



Town of Surfside
TOURIST BOARD MEETING
AGENDA

April 1, 2019 – 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: January 7, 2019
March 11, 2019**
- 4. A/R (Resort Tax)**

Discussion Items:

- 5. Beach Renourishment Updated Pop-Up Beach Plan – Creative State**

- 6. Paddletopia – Sara Liss + Creative State**
- 7. National Travel & Tourism Week Ideas – Lindsay Fast, Tourism Director**
- 8. Next Tourist Board Meeting: Monday, May 6, 2019 at 5:30pm**
- 9. Public Comment – 3-minute time limit each, please**
- 10. 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

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 it 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 had~~ been so 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 events 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

SPECIAL TOURIST BOARD MEETING MINUTES

March 11, 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

Also present: Lindsay Fast, Tourism Director
Duncan Tavares, Assistant Town Manager
Mitch Bierman, Town Attorney
Barry Cohen, Town Commission Liaison **Arrived at 5:54pm
Frank Trigueros, Marketing and Special Projects Coordinator
Frantza Duval, Recording Clerk

2. Welcome – Chair Barbara Cohen

Chair Barbara Cohen welcomed everyone to the meeting. She stated that there had been issues obtaining a quorum and for that reason the originally scheduled meeting had not been held.

She also stated that Board Member MaryAnna Estomba and Board Member Bera Kalhan had resigned and thanked them for their service.

3. Approval of Meeting Minutes: January 7, 2019

Chair Barbara Cohen made a motion to defer. The motion received a second from 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 stated that they are on a good track.

Discussion Items:

5. First Quarter Results – Jacober Creative + Anything But Advertising

Representatives from Jacober Creative and Anything But Advertising provided a presentation to the members of the Tourist Board for the months of October through December 2018.

Questions were answered by members of the professional team.

Commissioner Cohen arrived at 5:54pm.

Jacober Creative is currently making appointments with all the businesses in Town and taking professional photos, creating a website pages within VisitSurfsideFL.com for each local business. It is a service provided to each of these businesses which they can use to advertise their business. The photos taken are also provided to each business which they may use for any promotional material of their choice. Assistant Town Manager Tavares suggested that the Tourist Board Liaison bring some of this information to the Downtown Vision Advisory Committee to show the value that the Tourist Board brings to the Downtown.

Chair Barbara Cohen took a moment to introduce Commissioner Barry Cohen and members of the Town Administration and Town Staff.

6. Beach Renourishment Crisis Communication Plan – Jacober Creative + Anything But Advertising + Creative State

Tourism Director Lindsay Fast presented the item and gave an overview of the beach renourishment project estimated to start in the summer of 2019.

Assistant Town Manager Tavares stated that the Town does not control the process and we will not have any new information until the BID documents are released.

Jacober Creative and Anything But Advertising provided an overview of their communications strategy regarding this upcoming project; and Creative State presented the Beach Pop-Up location and details of the concept.

Vice Chair Lehman asked how questions regarding hurricane season and the beach project will be handled since the media usually looks for the negative headline. Anything But Advertising responded that even if Surfside is mentioned in a big story, the bigger focus will be the bigger beach as an outcome for the visitors and the environment.

Chair Barbara Cohen asked if there will be renderings available from before and how the beach would eventually look. Tourism Director Fast responded affirmatively. Chair Barbara Cohen asked about the possibility to seek inclusion in emails mentioning the best beaches in the world.

Tourism Director Fast introduced the Beach Pop-up initiative. Creative State provided a presentation on the initiative as to where would the hotel guest and locals will go while the beach renourishment project is in effect. These services will be available on Fridays and Saturdays at no cost to guests and locals. Tourism Director Fast stated that the ID process to validate Surfside guest and residents will have to be worked out and opened it up for the Boards recommendations.

Vice Chair Lehman stated that Friday and Saturdays may confuse people and that the area being proposed is not the most appropriate location for Surfside.

The total amount of funds that is being requested from reserves for this initiative is \$135,000. It will include the paid media campaign, pop-up beach, pop-up beach launch event, beach shuttle and public relations.

Board Member Brilliant expressed her dislike of the Pop-up beach. She stated that she likes the shuttle and the idea of taking people to a designated area. She believes that the hotels should handle the chairs for their guests. She would eliminate the pop-up beach and the launch event from the proposal. Further comments were made from Vice Chair Lehman relating to this initiative.

After extensive discussion Vice Chair Lehman made a motion to use the \$135,000 from reserves and to further investigate Haulover or Miami Beach and bring back an alternate proposal to the Board. The motion received a second from Board Member Brilliant and all voted in favor.

7. Glenn Douglas Winter Chamber Music Recap & Continuation in 2019 – Lindsay Fast, Tourism Director + Barbara Cohen, Tourist Board Chairwoman

Chair Barbara Cohen presented a PowerPoint presentation with a recap of the event with Tourism Director Fast's assistance.

Vice Chair Lehman asked if the Board has ever looked into local talent for a similar event. Tourism Director stated that she was thinking of having a similar event with local artists once the beach renourishment has been completed.

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

Tourism Director Fast presented the item to the Board Members. She shared some data from the event.

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

Tourism Director Fast presented the item to the Board. She shared a video that was used to promote the event and photos taken during the event. She also provided data collected during the event.

10. Uride Recap - Lindsay Fast, Tourism Director

Tourism Director Fast presented the item to the Board and stated the two-month test period has ended. She presented the data collected during this period. There were 194 residents ride and 622 visitors who took advantage of URide. The cost was for the service was \$4500 per month.

11. Holiday Lights – Lindsay Fast, Tourism Director

Tourism Director Fast presented the item to the Board and stated that the lights will be removed during the next couple of weeks. The current contract has expired and there are no more extensions available. The question was posed to the Board if there is a consensus to release an RFP for these services.

After some discussion Vice Chair Lehman made a motion to move forward with an RFP for the holiday lights for holiday season 2019 and beyond. The motion received a second from Board Member Brilliant and all voted in favor.

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

Tourism Director Fast presented the item to the Board and stated that DVAC met during the past week and the next meeting will be held on April 11, 2019 and invited everyone to attend.

Vice Chair Lehman spoke about his role and his wishes of the Downtown Vision Advisory Committee.

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

Tourism Director Fast presented the item to the Board Members and stated that the second reading of the ordinance will be on the Regular Town Commission meeting of March 12, 2019. The ordinance will affect all boards and committee members and the intent is to create disclosure and more transparency.

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

Chair Barbara Cohen advised the Board that the next meeting is on April 1, 2019 at 5:30 p.m.

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

No public comments under this item.

16. 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 7:54 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			
	FY 2017-2018*	FY 2018-2019^	% change
2% FOOD/BEVERAGE	\$ 298,399	\$ 373,869	20%
4% ROOM/BOARD TAX	\$ 1,021,686	\$ 1,124,914	9%
4% SHORT TERM RENTAL	\$ 12,657	\$ 9,313	-36%
TOTAL	\$ 1,332,742	\$ 1,508,096	12%

*as of 04/02/2018

^as of 03/25/2019

BUDGET TO ACTUAL		34% to Tourist Bureau	66% to Comm Center
Current Receivables	\$ 1,508,096	\$ 512,753	\$ 995,343
Budgeted Estimations	\$ 2,930,000	\$ 996,200	\$ 1,933,800
% to budget	51%		

ITEM	MEETING	NOTES/OUTCOME	NEXT STEPS	TENTATIVE SCHEDULE	COMPLETE
TOURIST BOARD DISCUSSION ITEMS / DIRECTION GIVEN					
Beach Renourishment Pop-Up Beach	11-Mar-19	Board requested alternatives to what was presented for Ocean Terrace	Will present other options at following meeting	1-Apr-19	
LGBTQ Tourism Forum Recap	7-Jan-19	Board Requested more information and cost of GMCVB Sensitivity Training for Hotels & Local Businesses		Feb 4th	
ON UPCOMING COMMISSION AGENDA					
Beach Renourishment Mitigation Plan	9-Apr-19	Presented to TB at March 11th Special Meeting, other items in the plan were approved, board requested alternatives to the beach pop-up that was presented	Awaiting approval from the Tourist Board		
ON FUTURE COMMISSION AGENDA					
COMPLETED					
Year in Review FY 2017/18	October 8, 2018 TB Meeting		NONE	NA	Complete
VISIT FLORIDA Conference Recap presentation	October 8, 2018 TB Meeting		NONE	NA	Complete
Marketing Plan presentation	October 22 special TB meeting		NONE	NA	Complete
SFCA Recap presentation	November 14, 2018 TB Meeting		NONE	NA	Complete
Budget Tracker	November 14, 2018 TB Meeting	Notate any sponsorships that come from any budget line other than contingency. Included in Dec Agenda Packet	NONE	NA	Complete
Adjusted Sponsorship form	January 07, 2019 TB Meeting		NONE	NA	Complete
Hisotrian Report	January 07, 2019 TB Meeting	Review possibility of adding a 3rd Historical Tour	Was able to accommodate an additional tour within the events budget line	NA	Completed
Israel Innovation Expo Sponsorship	November 14, 2018 TB Meeting	Signed agreement stipulating free resident admission and working with a minimum of 2 local businesses	NONE	NA	Complete
DVAC Appointment Recommendations	12-Feb-19	Charter Resolution was approved by Town Commission 1/8, and Committee appointments were made 2/12/19.	NONE	NA	
Code of Ethics Ordinance Enhancements and Amendment	12-Feb-19	Passed on second reading	NONE	NA	