



Town of Surfside

TOURIST BOARD MEETING AGENDA

November 14, 2018 – 5:30 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. Welcome – Chair Barbara Cohen**
- 3. Approval of Meeting Minutes: October 22, 2018**
- 4. A/R (Resort Tax)**

Discussion Items:

- 5. South Florida Concierge Association Scavenger Hunt Recap – Frank Trigueros**
- 6. Salem K. Theatre “Tales from Shoreside” Live Radio Comedy Sponsorship Request – Pamela Salem O’Hagan**
- 7. Next Tourist Board Meeting: Wednesday, December 12, 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.

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 TOURIST BOARD MEETING MINUTES

October 22, 2018 – 5:30 p.m.

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

Opening Items:

1. Call to Order/Roll Call

The meeting was called to order by Chair Barbara Cohen at 5:30 p.m.

The following were present:

Chair Barbara Cohen
Board Member Jennifer Brilliant
Board Member Bera Kalhan
Board Member MaryAnna Estomba

Absent:

Vice Chair Jeff Lehman

Also present:

Lindsay Fast, Tourism Director
Duncan Tavares, Assistant Town Manager
Haydee Sera, Town Attorney
Barry Cohen, Town Commission Liaison
Frank Trigueros, Marketing and Special Proj. Coordinator
Elora Riera, Deputy Town Clerk

2. Welcome – Chair Barbara Cohen

Chair Barbara Cohen welcomed everyone to the meeting.

3. Approval of Minutes: October 8, 2018

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

Discussion Items:

4. Fiscal Year 2018-2019 Marketing Plan – Jacober Creative + Anything But Advertising + Tourism Team

Luisa Jimenez of Jacober Creative presented the marketing plan for FY 2018-2019. Claire Kunzman of Anything but Advertising presented the public relations portion of the marketing plan and Tourism Director Fast presented the trade portion of the marketing plan for FY 2018-2019. Staff answered any questions from the Board.

After some discussion, Board Member Brilliant made a motion to approve the budget as presented. The motion was seconded by Board Member Kalhan which carried 4-0 on roll call vote.

5. Glenn Douglas Winter Chamber Music Festival by the Sea Sponsorship Request – Shana Douglas

Shana Douglas of the Glenn Douglas Winter Chamber Music Festival requested sponsorship to host a music festival in the winter at the Community Center.

After some discussion, passing the gavel, Chair Cohen made a motion to accept the sponsorship request as proposed. The motion was seconded by Board Member Brilliant which carried 4-0 on roll call vote.

6. Next Tourist Board Meeting: Wednesday, November 14, 2018 at 5:30pm

Chair Barbara Cohen advised the Board that the next meeting is on November 14, 2018 at 5:30 p.m.

7. Public Comments

None.

8. Adjournment

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

The meeting adjourned at 7:16 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
2% FOOD/BEVERAGE	\$ 507,641	\$ 718,456	29%
4% ROOM/BOARD TAX	\$ 1,477,797	\$ 2,297,883	36%
4% SHORT TERM RENTAL	\$ 5,987	\$ 20,805	71%
TOTAL	\$ 1,991,425	\$ 3,037,144	34%

*as of 10/27/2017 ^as of 11/05/2018

BUDGET TO ACTUAL		34% to Tourist Bureau	66% to Comm Center
Current Receivables	\$ 3,037,144	\$ 1,032,629	\$ 2,004,515
Budgeted Estimations	\$ 2,440,050	\$ 829,617	\$ 1,610,433
% to budget	124%		



Town of Surfside

Tourism Board Request for Event / Sponsorship

APPLICATIONS MUST BE RECEIVED AT LEAST 4 MONTHS IN ADVANCE OF YOUR EVENT
Please submit 1 electronic copy to LFast@townofsurfsidefl.gov and mail 1 paper copy of your completed application to the Tourism, Economic Development & Community Services
Town of Surfside - 9293 Harding Avenue, Surfside, FL 33154
INCOMPLETE APPLICATIONS WILL NOT BE CONSIDERED

Event: TALES FROM SHORESIDE

Date of Event: FEB 17th or 24th

Grant Type: (Please check the appropriate box)

Promotional: Funds may be used for events that bring visitors to Town for the purpose of enhancing the economic base of Surfside's tourism industry...

Tourism Enhancement: Funds may be used for projects that will enhance the enjoyment of visitors to Surfside and residents, including beautification, service enhancements and amenities.

Other: Funds for creative ideas that do not fit either category above but would help promote tourism to Surfside.

Amount Requested: 1200.00

Applicant/Contact: PAMELA SALEM O'HAGAN

(The applicant must be familiar with application, authorized to represent the event sponsor and sign contracts)

Federal Tax ID# for 501(c) 3 or SS#: 26-0329176

Address: 9333 HARDING AVENUE

City: SURFSIDE State: FL. Zip: 33154

Phone: 310 259 9620 Email: salem.o@prodigy.net

Website: www.miami-radio-players.com

Alternate Applicant/Contact:

Address:

City: State: Zip:

Phone: Email:



Project Summary

Describe the project/event target audience, what will happen, when and where it will occur, how it will be executed, why it will bring visitors to Town, why Tourist Bureau funds are needed, and the extent to which it is unique to Surfside. If this is a Tourism Enhancement grant application, describe the impact to visitors to Surfside and residents, how it promotes and showcases Surfside’s cultural, art, historic, and/or environmental resources. Please assume that Tourist Bureau members will not be familiar with the event or project.

(Please limit to 250 words / Attach additional pages if needed)

"TALES OF SHORESIDE"
SEE ATTACHED PAGE.

History of Proposed Event *(if applicable)*

Number of years this event has been produced: 4 YRS

Previous Funding granted for the event during the last five years.

Year	Amount Requested	Amount Received
2016	600.00	600.00
2018	1200.00	1200.00

Economic Impact

Describe the overall impact of the event/project on the Town’s business community

(200 word limit) Attach Additional Pages if Needed

PROJECT SUMMARY

This is live radio comedy, performed and recorded for podcast by the professional actors' group, Miami Radio Players, and produced by the non-profit Salem K Theatre Company. Our next production is called TALES FROM SHORESIDE, and consists of 3 short radio comedies set in the mythical town of Shoreside, on Miami Beach again.

We record this for podcasting afterwards on our web site , www.miami-radio-players.com. We have been performing our live radio shows for 4 years, and 2 of those years were at the Surfside Community Centre. We do 2 performances, The Early Bird and The Late Show, and last year we sold out and had to bring in extra chairs. This is an unusual and fun entertainment for Surfside residents and visitors alike. The audience is part of the live recording and much laughter is had by all for the low cost of \$10.00 a ticket.

We do hope the Tourist Board will let us perform at the Community Centre again next year in February, and that you will kindly sponsor us again for \$1200.00, as you did last year. This covers hiring recording equipment, a sound engineer and a stage manager. Salem K Theatre covers the printing and distributing costs of programs, flyers, posters and tickets, and the actors share the Box Office takings.

We hope you will let us entertain you with an hour of comic tales.



2 PERFORMANCES, 62 SEATS PER PERFORMANCE
TOTAL: 124

Attendance

Complete the table below:

	FY 14/15		FY 15/16		FY 16/17	
	Proposed	Actual	Proposed	Actual	Proposed	Actual
Attendees						

Explain how the expected attendance will be calculated. (100 word limit) Attach Additional Pages if Needed

THE MIAMI RADIO PLAYERS, WORKING WITH OUR NON PROFIT SALEM K THEATRE COMPANY, SEND OUT FLYERS & POSTERS, & ADVERTISE ON SURFSIDE'S WEB SITE & SOCIAL MEDIA. WE SELL TICKETS FOR 2 PERFORMANCES. THE CAPACITY AT THE COMMUNITY CENTRE IS 62 CHAIRS, AT \$10.00 A HEAD, TOTALLING \$1240.00

Evaluation

Describe how you will know the event/project will be successful.

(200 word limit) Attach Additional Pages if Needed

WE WOULD NOT BE DOING THIS FOR THE 5TH YEAR IF IT HAD NOT BEEN A SUCCESS. SOME SURFSIDERS & FRIENDS HAVE RETURNED EVERY YEAR TO SEE THE NEW SHOW. WE ARE OFTEN ASKED WHEN WE ARE GOING TO DO MORE. WE FEEL IT SUCCESSFULLY ADDS TO SURFSIDE'S CULTURAL SCENE.



Marketing Plan – Promotional Grant/Sponsorship Requests Only

Please provide a detailed marketing plan. Include all aspects of the marketing plan with estimated number of persons to be reached through the different media buys. Provide an estimate number of contacts for each placement of marketing materials. Include proposed use of Internet Social Media. (250 word limit) Attach Additional Pages if Needed

Event/Project Marketing Budget:

Expense	Proposed FY _____ Event Date:
Media Advertising	
Brochures, Posters	
Programs (5000)	
Direct Mail & Postage	
Photo Program	
Public Relation	
Promotional Items	
<i>T-shirts</i>	
<i>Caps</i>	
<i>Jackets</i>	
<i>Other</i>	
Web Advertisements	
Miscellaneous (not to exceed %15)	
Total	



Income

Promotional Income: (items such as T-shirts, hats, other event item that are sold to the public)

	\$	\$	\$
	\$	\$	\$
	\$	\$	\$
	\$	\$	\$
	\$	\$	\$
	\$	\$	\$
	\$	\$	\$
Total			
Net Total			

Detailed use of Tourism Bureau Funds: Please list all advertising venues with their associated costs.

Categories may not apply to every project or event.



FOR RECORDING EQUIPMENT FOR PODCASTING, STAGE MANAGER, SOUND RECORDIST, (SALEM K THEATRE PAYS FOR PRINTING, PROGRAMS, POSTERS, TICKETS)

- **Print Media** List all publications where advertising will be placed. The majority should be placed outside Surfside to encourage visitation, yet there should be some ads placed locally to encourage extended stay and provide visitors with information about the activity, event or project.

Request Amount \$ _____

- **Radio/TV Ads** List all stations where advertising will be placed and total cost. Please make sure ads are placed where visitors from outside Surfside will be made aware of your program/event.

Request Amount \$ _____

- **Internet/Social Media Advertising** Please submit event-specific web pages (etc.) as part of the event advertising plan. If web pages are not completed at the time of this application, outline concept.

Request Amount \$ _____

- **Brochures** List any brochures and total cost



Request Amount \$ _____

Direct mail & packages

Request Amount \$ _____

- Posters

Request Amount \$ _____

- Street Banners (please consider using reusable materials)

Request Amount \$ _____

- Printed Program – promotional use only: Include distribution plans. If advertising is sold, the revenue raised must be deducted from the cost of the brochure.

Net \$ _____ Requested Amount \$ _____

- Professional photographs – Include cost associated with photos for brochures, programs and publicity.

Request Amount \$ _____

- Other

Request Amount \$ _____

Total TB Request _____

All Marketing and print media (including brochures, posters, programs and web advertising) must display the Tourist Bureau logo and the tag line, "Sponsored in part by the Town of



Surfside Tourist Bureau.” Broadcast advertising must contain the tag line “Sponsored in part by the Town of Surfside Tourist Bureau.”

Finances

Profit and Loss:

Operating Expense	Proposed FY _____ Event Date:
Advertising & Promotion	
Set-up & Clean Up	
Equipment Rental	
Insurance	
Office Expenses Includes tickets	
Salaries	
Miscellaneous Not to exceed 15%	
Other	
Total Expenses	

Income	Proposed FY _____ Event Date:
Grants / Sponsorships	
Promotional Sales	
Ticket Sales	
Contributions	
In-Kind Contributions	
Other <i>PROGRAM ADS</i>	
Total Income	



Net Profit/Loss	
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Partnerships

Contribution of in-kind and actual costs: Cash and in-kind contributions are important because they show community support. Please list each type of contribution and sponsorship, including cash, food, beverages, services, space, and volunteer hours (value up to \$10/hr).

CONTRIBUTOR	TYPE (service, food, space, etc)	DOLLAR VALUE

Total In-Kind Contributions \$ _____

Grants/Sponsorships, Actual and Anticipated:
List all grants/sponsorship, including this grant/sponsorship request.
Letters of commitments for anticipated grants/sponsorships are not necessary.

Grant/Sponsorship Source	Application Date	Award Date	Amount

Total Grants Requested \$ ____

I HEREBY CERTIFY that the information provided herein is true and correct to the best of my knowledge and belief.

_____ / _____



Authorized Applicant- Printed

PAMELA SALEM
O'HAGAN

Authorized Signature/Date

Pamela Salem O'Hagan