



Town of Surfside

TOURIST BOARD MEETING AGENDA

November 13, 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: October 7, 2019**
- 4. Resort Tax Revenue Accounts Receivable Report**

Discussion Items:

- 1. Third Thursdays 2019 Event Series Presentation – Lindsay McAllister & Creative State team**

2. **Salem K. Theatre Corp. Sponsorship Application** –Duncan Tavares, Assistant Town Manager and Frank Trigueros, Marketing and Special Projects Coordinator
 3. **2019 Holiday banners' design options** – Duncan Tavares, Assistant Town Manager and Frank Trigueros, Marketing and Special Projects Coordinator
 4. **Tourist Bureau Mission Statement and Vision Statement**– Duncan Tavares, Assistant Town Manager and Frank Trigueros, Marketing and Special Projects Coordinator
- Current statement: Encourage patronage of Surfside's hotels and restaurants through cooperative events, promotional activities, marketing, public relations and advertising opportunities. Assist in the improvement of the Surfside Business District by functioning as a promotional partner, advisor and advocate on initiatives.*
5. **GMCVB Miami Begins With Me LGBTQ Sensitivity Training Recap** – Duncan Tavares, Assistant Town Manager and Frank Trigueros, Marketing and Special Projects Coordinator
 6. **Restored Beach Promotion, Community Sensitivity** – Duncan Tavares, Assistant Town Manager and Frank Trigueros, Marketing and Special Projects Coordinator
 7. **DVAC update** – Duncan Tavares, Assistant Town Manager
 8. **Next Meeting: Monday, December 9, 2019 at 5:30 p.m.**
 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

October 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 5:34 p.m.

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

Absent Board Member, Neil Goodman
Board Member Cornelia Samara

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

2. Welcome– Chair Barbara Cohen

Chair Cohen welcomed the new addition to the turtle walk and the library table installed and she gave a synopsis of the art exhibit and thanked Frank Trigueros, Marketing and Special Projects Coordinator for the work he did on this art exhibit.

3. Approval of Meeting Minutes: July 1, 2019

A motion was made by Vice Chair Lehman to approve the July 1, 2019 minutes. The motion received a second from Board Member Kesl. All voted in favor.

4. Resort Tax Revenue Accounts Receivable Report

Tourism Director Fast gave an overview and update on the item.

A motion was made by Vice Chair Lehman to move Item 8 to be heard after Item 6. The motion received a second from Board member Kesl. All voted in favor.

Discussion Items:

5. PR RFP for FY 2019/2020 & Anything But Advertising Agreement Extension until Dec 31, 2019– Lindsay Fast, Tourism Director

Tourism Director Fast gave an update regarding the concerns of hotels on the beach renourishment project and other events taking place. She also answered different questions asked by the Board.

The Tourist Board Attorney Sera gave an explanation to the Board of the RFP process. She also spoke regarding obtaining consent forms for the use of the user generated content/photos-

Assistant Town Manager Tavares also explained to the Board the RFP Process and being presented to the Board in January and then to the Town Commission.

Vice Chair Lehman asked why this item is being brought to the Board so late.

Tourism Director Fast explained that the Tourist Board has not met in several months and that is why the item is being heard now.

Board Member Kesl stated his concerns with the list of projects.

Assistant Town Manager Tavares answered Board Member Kesl's concerns regarding the project list and advised the Board that those issues have been addressed and clarified that there is a plan in place.

Tourism Director Fast stated that there will be a need for a Board liaison for the RFP Evaluating Committee.

Chair Cohen stated that she would be the Board's representative.

A motion was made by Vice Chair Lehman to approve an extension of Anything But Advertisement Agreement until January 31, 2020. The motion received a second by Board Member Kesl. All voted in favor.

The Board also suggested that at the end of January the RFP should go before the Commission.

6. Media Housing Update from Paddletopia – Claire Kunzman, Anything But Advertising.

Claire Kunzman from Anything But Advertising gave a presentation of the item, the objectives and the deliverables.

Board Member Kesl asked how much the Tourist Board contributes and how business partners are chosen.

Tourism Director Fast answered Board Member Kesl's question and Ms. Kunzman stated that they work with other partners who they have worked with in the past.

Chair Cohen asked about the media feedback and requested information from Ms. Kunzman.

Ms. Kunzman advised the Board that she will forward a report to Tourism Director Fast to pass along to the Board members.

Assistant Town Manager Tavares spoke regarding the event and the comments he heard from the attendees.

Board Member Kesl asked if more downtown businesses could get involved in the event.

Tourism Director Fast stated that there was a good presence at the event from different hotels and downtown businesses. She also advised the Board that she will resend a recap report of the event to them.

Ms. Kunzman stated that for next year's event she will circulate a reminder of the event.

7. New Uptown Beachtown Video- Jacober Creative

Daniel Peralta and Luisa Jimenez from Jacober Creative showed the newly produced Something for Everyone video and addressed comments made by the Board members.

Board Member Kesl asked if it will also be on social media.

Tourism Director Fast stated that it will be on social media.

Tourism Director Fast answered questions from the Board regarding the video.

8. Strategic Plan Appendix 1: Year 1 Update & FY 2019 / 2020 Marketing Plan – Jacober Creative

Tourism Director Fast introduced representatives from Jacober Creative, Daniel Peralta and Luisa Jimenez who gave a presentation of the item.

Discussion among the Board members, staff and representatives of Jacober Creative took place regarding visitors staying in local hotels and those visitors staying with friends and family as well as other areas of the plan.

Meeting went into recess at 7:10 p.m.

Meeting resumed at 7:14 p.m.

Tourism Director Fast also gave an overview of the FY 2019/2020 Budget and the marketing plan was presented.

Commissioner Karukin commented on the marketing plan and the current website.

After a lengthy discussion among the Board members and staff regarding the budget and marketing plan, questions were addressed by staff and the following motion was made.

A motion was made by Vice Chair Lehman to approve the Marketing Plan as presented and move forward with the budget. The motion received a second from Board Member Kesl. All voted in favor.

9. Sponsorship Application – Winter Chamber Music Festival

Tourism Director Fast introduced the item and gave an overview of the festival and the applicant's request for a \$7,000 sponsorship.

Board Member Kesl asked if this sponsorship could be made available to more individuals. He stated that it would be a good statement for it to be available to everyone instead of the limited 50 seats.

Assistant Town Manager Tavares responded to Board Member Kesl's question and stated that the rehearsal of the event is available to everyone and the residents. He stated that they will work with them to see if they can do more.

A motion was made by Vice Chair Lehman to approve the sponsorship application for \$7,000. The motion received a second from Board Member Kesl. All voted in favor.

10. Move December Tourist Board Meeting from December 2 to December 9, 2019.

Assistant Town Manager Tavares requested from the Board to change the November and December meetings due to conflicts with his schedule.

The Board agreed by consensus to move the December 2, 2019 Tourist Board Meeting to December 9, 2019.

11. Next Meeting: Monday, November 4 at 5:30 p.m.

The Board agreed by consensus to move the November 4, 2019 Tourist Board Meeting to November 13, 2019.

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

There were no public speakers.

13. 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 7:59 p.m.

Respectfully submitted:

Accepted this _____ day of _____, 2019

Attest:

Barbara Cohen, Chair

Sandra Novoa, MMC
Town Clerk

TOWN OF SURFSIDE
THIRD THURSDAYS EVENT SERIES



SERIES OVERVIEW

C/S

Overview:

- “Third Thursdays” is a monthly event taking place from January - March that drives traffic to the thriving business district of the Town of Surfside and generates community awareness

Event Theme:

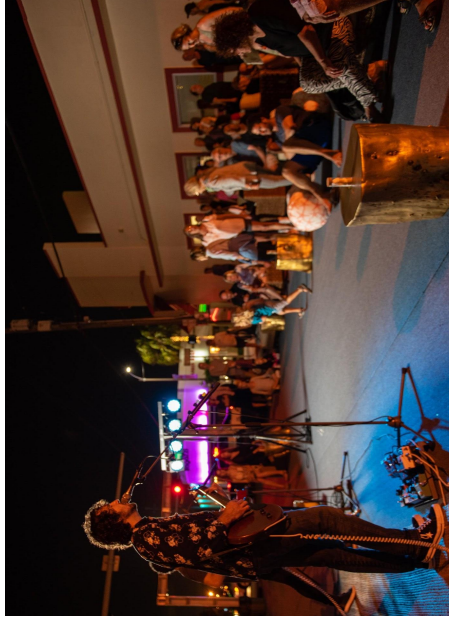
- “Uptown Beachtown” focuses on healthy living, well-being, culture and family fun
- Each month will feature a different theme that is focused around community awareness

Dates:

- Thursday, January 16, 2020
- Thursday, February 20, 2020
- Thursday, March 19, 2020

Event Time:

- 6:00pm – 9:00pm



THIRD THURSDAY SUGGESTED EVENT THEMES & PROGRAMMING

JANUARY

Artisans & Acoustics



- An artisanal market showcasing a variety of handmade products
- A Surfside “DIY” craft will be available as an interactive engagement
- Live acoustic music by Brothers of Others
- Flower bouquets and crowns by Zoomz Bloomz
- Incorporate SurfSide Farmer’s Market vendors

FEBRUARY

Yoga & Wellness Drum Circle



- A yoga class will take place to the sounds of a live drum circle
- Herb and flower planting will be available as an interactive engagement and takeaway
- Essential Oil Activities including educational classes, aromatherapy bar and make & take rollers
- Live Beach Boys cover band or DJ
- Crystal healing & massages by ALIGN

MARCH

Tropical Chalk Walk

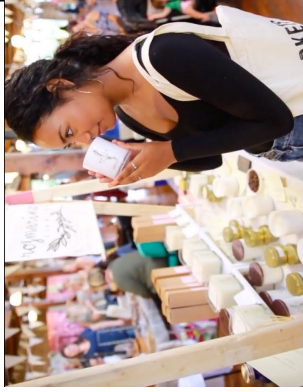


- An overarching tropical theme throughout incorporated into each element
- Large, interactive chalk mural on the street will be the focal point of the engagement
- Live reggae or steel drums
- Jungle Island activation with parrots
- Palm weaving class

EVENT MOOD BOARDS

C/S

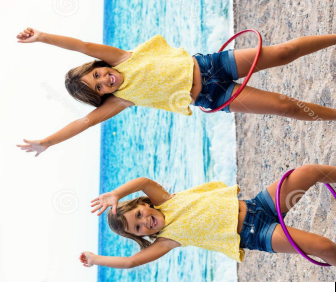
JANUARY



FEBRUARY



MARCH



FOOD & BEVERAGE

C/S

Local Eats:

- Recommend partnering with local restaurant partners for each event to offer samples and/or small bites for sale
- The small pop-ups implemented last year worked well and offered a nice local sampling
- Prospective Partners:
 - Morelia Paletas, ChaiWok, Backyard BBQ + Brew

Beverages:

- Infused water station with branded eco-friendly cups
- Miami Cocktail Sampling (local Ready To Drink wine based spirit)

Sweet Delights:

- Kosher baked goods by Lilly's Baking Company (all events)
- Fresh smoothies or ice cream (for Tropical Chalkwalk)
- Miami Beach Chocolates (all events)



FOOTPRINT DESIGN & FLOORPLAN

FOOTPRINT DESIGN

Flooring, Seating & Decor:

- 40' x 100' black carpet for seating area
- Colorful throw rugs throughout
- (4) furniture groupings with couches, chairs and tables
- Scattered ottomans for additional seating
- Throw pillows and décor items placed around the space
- Plants provided by Town of Surfside Parks & Rec

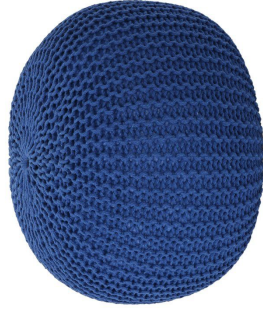
Lighting:

- Bistro Lights will hang over entrance / main seating area
- Uplights placed throughout entire event space for additional lighting

Branding:

- Framed table branding
- Large SURFSIDE letters on display

C/S



LAYOUT

C/S

ZONE 1 - ENGAGEMENT & COMMUNITY AREA:

- Surfside welcome and check in
- Featured activity (Bands and Yoga)
- Lounge area with furniture groupings, tables and decor accents

ZONE 2 - Main Area

- Dedicated space for themed engagement
- Dedicated space for vendors / partners
- Local Food Vendors
- Lilly's Baked Goods
- Hydration Station
- Miami Cocktail
- Picnic Tables for Communal Seating



ZONE 1 NOTES

- 40'x100' carpet will cover the area
- Bistro lights placed over the street

ZONE 2 NOTES

- Additional lighting placed throughout

APPLIED KEY LEARNINGS

THIRD THURSDAY EVENT SERIES
2020 ENHANCEMENTS



COMMUNITY

Community partnerships and
engagement through advance
marketing initiatives



STRATEGIC
PROGRAMMING

Focus on a mix of health & wellness,
music, art, and interactive
components



LOCAL
INTEGRATION

Surfside restaurant and retail partners



FRESH
THEMES

Defined unique themes for each month
that showcase unique programming



THANK YOU

CREATIVE | STATE

**APPLICATIONS MUST BE RECEIVED AT LEAST 4 MONTHS IN ADVANCE OF YOUR
EVENT**

**Please submit 1 electronic copy to LFast@townofsurfsidefl.gov and mail 1 paper copy of your
completed application to:**

**Town of Surfside Tourism Department,
9293 Harding Avenue, Surfside, FL 33154**

INCOMPLETE APPLICATIONS WILL NOT BE CONSIDERED

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INCOMPLETE APPLICATIONS WILL NOT BE CONSIDERED

Date of Event: SUN. FEBRUARY 23rd or SUN. MARCH 1st 2020
Date of Event:
Event: LIVE RADIO PRODUCTION FOR PODCAST
Event:

Grant Type: *(Please check the appropriate box)*

V

V

- ☒ **Tourism Enhancement:** Funds may be used for projects that will enhance the enjoyment of visitors to Surfside and residents, including beautification, service enhancements and amenities. **Complete all sections of the application except Market Plan.**

Applicant/Contact: SALEM K THEATRE CORP.

(The applicant must be familiar with application, authorized to represent the event sponsor and sign contracts)
Federal Tax ID# for 501(c) 3 or SS#:

EIN 26-0329176

Phone: 310 259 9620 Email: salem.o@prodigy.net

In progress

In progress

Alternate Applicant/Contact:

City:
SURFSIDE

State:
FLORIDA

Zip:
33154

Project Summary

Describe the project/event target audience, what will happen, when and where it will occur, how it will be executed, why it will bring visitors to Town, why Tourist Bureau funds are needed, and the extent to which it is unique to Surfside. If this is a Tourism Enhancement grant application, describe the impact to visitors to Surfside and residents, how it promotes and showcases Surfside's cultural, art, historic, and/or environmental resources. Please assume that Tourist Bureau members will not be familiar with the event or project.

(Please limit to 250 words / Attach additional pages if needed)

We are a group of actors who do audio work, The Miami Radio Players. We have worked together for 5 years on Miami Beach. We perform and record original plays as radio productions in front of a live audience. The audience reactions are part of the recording, which are then podcast on www.miami-radio-players.com. We have had the good fortune to perform at the Community Centre, Surfside, for 3 years, where we have built up quite a following. People ask us each year if we are going to do more! From the Tourist Board perspective, it is an unusual and entertaining evening, with a matinee and evening show, and features stories set in the mythical town of Shoreside, on Miami Beach. This can be appealing to visitors looking for something special and different and as such adds to Surfside's cultural reputation.

Number of years this event has been produced:
 Previous Funding granted for the event during the last five years.

Year	Amount Requested	Amount Received
2018	1,200.00	1,200.00
2017	1,200.00	1,200.00

Economic Impact
 Describe the overall impact of the event/project on the Town’s business community
 (200 word limit) Attach Additional Pages if Needed

ADDS TO SURFSIDE'S CULTURAL REPUTATION

Attendance
 Complete the table below:

	FY 15/16		FY 16/17		FY 17/18	
	Proposed	Actual	Proposed	Actual	Proposed	Actual
Attendees			124	100	124	124 +!

Explain how the expected attendance will be calculated. (100 word limit) Attach Additional Pages if Needed

62 seats per show. 2 shows = 124. We had full houses.

Evaluation

Describe how you will know the event/project will be successful.

(200 word limit) Attach Additional Pages if Needed

I JUDGE THE SUCCESS BY THE INCREASE OF INTEREST & ATTENDANCE EACH YEAR. LAST YEAR (2019) WE HAD 2 FULL HOUSES & HAD TO BRING IN EXTRA CHAIRS. I HAVE BEEN ASKED MANY TIMES IF WE INTEND TO DO ANOTHER SHOW NEXT YEAR.

Marketing Plan – Promotional Grant/Sponsorship Requests Only

Please provide a detailed marketing plan. Include all aspects of the marketing plan with estimated number of persons to be reached through the different media buys. Provide an estimate number of contacts for each placement of marketing materials. Include proposed use of Internet Social Media. (250-word limit) Attach Additional Pages if Needed

Event/Project Marketing Budget:

Expense	Proposed FY _____
Media Advertising	Event Date:
Brochures, Posters	
Programs (5000)	
Direct Mail & Postage	
Photo Program	
Public Relation	
Promotional Items	
T-shirts	
Caps	

	<i>Jackets</i>	
	<i>Other</i>	
Web Advertisements		
Miscellaneous (not to exceed %15)		
Total		

Income

Promotional Income: (items such as T-shirts, hats, other event item that are sold to the public)

	\$	\$	\$
	\$	\$	\$
	\$	\$	\$
	\$	\$	\$
	\$	\$	\$
	\$	\$	\$
Total			
Net Total			

Detailed use of Tourism Bureau Funds: Please list all advertising venues with their associated costs.

- **Print Media** *List all publications where advertising will be placed. The majority should be placed outside Surfside to encourage visitation, yet there should be some ads placed locally to encourage extended stay and provide visitors with information about the activity, event or project.*

Request Amount \$ _____

- **Radio/TV Ads** *List all stations where advertising will be placed and total cost. Please make sure ads are placed where visitors from outside Surfside will be made aware of your program/event.*

Request Amount \$ _____

- **Internet/Social Media Advertising** *Please submit event-specific web pages (etc.) as part of the event advertising plan. If web pages are not completed at the time of this application, outline concept.*

Request Amount \$ _____

- Direct mail & packages

Request Amount \$ _____

- Posters

Request Amount \$ _____

- Street Banners (please consider using reusable materials)

Request Amount \$ _____

- Printed Program – promotional use only: Include distribution plans. If advertising is sold, the revenue raised must be deducted from the cost of the brochure.

Net \$ _____ Requested Amount \$ _____

- Professional photographs – Include cost associated with photos for brochures, programs and publicity.

Request Amount \$ _____

- Other

Request Amount \$ _____

Total TB Request _____

All Marketing, broadcast advertising and print media (including brochures, posters, programs and web advertising) must display the Town logo and the tag line, "Sponsored in part by the Town of Surfside Tourist Bureau."

Finances - Profit and Loss:

Operating Expense	
Advertising & Promotion	
Set-up & Clean Up	
Equipment Rental	
Insurance	
Office Expenses Includes tickets	

Salaries	
Miscellaneous Not to exceed 15%	
Other	
Total Expenses	

	Income
Grants / Sponsorships	
Promotional Sales	
Ticket Sales	
Contributions	
In-Kind Contributions	
Other	
Total Income	

Net Profit/Loss	
------------------------	--

Partnerships

Contribution of in-kind and actual costs: Cash and in-kind contributions are important because they show community support. Please list each type of contribution and sponsorship, including cash, food, beverages, services, space, and volunteer hours (value up to \$10/hr).

[illegible]

Total In-Kind Contributions \$

Grants/Sponsorships, Actual and Anticipated:

List all grants/sponsorship, including this grant/sponsorship request.

Letters of commitments for anticipated grants/sponsorships are not necessary.

Grant/Sponsorship Source	Application Date	Award Date	Amount

Total Grants Requested \$ 1500.00

I HEREBY CERTIFY that the information provided herein is true and correct to the best of my knowledge and belief.

PAMELA SALEM
SALEM K THEATRE CORP.

Authorized Applicant- Printed

Pamela Salem

Authorized Signature/Date

We are a group of actors who do audio work, The Miami Radio Players. We have worked together for 5 years on Miami Beach. We perform and record original plays as audio productions in front of a live audience. The audience reactions are part of the recording, which are then podcast on www.miami-radio-players.com. We have had the good fortune to perform at the Community Centre, Surfside, for 3 years, where we have built up quite a following. People ask us each year if we are going to do more! From the Tourist Board perspective, it is an unusual and entertaining evening, with a matinee and evening show, and features stories set in the mythical town of Shoreside, on Miami Beach. This can be appealing to visitors looking for something special and different and as such adds to Surfside's cultural reputation.

SALEM K THEATRE CO.

MIAMI - RADIO-PLAYERS.



JACOB
CREATIVE

Holiday Banners v2

CLIENT

Surfside

PREPARED

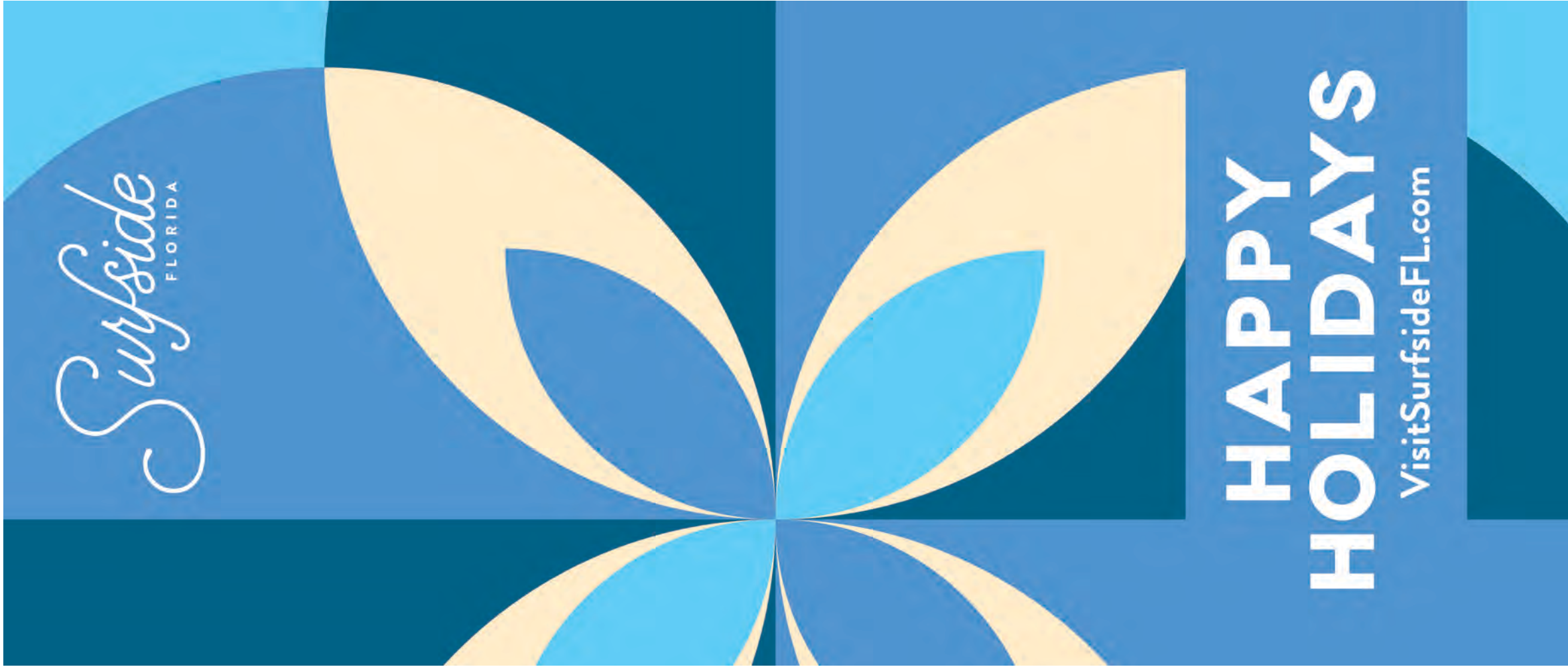
October 30, 2019

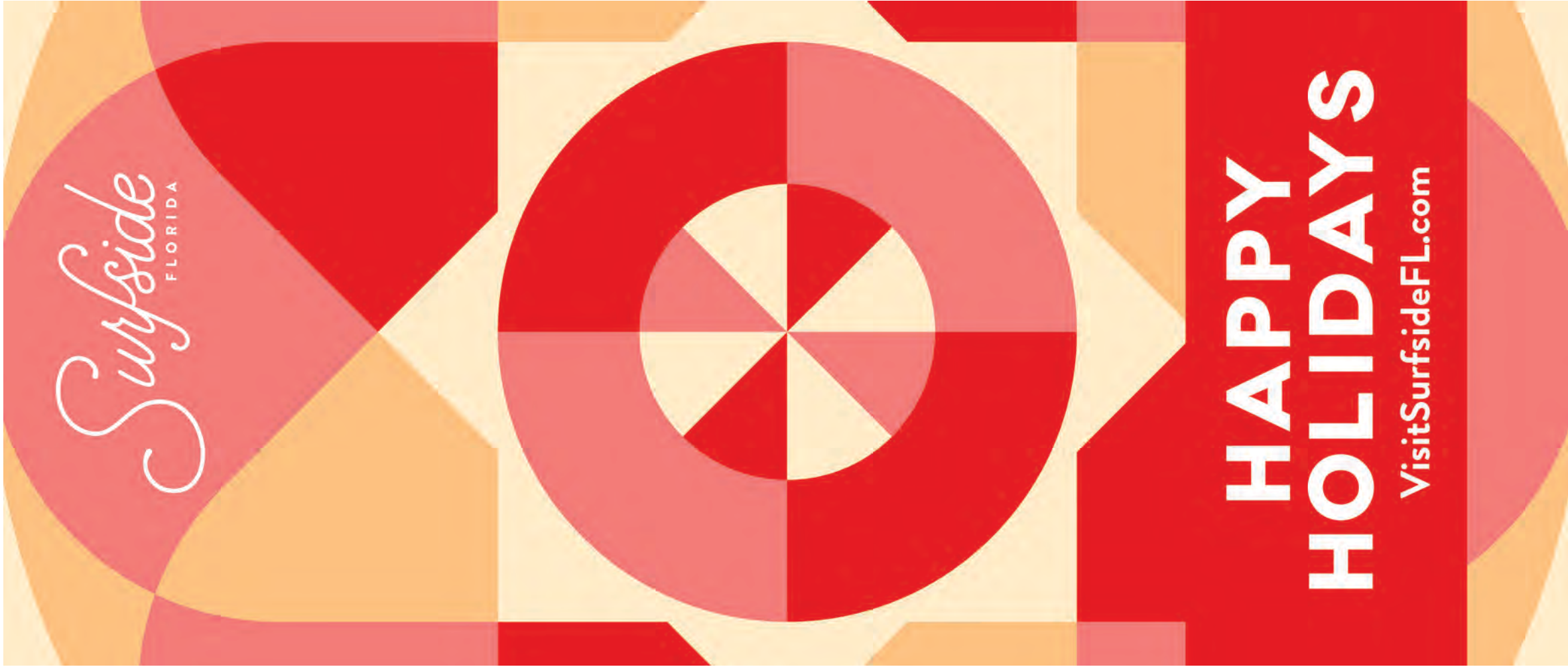


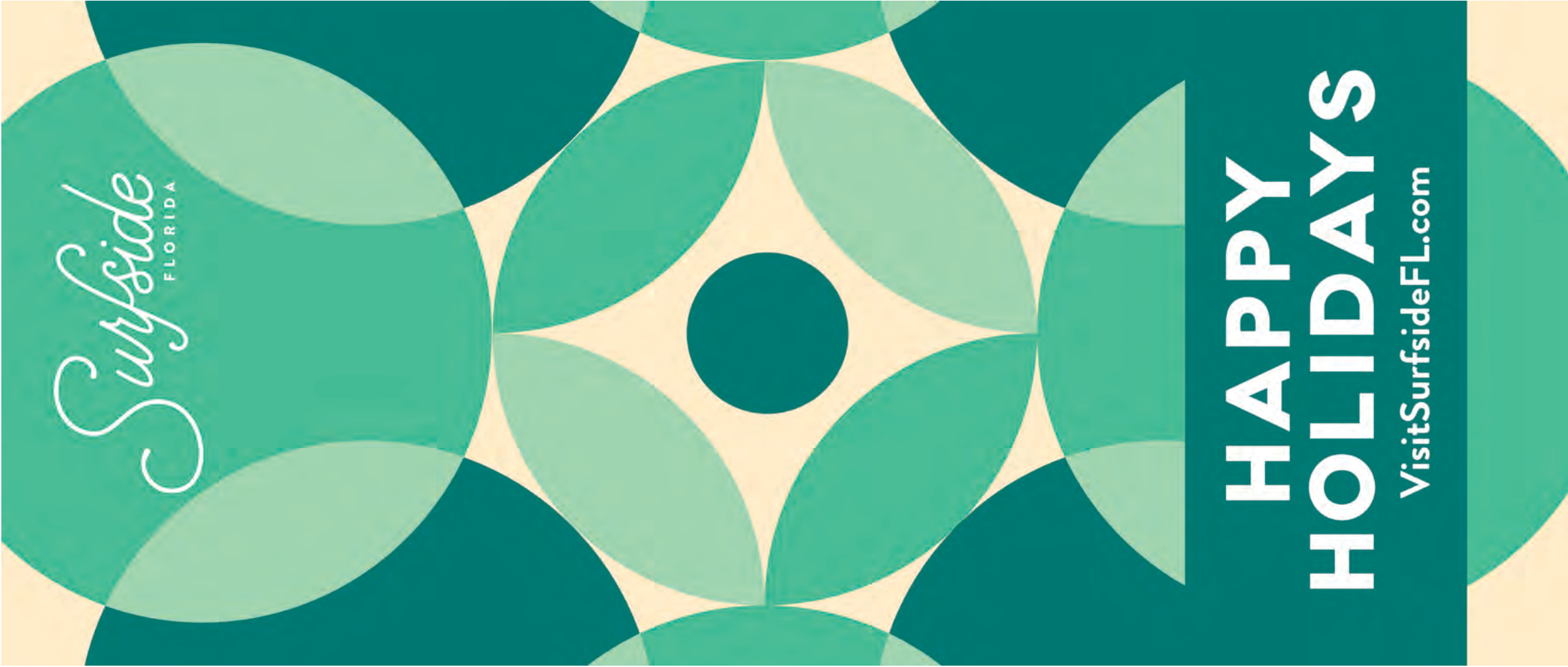














Thank You.

J A C O B E R C R E A T I V E



A F U L L S E R V I C E D E S I G N & M A R K E T I N G F I R M

Graphic Design / Branding / Logos / Websites / Video Development / Content Creation / Social Media