



## **Town of Surfside**

### **TOURIST BOARD MEETING AGENDA**

**September 9, 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 & Introduction of new Tourist Board Member – Chair Barbara Cohen**
- 3. Approval of Meeting Minutes: July 1, 2019**
- 4. Resort Tax Revenue Accounts Receivable Report**

**Discussion Items:**

- 5. PR RFP for 2019/2020 – Lindsay Fast, Tourism Director**

- 6. New Uptown Beachtown Video- Jacober Creative**
- 7. Strategic Plan Appendix 1: Year 1 Update - Jacober Creative**
- 8. Update on LGBTQ Sensitivity Training: GMCVB + Yes Institute Session 9/26/2019 Offered to Local Businesses and Hotels – Frank Trigueros, Marketing & Special Projects Coordinator**
- 9. Next Meeting: Monday, October 7, 2019 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](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

**July 1, 2019 – 5:30 p.m.**

Town Hall Commission Chambers –  
9293 Harding Ave, 2<sup>nd</sup> 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 Brillant 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

<b>TOWN OF SURFSIDE RESORT TAX CUMULATIVE REPORT</b>			
	FY 2017-2018*	FY 2018-2019^	% change
2% FOOD/BEVERAGE	\$ 656,564	\$ 847,514	23%
4% ROOM/BOARD TAX	\$ 2,016,736	\$ 2,413,692	16%
4% SHORT TERM RENTAL	\$ 20,094	\$ 19,031	-6%
<b>TOTAL</b>	<b>\$ 2,693,394</b>	<b>\$ 3,280,237</b>	<b>18%</b>

\*as of 08/28/2018

^as of 08/23/2019

BUDGET TO ACTUAL		34% to Tourist Bureau	66% to Comm Center
Current Receivables	\$ 3,280,237	\$ 1,115,281	\$ 2,164,956
Budgeted Estimations	\$ 2,930,000	\$ 996,200	\$ 1,933,800
% to budget		112%	

