



Town of Surfside

TOURIST BOARD MEETING AGENDA

December 12, 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: November 14, 2018**
- 4. A/R (Resort Tax)**
- 5. Current Resort Tax Budget Spend**
- 6. Ongoing Board Directed Task-List**

Discussion Items:

- 7. Appreciation for Hector Perez' Dedicated Service and Assistance for the Tourist Board Meetings and the Town of Surfside for 34 years – Lindsay Fast**

- 8. Israel Innovation Expo Sponsorship Request – Lindsay Fast**
- 9. Bootcamp & Brews Event Details – Jacober Creative on behalf of R2 Creative**
- 10. Next Tourist Board Meeting: Monday, January 7, 2019 at 5:30pm**
- 11. Public Comments – (3-minute time limit per speaker)**
- 12. 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

TOURIST BOARD MEETING MINUTES

November 14, 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
Vice Chair Jeff Lehman

Also present:

Lindsay Fast, Tourism Director
Duncan Tavares, Assistant Town Manager
Haydee Sera, Town Attorney
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 22, 2018

Board Member Estomba commented that Daniel Dietch spoke under the public comments section and Deputy Clerk Riera clarified that he spoke under item #5 and that she can amend the minutes to include that he spoke if it is the wish of the Board.

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

4. A/R (Resort Tax)

This item was discussed after item #6.

Tourism Director Fast provided some updates on delinquencies for business properties.

Discussion ensued regarding the delinquency process.

Discussion Items:

- 5. South Florida Concierge Association Scavenger Hunt Recap – Frank Trigueros**
Marketing and Special Projects Coordinator Frank Trigueros provided a PowerPoint presentation of the scavenger hunt event that took place on October 30th and answered questions from the Board.

6. Salem K. Theatre “Tales from Shoreside” Live Radio Comedy Sponsorship Request – Pamela Salem

Pamela Salem O’Hagan of Salem K. Theatre provided a brief overview of the event details and answered questions from the Board.

Vice Chair Lehman made a motion to approve the sponsorship request. Board Member Estomba seconded the motion which carried 5-0 on roll call vote.

7. Next Tourist Board Meeting: December 12, 2018 at 5:30pm

Chair Barbara Cohen advised the Board that the next meeting is on December 12, 2018 at 5:30 p.m.

8. Public Comments

Tourism Director Fast commented that someone from the Israel Innovation Expo has approached the Town to host a 2-day exposition. She has asked the Grand Beach if they would be interested in hosting the event and they have agreed. The company is proposing \$1,500 a day which totals \$3,000 for the exposition. She wanted to bring it forward to the Board for approval.

Assistant Town Manager Tavares explained that procedurally, since this item is not on the agenda, a motion would need to be made and passed to discuss and add the item to the agenda.

Vice Chair Lehman made a motion to discuss the item. Board Member Estomba seconded the motion which carried 5-0 on roll call vote.

Edita Matic of the Grand Beach Hotel provided proposed dates for the event. After some discussion, the Board requested that this item be added to the next agenda for discussion to be provided with some more information.

Board Member Estomba requested that moving forward, the budget breakdown reflect sponsorships that do not come from the contingency fund.

Vice Chair Lehman requested budget breakdown updates.

9. Adjournment

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

The meeting adjourned at 6:02 p.m.

Respectfully submitted:

Accepted this ____ day of _____, 2018

Barbara Cohen, Chair

Attest:

Elora Riera, CMC
Deputy Town Clerk

FY 2018 - 2019

		Remaining Budget	Total Expenditures	
Media	233,000	171,330	61,670	
PR Expenses	22,000	19,720	2,280	
Printing	10,000	9,576	424	
Banners	17,000	8,680	8,320	
Software Licensing	31,000	25,594	5,406	
Tradeshaw Support	78,000	64,706	13,294	
Uride	9,000	9,000	0	
GMCVB Spice	10,000	10,000	0	
Events	121,000	120,550	450	
Fireworks	6,000	6,000	0	
Holiday Lights	82,000	78,000	4,000	
Big Belly Trash Can WiFi	9,000	9,000	0	
Agency Retainers	186,660	141,562	46,665	
Contingency	12,000	3,800	8,200	
Totals	826,660	677,517	150,710	18%

as of 12/5/2018



Tourist Bureau 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:

Town of Surfside Tourism Department,
9293 Harding Avenue, Surfside, FL 33154

INCOMPLETE APPLICATIONS WILL NOT BE CONSIDERED

Event: Israel Innovation Expo & Conference

Date of Event: May, 14-15, 2019

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, allowing the visitor to experience the many facets of Surfside and promote re-visitation while being consistent with the culture and heritage of Surfside. **Complete all sections of the application.**

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. **Complete all sections of the application except Market Plan.**

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

Amount Requested:

\$3000 HOTEL COST

Applicant/Contact:

FORTY8 LLC Yoram Dahan - CEO

(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#:

81-1554538

Address:

140 Wall St. Unit POB 1233

City:

La Jolla

Email:

isinexpo@gmail.com

State:

CA

Phone:

310-926-0000

Zip:

92038

Website:

<https://www.israelinnovationexpo.com>



Alternate Applicant/Contact:

Address

City:

Zip:

Phone

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)

The Israel Innovation Expo will announce the 4th annual conference in the Town of Surfside, Florida. The Expo will take place over 2 days Tue, May 14th through Wed, May 15th, 2019 at the Grand Beach Hotel Surfside. This marks the debut of the Israel Innovation Expo on the East Coast. We are proud to have the Town of Surfside as our official Platinum sponsor.

The annual innovation and commerce expo showcases the newest Israeli products and technology across multiple industries as an Expo with booths and conference. Connecting start-ups/companies with U.S. strategic-partners, buyers, business leaders, faculty and investors in Surfside. The Spring 2019 Expo will feature a distinguished panel of speakers which will include business leaders, elected officials and innovation luminaries. Participants will meet and collaborate with innovators and developers of new products and solutions.

The Expo will focus on promoting the Town of Surfside and all that it has to offer to our worldwide audiences. Through our global marketing and distribution channels will feature the Town of Surfside as our exclusive sponsor as Florida’s newest hub for innovation, business and pleasure destination. The Town of Surfside will be also posted in all Expo’s press releases, and marketing collateral reaching about 300,000 subscribers and companies worldwide. Through our global affiliates both in private and government sectors web presence. We will partner with local business leaders, and strategic-partners both in the US and Israel to highlight the Town of Surfside.

History of Proposed Event *(if applicable)*

Number of years this event has been produced:

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



Year	Amount Requested	Amount Received
2015 San Digo	Location cost	approximately \$15K
2016 San Diego	Location cost	approximately \$15K
2017 Los Angeles	Location cost	approximately \$15K
2018 Mexico	Location cost	approximately \$15K

Economic Impact

Describe the overall impact of the event/project on the Town’s business community (200 word limit) Attach Additional Pages if Needed

Partnering with global and local business and community leaders, the Israel Innovation Expo fosters global innovation, cross-cultural education, and professional development enhancing the vitality and exposure for the Town of Surfside to our global partners. Empowering local communities, business leaders, entrepreneur, vendors, students, faculties, and economies through Expo’s platforms. The Surfside business community will have an ongoing direct access to the latest innovations from Israel.

The Expo showcases the next generation of Israeli innovations in verity of technologies.

The Expo produces economic and partnership opportunities, investments, jobs, internship, educational and collaboration among all participants. Serving as a commerce, educational portal allowing both attendees and exhibitors along with other partners the opportunity to exchange ideas and conduct business. Our expo affiliates includes Israeli/ Mexico/U.S, Public Servants, key luminaries, innovators, investors, government officials, business owners, executives and media.

Attendance

Complete the table below:

	FY 15/16		FY 16/17		FY 17/18	
	Proposed	Actual	Proposed	Actual	Proposed	Actual
Attendees	300	500	500	750	400	650



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

We advertise the Expo to US, Israel and Florida attendees for 6 mo. and each will register on our website prior to expo dates. We will have a full count 15-30 days prior to expo date with exact details of each attendee and participant.

Evaluation

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

(200 word limit) Attach Additional Pages if Needed

We measure success by several elements: Exhibitors, Attendee, Deals, Investment and ongoing year-round collaborations with our sponsoring city.

We provide innovative business opportunities, job opportunities, strategic-partnership, investments, internships, exchange programs, seminars, access to major business, innovations, and community leaders. Most importantly we provide participants with a platform whereby they can collaborate with various innovators, companies and opportunities while on visiting the Expo.

Our expo a major conference in the U.S. and abroad to bring companies, business leaders and governmental entities together for the purpose of creating enduring relationships between the U.S and Israel.

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

We have a comprehensive marketing strategy that encompasses several outlets:

- Website Campaign
- Press Releases (Monthly)
- Social Media Campaign
- Email Campaign
- Local Media
- Seminars (both Israel & US)
- Print and Promotional items
- Pre-During-Post Expo Campaign

The Town of Surfside will be also posted in all Expo's press releases, reaching about 300,000 subscribers and companies worldwide. Through our global affiliates both in private and government sectors. We will partner with local business leaders, and strategic-partners both in the US and Israel to highlight the Town of Surfside.



Event/Project Marketing Budget: WE PAY FOR ALL

Expense	Proposed FY _____ Event Date: May 14-16, 2019
Media Advertising	1000
Brochures, Posters	
Programs (1000)	800
Direct Mail & Postage	200
Photo Program	600
Public Relation	2000
Promotional Items	2000
<i>T-shirts</i>	
<i>Caps</i>	
<i>Jackets</i>	
<i>Other</i>	
Web Advertisements	
Miscellaneous (not to exceed %15)	400
Total	\$7000



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

- **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.*

Amount \$2000 in the GAZETTE & OTHER MAGS

- **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.*

Amount \$3000

- **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.*

Amount \$1000

- **Direct mail & packages**

Amount \$NA

- **Posters**

Amount \$1500

- **Street Banners** (please consider using reusable materials)

Amount \$1000

- **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 Amount \$1000



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

Amount \$600

- Other

Amount \$_____

Total TB \$3000 HOTEL COST

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

Finances - Profit and Loss:

Operating Expense	
Advertising & Promotion	SEE ABOVE
Set-up & Clean Up	PER GRAND BEACH HOTEL
Equipment Rental	PER GRAND BEACH HOTEL
Insurance	TBA
Office Expenses Includes tickets	TBA
Salaries	
Miscellaneous Not to exceed 15%	
Other	
Total Expenses	PER GRAND BEACH HOTEL

Income	
Grants / Sponsorships	TBA



Promotional Sales	TBA
Ticket Sales	FREE
Contributions	
In-Kind Contributions	
Other	
Total Income	

Net Profit/Loss	NA
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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 \$NA

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
TOWN OF SURFSIDE	11/15/18	TBA	TBA

Total Grants Requested **\$3000 HOTEL COST**

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

YORAM DAHAN - FOUNDER
Authorized Applicant- Printed

YORAM DAHAN November 15, 2018
Authorized Signature/Date