



Town of Surfside
TOURIST BOARD MEETING
AGENDA

August 5, 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: July 1, 2019**
- 4. A/R (Resort Tax)**

Discussion Items:

- 5. Miami Spice Sponsorship Update – Lindsay Fast, Tourism Director**

- 6. ADA Website Compliance Update - Lindsay Fast, Tourism Director**
- 7. Vision & Mission Statement Discussion - Lindsay Fast, Tourism Director**
- 8. Media Hosting Update from Paddletopia – Claire Kunzman, Anything But Advertising**
- 9. Next Meeting: Monday, September 9 at 5:30pm**
- 10. Public Comment – 3-minute time limit each, please**
- 11. 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

July 1, 2019 – 5:30 p.m.

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

**** The video of this meeting was corrupted and minutes were created from notes****

Opening Items:

1. Call to Order/Roll Call

The meeting was called to order by Chair Barbara Cohen at 5:34 p.m.

Present: Chair, Barbara Cohen
Vice Chair, Jeff Lehman
Board Member, Charles Kesl

Absent Board Member, Neil Goodman

Also present: Lindsay Fast, Tourism Director
Duncan Tavares, Assistant Town Manager
Haydee Sera, Town Attorney
Michael Karukin, Town Commission Liaison
Frantza Duval, Recording Clerk
Frank Trigueros, Marketing & Special Projects Coordinator

2. Welcome – Chair Barbara Cohen

Chair Barbara Cohen welcomed everyone. Chair Cohen advised that Jennifer Brilliant had resigned from the Tourist Board and thanked her for her service.

3. Approval of Meeting Minutes: June 3, 2019

Vice Chair Lehman made a motion to adopt the minutes. The motion received a second from Board Member Kesl and all voted in favor.

4. A/R (Resort Tax)

Tourism Director Fast presented the report.

Discussion Items:

5. Turtle Table and Banners- Lindsay Fast, Tourism Director

Tourism Director Fast presented the item to the Board. She presented the different table options along with the banner creative. After additional discussion Vice Chair Lehman made a motion to move forward with a non-picture version with the addition of a line "For more information logon to VisitSurfsideFL.com. The motion was seconded by Chairwoman Barbara Cohen who passed the gavel to Vice Chair Lehman, and all voted in favor.

6. Holiday Lights Proposal Options from Miami Christmas Lights – Lindsay Fast, Tourism Director

Tourism Director Fast presented the item to the Board. Board members provided additional feedback and after further discussion it was decided to move forward with option 2 with the crown and to remove ground light in the pocket parks. Vice Chair Lehman made a motion to adopt the recommendation. The motion received a second from Board Member Kesl and all voted in favor.

7. Downtown Vision Advisory Committee's Ideas for Art in Public Places & Instagrammable Moments – Lindsay Fast, Tourism Director

Tourism Director Fast lead the discussion on this item, mentioning that this topic was also under discussion at the Downtown Vision Advisory Committee. Vice Chair Lehman recommended to also review the Miami Beach ordinance, and Town Attorney Sera also recommended to review the Miami-Dade County ordinance.

8. Next Tourist Board Meeting: Monday, August 5, 2019 at 5:30pm

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

10. Adjournment

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

The meeting adjourned at 6:43 p.m.

Respectfully submitted:

Accepted this _____ day of _____, 2019

Attest:

Barbara Cohen, Chair

Sandra Novoa, MMC
Town Clerk

TOWN OF SURFSIDE RESORT TAX CUMULATIVE REPORT			
	FY 2017-2018*	FY 2018-2019^	% change
2% FOOD/BEVERAGE	\$ 597,601	\$ 800,611	25%
4% ROOM/BOARD TAX	\$ 1,865,934	\$ 2,271,371	18%
4% SHORT TERM RENTAL	\$ 12,693	\$ 18,737	32%
TOTAL	\$ 2,476,228	\$ 3,090,719	20%

*as of 07/30/2018 ^as of 07/29/2019

BUDGET TO ACTUAL		34% to Tourist Bureau	66% to Comm Center
Current Receivables	\$ 3,090,719	\$ 1,050,844	\$ 2,039,875
Budgeted Estimations	\$ 2,930,000	\$ 996,200	\$ 1,933,800
% to budget		105%	

ITEM	MEETING	NOTES/OUTCOME	NEXT STEPS	TENTATIVE SCHEDULE	COMPLETE
TOURIST BOARD DISCUSSION ITEMS / DIRECTION GIVEN					
PR RFP?	5-Aug	Recommendation by the Tourism Director to launch PR RFP for upcoming FY. Will potentially require an extension of current PR Agency services while we complete the RFP process		TBD	
ON UPCOMING COMMISSION AGENDA					
New TB Member	13-Aug				
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
Historian Report	January 07, 2019 TB Meeting		Was able to accommodate a 3rd 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	Completed
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	Completed
Code of Ethics Ordinance Enhancements and Amendment	12-Feb-19	Approved at second reading	NONE	NA	Completed
Beach Renourishment Pop-Up Beach	11-Mar-19	Board requested alternatives to what was presented for Ocean Terrace		1-Apr-19	Completed
LGBTQ Tourism Forum Recap	7-Jan-19	Board Requested more information and cost of GM/CVB Sensitivity Training for Hotels & Local Businesses		Feb 4th	Completed
National Travel & Tourism Week	5/6/2019				Completed