



## **Town of Surfside**

### **TOURIST BOARD MEETING AGENDA**

**October 8, 2018 – 5:30 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. Welcome – Chair Barbara Cohen**
- 3. Approval of Meeting Minutes: September 5, 2018**
- 4. A/R (Resort Tax)**

**Discussion Items:**

- 5. Florida Governor's Conference Re-Cap – Frank Trigueros, Marketing and Special Projects Coordinator**
- 6. Fiscal Year 2017 – 2018 Tourism Year in Review – Jacober Creative and Tourism Team**

**7. Next Tourist Board Meeting: Special Meeting – Monday October 22, 2018 at 5:30pm**

**8. Public Comments – (3-minute time limit per speaker)**

**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

### TOURIST BOARD MEETING MINUTES

**September 5, 2018 – 5:30 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**

The meeting was called to order by Chair Barbara Cohen at 5:31 p.m.

The following were present: Chair Barbara Cohen  
Board Member Jennifer Brilliant  
Board Member Bera Kalhan

Absent: Vice Chair Jeff Lehman  
Board Member MaryAnna Estomba

Also present: Lindsay Fast, Tourism Director  
Mitch Bierman, Town Attorney  
Guillermo Olmedillo, Town Manager  
Commission Barry Cohen, Board Liaison  
Elora Riera, Deputy Town Clerk

**2. Welcome – Chair Barbara Cohen**

Chair Barbara Cohen welcomed everyone to the meeting. Chair Barbara Cohen open the floor to public comments.

Public Speakers:

- George Kousoulas of 9225 Collins Avenue spoke regarding design and creative decisions.

**3. Approval of Minutes: July 9, 2018**

Board Member Brilliant made a motion to approve the minutes as written. The motion was seconded by Board Member Kalhan and all voted in favor.

**4. A/R (Resort Tax)**

The A/R resort tax information was provided to the Board.

#### Discussion Items:

**5. Re-cap of Recent Familiarization Tours (Brazil Group, GMCVB #FoundinMiami Tour & Romance Latin America Group) - Pinzur Communications**

Rachel Pinzur of Pinzur Communications presented a PowerPoint of the recent tours that took place all over the Town which included showcasing local businesses to influencers, GMCVB and others.

**6. ESTO Conference Re-cap – Lindsay Fast, Tourism Director**

Tourism Director Fast presented a PowerPoint of the Educational Seminar for Tourism Organizations (ESTO) Conference that she attended from August 11<sup>th</sup> through the 14<sup>th</sup>. She mentioned the different topics and opportunities which she felt related to the Town she included business and leisure travel trend (bleisure), culinary travel trend, driving millennial engagement and visits, influencer marketing and travels contribution to economic development.

**7. Downtown Business Photoshoot Recap & Business Page Update – Jacober Creative**

Daniel Peralto of Jacober Creative presented a PowerPoint recap of the downtown business photoshoot and business page update. He presented photos of the different local businesses and restaurants that were captured during the photoshoot and how they will be showcased on social media and on the VisitSurfsideFL.com business pages.

**8. Historian Paul S. George Proposal**

Tourism Director Fast provided a brief overview of the historical report and tour proposal from Historian, Paul S. George.

After some discussion, Board Member Kalhan made a motion to approve the allocation of funds for the tour proposal. The motion was seconded by Board Member Brilliant and all voted in favor.

**9. Additional Tourist Board Meeting October 22<sup>nd</sup> at 5:30pm to present Fiscal Year 2018/2019 Marketing Plan**

Chair Barbara Cohen advised the Board that there will be an additional meeting in October to present and discuss the FY 2018-2019 marketing plan.

**10. Next Tourist Board Meeting: Monday, October 8, 2018 at 5:30pm**

Chair Barbara Cohen advised the Board that the next meeting is on October 8, 2018 at 5:30 p.m.

**11. Public Comments**

George Kousoulas of 9225 Collins Avenue spoke regarding a tourism market study.

**12. Adjournment**

There being no further business to discuss, Board Member Brilliant made a motion to adjourn the meeting. The motion was seconded by Board Member Kalhan and all voted in favor.

The meeting adjourned at 7:03 p.m.

Respectfully submitted:

Accepted this \_\_\_\_ day of \_\_\_\_\_, 2018

\_\_\_\_\_  
Barbara Cohen, Chair

Attest:

\_\_\_\_\_  
Elora Riera, CMC  
Deputy Town Clerk

TOWN OF SURFSIDE RESORT TAX CUMULATIVE REPORT			
	FY 2016-17*	FY 2017-2018^	% change
<b>2% FOOD/BEVERAGE</b>	\$ 451,175	\$ 666,385	32%
<b>4% ROOM/BOARD TAX</b>	\$ 1,392,465	\$ 2,193,226	37%
<b>4% SHORT TERM RENTAL</b>	\$ 5,457	\$ 20,805	74%
<b>TOTAL</b>	\$ 1,849,097	\$ 2,880,416	36%

\*as of 9/26/2017    ^as of 9/28/2018

BUDGET TO ACTUAL		34% to Tourist Bureau	66% to Comm Center
<b>Current Recievables</b>	\$ 2,880,416	\$ 979,341	\$ 1,901,075
<b>Budgeted Estimations</b>	\$ 2,440,050	\$ 829,617	\$ 1,610,433
<b>% to budget</b>	118%		