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: January 7, 2019
4. A/R (Resort Tax)

Discussion Items:

5. First Quarter Results – Jacober Creative + Anything But Advertising
7. Glenn Douglas Winter Chamber Music Recap & Continuation in 2019 – Lindsay Fast, Tourism Director + Barbara Cohen, Tourist Board Chairwoman

8. New York Times Travel Show Recap – Lindsay Fast, Tourism Director

9. Bootcamp & Brews Recap - Lindsay Fast, Tourism Director

10. Uride Recap - Lindsay Fast, Tourism Director

11. Holiday Lights – Lindsay Fast, Tourism Director

12. Downtown Vision Advisory Committee Update – Lindsay Fast, Tourism Director

13. First Reading Code of Ethics Ordinance Enhancement and Amendment – Lindsay Fast, Tourism Director

14. Next Tourist Board Meeting: Monday, April 1, 2019 at 5:30pm

15. Public Comment – 3-minute time limit each, please

16. Adjournment
Town of Surfside

TOURIST BOARD MEETING
MINUTES

January 7, 2019 – 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.

Present: Chair Barbara Cohen
Vice Chair Jeff Lehman
Board Member Jennifer Brilliant
Board Member MaryAnna Estomba

Absent: Board Member Bera Kalhan

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: December 12, 2018

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

4. A/R (Resort Tax)

Tourism Director Fast provided the Board with the A/R resort tax spreadsheet, and she noted that the November accommodations receivables had not yet been received at the time of the report.

Discussion Items:

5. LGBTQ Tourism Forum Recap – Frank Trigueros, Marketing & Special Projects Coordinator

Frank Trigueros, Marketing & Special Projects Coordinator provided a presentation overview of the LGTBQ tourism forum and answered questions from the Board.
The Board requested to receive more information including costs.

6. **Historian Report – Dr. Paul George**  
   Tourism Director Fast commented that Dr. George could not attend the meeting tonight. She provided the Board with a report from Dr. George and is working to incorporate into the website and Insider’s Guide. She said that his first tour is completely booked and the second tour is half booked. She is looking at the budget to see if a third tour will be possible since the first two events have been very popular.

7. **Third Thursdays Event Plan – Creative State + AA Musicians**  
   Lindsay McAllister of Creative State and Alan Andai of AA Musicians provided a presentation of the Third Thursdays event plan and answered questions from the Board.

   Discussion ensued regarding what was learned from last year’s event and how those changes will be implemented this year.

8. **Recommended Changes to the Sponsorship Application Form – Lindsay Fast, Tourism Director**  
   Tourism Director Fast provided a sponsorship application form to the Board for their review.

   Vice Chair Lehman was very pleased with the form.

9. **Next Tourist Board Meeting: February 4, 2019 at 5:30pm**  
   Chair Barbara Cohen advised the Board that the next meeting is on February 4, 2019 at 5:30 p.m.

10. **Public Comments**  
    There were no public comments.

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

    The meeting adjourned at 6:06 p.m.

Respectfully submitted:

   Accepted this _____ day of __________________, 2019

Barbara Cohen, Chair

Attest:

Sandra Novoa, MMC  
Town Clerk
## TOWN OF SURFSIDE RESORT TAX CUMULATIVE REPORT

<table>
<thead>
<tr>
<th></th>
<th>FY 2017-2018*</th>
<th>FY 2018-2019^</th>
<th>% change</th>
</tr>
</thead>
<tbody>
<tr>
<td>2% FOOD/BEVERAGE</td>
<td>$168,920</td>
<td>$269,216</td>
<td>37%</td>
</tr>
<tr>
<td>4% ROOM/BOARD TAX</td>
<td>$529,544</td>
<td>$705,458</td>
<td>25%</td>
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<tr>
<td>4% SHORT TERM RENTAL</td>
<td>$392</td>
<td>$7,431</td>
<td>95%</td>
</tr>
<tr>
<td>TOTAL</td>
<td>$698,856</td>
<td>$982,104</td>
<td>29%</td>
</tr>
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*as of 2/26/2018    ^as of 2/25/2019

<table>
<thead>
<tr>
<th></th>
<th>BUDGET TO ACTUAL</th>
<th>34% to Tourist Bureau</th>
<th>66% to Comm Center</th>
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<tbody>
<tr>
<td>Current Receivables</td>
<td>$982,104</td>
<td>$333,915</td>
<td>$648,189</td>
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<tr>
<td>Budgeted Estimations</td>
<td>$2,930,000</td>
<td>$996,200</td>
<td>$1,933,800</td>
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<tr>
<td>% to budget</td>
<td></td>
<td>34%</td>
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</table>

34% to Tourist Bureau

66% to Comm Center
<table>
<thead>
<tr>
<th>ITEM</th>
<th>MEETING</th>
<th>NOTES/OUTCOME</th>
<th>NEXT STEPS</th>
<th>TENTATIVE SCHEDULE</th>
<th>COMPLETE</th>
</tr>
</thead>
<tbody>
<tr>
<td>Israel Innovation Expo Sponsorship</td>
<td>November 14, 2018 TB Meeting</td>
<td>Approved</td>
<td>Agreement stipulating free resident admission and working with a minimum of 2 local businesses</td>
<td>TBD</td>
<td></td>
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<tr>
<td>LGBTQ Tourism Forum Recap</td>
<td>7-Jan-19</td>
<td>Board Requested more information and cost of GMCVB</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>Sensitivity Training for Hotels &amp; Local Businesses</td>
<td></td>
<td></td>
<td></td>
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<tr>
<td>Uride Trial</td>
<td>22-Oct</td>
<td>Report at end of trial period (January &amp; February)</td>
<td>Report Results at March 4th Tourist Board Meeting</td>
<td></td>
<td></td>
</tr>
<tr>
<td>DVAC Appointment Recommendations</td>
<td>12-Feb-19</td>
<td>Charter Resolution was approved by Town Commission 1/8</td>
<td>Committee Appointment Recommendation to be made at February Town Commission Meeting by the Town Manager</td>
<td></td>
<td></td>
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<tr>
<td>Code of Ethics Ordinance Enhancements and Amendment</td>
<td>12-Mar-19</td>
<td>Passed on first reading</td>
<td>Second reading at March 12th Commission Meeting</td>
<td></td>
<td></td>
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<tr>
<td>Beach Nourishment Reserves Crisis Management Campaign</td>
<td>9-Apr-19</td>
<td>Upon approval of the Tourist Board at the 3/4 Meeting, Tourism Director will bring the topic to the Town Commission</td>
<td>Awaiting approval from the Tourist Board</td>
<td>March 4 Present to the Tourist Board, upon approval present to the Town Commission</td>
<td></td>
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</table>

**COMPLETED**

<table>
<thead>
<tr>
<th>ITEM</th>
<th>MEETING</th>
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<th>TENTATIVE SCHEDULE</th>
<th>COMPLETE</th>
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</thead>
<tbody>
<tr>
<td>Year in Review FY 2017/18</td>
<td>October 8, 2018 TB Meeting</td>
<td>NONE</td>
<td></td>
<td>NA</td>
<td>Complete</td>
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<tr>
<td>VISIT FLORIDA Conference Recap presentation</td>
<td>October 8, 2018 TB Meeting</td>
<td>NONE</td>
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<td>NA</td>
<td>Complete</td>
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<tr>
<td>Marketing Plan presentation</td>
<td>October 22 special TB meeting</td>
<td>NONE</td>
<td></td>
<td>NA</td>
<td>Complete</td>
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<tr>
<td>SFCA Recap presentation</td>
<td>November 14, 2018 TB Meeting</td>
<td>NONE</td>
<td></td>
<td>NA</td>
<td>Complete</td>
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<tr>
<td>Budget Tracker</td>
<td>November 14, 2018 TB Meeting</td>
<td>NONE</td>
<td>Note any sponsorships that come from any budget line other than contingency. Included in Dec Agenda Packet</td>
<td>NA</td>
<td>Complete</td>
</tr>
<tr>
<td>Adjusted Sponsorship form</td>
<td>January 07, 2019 TB Meeting</td>
<td>NONE</td>
<td>Was able to accommodate an additional tour within the events budget line</td>
<td>NA</td>
<td>Complete</td>
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<tr>
<td>Historian Report</td>
<td>January 07, 2019 TB Meeting</td>
<td>Review possibility of adding a 3rd Historical Tour</td>
<td></td>
<td>Completed</td>
<td></td>
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</table>