



**Town of Surfside**  
**TOURIST BOARD MEETING**  
**AGENDA**

**May 6, 2019 – 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: April 1, 2019**
- 4. A/R (Resort Tax)**

**Discussion Items:**

- 5. Second Quarter Results – Jacober Creative + Anything But Advertising**

- 6. National Travel and Tourism Week Plan – Lindsay Fast, Tourism Director**
- 7. Digital Travel Summit Re-cap – Frank Trigueros, Marketing & Special Projects Coordinator**
- 8. Historical Walking Tours Re-Cap – Lindsay Fast, Tourism Director**
- 9. Third Thursdays Re-cap – Creative State + AA Musicians**
- 10. RFP 2019-01 Holiday Lights for the Town of Surfside - Lindsay Fast, Tourism Director**
- 10. Contingency Fund Update – Lindsay Fast, Tourism Director**
- 11. Next Tourist Board Meeting: Monday, June 3, 2019 at 5:30pm**
- 12. Public Comment – 3-minute time limit each, please**
- 13. 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**

**April 1, 2019 – 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 5:30 p.m.

Present: Chair Barbara Cohen  
Vice Chair Jeff Lehman  
Board Member Jennifer Brilliant  
Board Member Charles Kesl  
Board Member Neil Goodman

Also present: Lindsay Fast, Tourism Director  
Duncan Tavares, Assistant Town Manager  
Haydee Sera, Town Attorney  
Michael Karukin, Town Commission Liaison  
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 introduced the new Board members and Town Commission Liaison.

Tourism Director Fast read a thank you note from resident Pamela O'Hagan for sponsoring the "Tails of Shoreside" radio comedy production.

##### **3. Approval of Meeting Minutes: January 7, 2019 March 11, 2019**

Vice Chair Lehman made a motion to approve the January 7, 2019 minutes. The motion received a second from Board Member Brilliant and all voted in favor.

Vice Chair Lehman made a motion to approve the March 11, 2019 minutes. 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 the receipts are on track.

**Discussion Items:**

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

Tourism Director Fast presented some options to the board, as directed from the March 11, 2019 Special Tourist Board Meeting.

After questions and answers section and a brief discussion Vice Chair Lehman made a motion to approve option 2. Board Member Goodman seconded the motion.

Tourism Director Fast explained the process of expending reserve funds.

Board Member Kesl asked for a friendly amendment to Vice Chair Lehman's motion.

Vice Chair Lehman amended his motion at the suggestion of Board Member Charles Kesl to approve the Pop-Up Beach option number 2 excluding the launch event. Vice Chair Lehman accepted the amendment, and the motion received a second from Board Member Charles Kesl and all voted in favor.

After discussion regarding the launch event for the pop-up beach, Vice Chair Lehman made a motion to approve the \$10,000 for the launch event. Board Member Goodman seconded the motion and all voted in favor.

**6. Paddletopia – Sara Liss + Creative State**

Sara Liss from Friday Beach presented the item to the board.

After some discussion among the board members, Vice Chair Lehman made a motion to approve the \$20,000 budget for the Paddletopia event. The motion received a second from Board Member Goodman and all voted in favor.

**7. National Travel & Tourism Week Ideas – Lindsay Fast, Tourism Director**

Tourism Director Fast presented the item to the board.

She explained what was done last year during this week and how they celebrated the staff in the different hotels.

Vice Chair Lehman gave the Tourism Director a few ideas that he would like for her to consider.

Tourism Director Fast provided two new ideas for the board's consideration.  
Board Member Kesl also provided some ideas to consider.

Tourism Director Fast let the Board members know she would come back with a final recommendation at the May meeting.

**8. Next Tourist Board Meeting: Monday, May 6, 2019 at 5:30pm**

Chair Cohen announced and reminded everyone that the next meeting will take place on Monday, May 6, 2019.

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

Commissioner Michael Karukin speaking as a member of the public asked about kids-oriented activities on a more routine basis. He also spoke about the rack containing literature located in Town Hall, as well as art in public places, and adding more turtle sculptures.

Conversation took place regarding the turtle sculptures and the possibility of obtaining more. Tourism Director Fast stated they were very costly but she will look into it.

**10. 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 Kesl and all voted in favor.

The meeting adjourned at 7:00 p.m.

Respectfully submitted:

Accepted this \_\_\_\_\_ day of \_\_\_\_\_, 2019

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

Attest:

\_\_\_\_\_  
Sandra Novoa, MMC  
Town Clerk

<b>TOWN OF SURFSIDE RESORT TAX CUMULATIVE REPORT</b>			
	FY 2017-2018*	FY 2018-2019^	% change
2% FOOD/BEVERAGE	\$ 385,863	\$ 592,337	35%
4% ROOMBOARD TAX	\$ 1,358,972	\$ 1,708,433	20%
4% SHORT TERM RENTAL	\$ 11,162	\$ 12,325	9%
<b>TOTAL</b>	<b>\$ 1,755,997</b>	<b>\$ 2,313,095</b>	<b>24%</b>

\*as of 05/07/2018

^as of 04/30/2019

BUDGET TO ACTUAL		34% to Tourist Bureau	66% to Comm Center
Current Receivables	\$ 2,313,095	\$ 786,452	\$ 1,526,643
Budgeted Estimations	\$ 2,930,000	\$ 996,200	\$ 1,933,800
% to budget		79%	

ITEM	MEETING	NOTES/OUTCOME	NEXT STEPS	TENTATIVE SCHEDULE	COMPLETE
<b>TOURIST BOARD DISCUSSION ITEMS / DIRECTION GIVEN</b>					
National Travel & Tourism Week	5/6/2019	Ideas were given by the Board, to firm up by the director	Will present full plan to Tourist Board 5/6/2019		
<b>ON UPCOMING COMMISSION AGENDA</b>					
Beach Renourishment Mitigation Plan	14-May-19	Awaiting Commission approval of the release of reserves.	Approval from the Tourist Board on 4/1/2019		
<b>ON FUTURE COMMISSION AGENDA</b>					
<b>COMPLETED</b>					
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	NONE	NA	Complete
Adjusted Sponsorship form	January 07, 2019 TB Meeting		NONE	NA	Complete
Historian 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	
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	