax			
\$ 59,375	\$ 59,197	\$ 58,544	\$ 136,768
			133%
4% Accommodations Tax			
\$ 130,651	\$ 129,431	\$ 113,222	\$ 297,953
			163%

