



## **Town of Surfside**

### **TOURIST BOARD MEETING AGENDA**

**February 3, 2020– 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. Nomination and Selection of new Tourist Board Vice-Chair**
- 4. Approval of Meeting Minutes: December 9, 2019**
- 5. Resort Tax Revenue Accounts Receivable Report**

**6. RFP No. 2019-02 Public Relations Services for the Surfside Tourist Bureau.**

*PURSUANT TO SECTION 286.0113(2)(b)1., FLORIDA STATUTES, PORTIONS OF THE MEETING MAY INCLUDE ORAL PRESENTATIONS BY SHORT-LISTED PROPOSERS AND SAID PORTION OF THE MEETING IS EXEMPT FROM SECTION 286.011, FLORIDA STATUTES, AND SECTION 24(b), ART. 1 OF THE STATE CONSTITUTION.*

**Discussion Items:**

- 1. Web and Social Media Marketing, Projections, Assessments, Knowing the Competition, Maximizing ROI – Board Member Charles Kesl**
- 2. Quality Control, Quality Assurance – Board Member Charles Kesl**
- 3. Next Meeting: Monday, March 2, 2020 at 5:30 p.m. Jacober Creative’s First Quarter FY 19/20 Presentation and the Mission/Vision Statement.**
- 4. Public Comment – 3-minute time limit each, please**
- 5. 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**

**December 9, 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 5:32 p.m.

Present: Chair, Barbara Cohen  
Board Member, Charles Kesl  
Board Member Cornelia Samara  
Board Member Neil Goodman (arrived at 5:35 pm)\*

Absent: Vice Chair Jeff Lehman

Also present: Duncan Tavares, Assistant Town Manager  
Lilly Arango, Town Attorney  
Michael Karukin, Town Commission Liaison  
Evelyn Herbello, Deputy Town Clerk  
Frank Trigueros, Marketing and Special Projects  
Coordinator

##### **2. Welcome– Chair Barbara Cohen**

Chair Cohen spoke regarding the resignation of Vice Chair Lehman.

Assistant Town Manager Tavares requested to have an add on item to the agenda regarding Christmas lights from Kurt Stange, Miami Christmas Lights.

A motion was made by Board Member Kesl to approve the add on item of the Holiday Lights, seconded by Board Member Samara. All voted in favor.

\*Board Member Goodman arrived at 5:35 p.m. after the motion was made and voted to add on the item requested by Assistant Town Manager Tavares.

### **3. Approval of Meeting Minutes: November 13, 2019**

A motion was made by Board Member Kesl to approve the November 13, 2019 minutes, seconded by Board Member Samara. All voted in favor.

#### **Discussion Items:**

#### **\*\*1.A - Add on discussion item by Assistant Manager Tavares – Holiday Lights**

Kurt Stange, Miami Christmas Lights discussed the issues of theft the company has been experiencing and another issue with some of the lights not turning on. He also stated the steps they are taking to take care of those issues.

Assistant Manager Tavares stated that a Police Report has been filed following the theft of certain lighting equipment, and staff is working with Mr. Stange to mitigate the issue and help prevent any additional theft.

Board member Kesl asked if there were any issues with the GFIs.

Mr. Stange stated that the missing equipment would soon be replaced and his company is conducting regular checks twice a week.

Board Chair commented on the color of this year's lights and she believed that they were white.

Mr. Stange answered Chair Cohen's questions regarding the color of the lights and the variations of colors.

Board member Kesl also commented on the different variation and temperature of the color of the lights and suggested security solutions.

#### **1. VISIT FLORIDA Tourism Forum – Frank Trigueros, Marketing and Special Projects Coordinator**

Tourist Marketing and Special Events Coordinator Trigueros gave an update on the VISIT Florida Tourism Conference which he attended and the Henry Flagler Award in the Category of the Website/Booking Portal which the Town of Surfside won; he congratulated Jacober Creative for their work on the website.

Tourist Marketing and Special Events Coordinator Trigueros then stated that the Town also won the Bronze Award for their Promotional Materials.

Chair Cohen commented on the Resort Tax Collection and the change in numbers through the years.

Assistant Town Manager Tavares spoke regarding the update on the Resort Tax Collection.

Commissioner Karukin also congratulated the Tourism Department on the amount they have collected and how it assists with the funding of the Community Center.

**2. Marketing Year in Review Presentation – Luisa Jimenez, Jacober Creative**

Luisa Jimenez, Jacober Creative gave a comprehensive presentation of their FY 18/19 Cumulative Marketing Year Plan which recaps all marketing efforts for the past fiscal year.

Chair Cohen thanked Ms. Jimenez for her presentation.

Board member Kesi asked if there is anyone who specializes in communication design and research to ensure industry and market goals are targeted for better effectiveness.

Ms. Jimenez answered Board member Kesi's question noting Jacober Creative's extensive research conducted earlier in the year in support of the Strategic Plan.

Greg Shanase, Jacober Creative, also answered Board member Kesi's questions on his different suggestions and stated that they are always looking at different variables and what would work best when it comes to Pay Per Click (PPC) advertising strategy.

Assistant Town Manager Tavares stated that staff can reach out to neighboring municipalities to see if they can share some of their reports and find out how they present their numbers.

Discussion among the Board and Administrative Staff took place regarding other entities and their reportings.

**3. Public Relations Year in Review Presentation – Claire Kunzman, Anything But Advertising**

Claire Kunzman, Anything But Advertising gave the presentation of their 2018-2019 Public Relations Recap Year in Review.

Board member Kesl commended them for their great work and their presentation.

Board members commented on the presentation.

Ms. Kunzman answered the questions asked by the Board Members on the presentation.

- 4. Tourist Bureau Mission Statement and Vision Statement**– Duncan Tavares, Assistant Town Manager and Frank Trigueros, Marketing and Special Projects Coordinator – Item was deferred at the November 13, 2019 Meeting

*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.*

Assistant Town Manager Tavares spoke regarding the item.

Board member Kesl suggested for the Board to brain storm in the next month and email them to Staff.

Frank stated that he could gather some of the examples and put them in a chart.

Commissioner Karukin asked if they are going to develop language for vision and mission statements to keep in mind to strike the balance of tourism with the quality of life for the residents.

Assistant Town Manager Tavares will give the Board members the deadline to receive the information in order for the Staff to compile.

- 5. User Generated Content (UGC) Platform Update** – Duncan Tavares, Assistant Town Manager and Frank Trigueros, Marketing and Special Projects Coordinator

Frank Trigueros gave an update on the item and the user generated content and how it is being used in our social media posts.

Board member Kesl asked if someone has a problem with an image, how do they report it. He also asked the cost on promotion of posts.

Frank Trigueros answered Board member Kesl’s question noting that staff and the creative agency have authority over which posts are featured and included.

Assistant Town Manager Tavares also answered Board member Kesl's questions.

**6. Downtown Vision Advisory Committee (DVAC) Update - Duncan Tavares, Assistant Town Manager and Frank Trigueros, Marketing and Special Projects Coordinator**

Assistant Town Manager Tavares supplied the Board with an update from DVAC and stated that the liaison was Vice Chair Lehman who resigned. Assistant Town Manager Tavares is requesting someone who would like to become the Tourist Board Liaison to attend the DVAC meetings.

Board Member Kesl asked when they meet.

Assistant Town Manager Tavares stated that they meet the third Thursday of the month and the Committee meets quarterly. He will bring this up again next month in order to give the Board members time to select a Liaison.

Board member Kesl would like the minutes sent to him because he is interested in becoming the Liaison.

Assistant Town Manager Tavares continued discussion DVAC agenda items including the downtown sidewalk refurbishments, and legislation that was proposed to address the condition of current vacancies that would introduce standards for recently vacated properties.

Commissioner Karukin commented on the poor condition of many of the vacant properties in Town.

Assistant Town Manager Tavares commented on addressing the Commission to authorize art in public spaces. He spoke regarding window coverings for vacant window spaces and the possibility of introducing a new aesthetic from the campaign images currently being used. The suggestion made to DVAC was to create a window display that was more of a mural, incorporating arts in public spaces and showed some of the window display examples.

Board member Kesl stated that he likes the design but finds it so different from the current design and is not sure if it would hold up.

Assistant Town Manager Tavares stated that they did consider that when introducing these new aesthetics.

Chair Cohen would like to recommend banners on Collins for additional décor.

Assistant Town Manager Tavares stated that having the banners exclusively on Harding Avenue was a budgetary decision given that it would be considerably more expensive to have them on Collins Avenue as well.

Further discussion took place regarding the banners, designs and times of when the banners should be up continued among the Board and staff.

Assistant Town Manager Tavares stated that he will do the next tourist board review at the next DVAC meeting.

**7. Appointment of Tourist Board Member for Interviews of Prospective Tourism Director Candidates – Duncan Tavares, Assistant Town Manager**

Assistant Town Manager Tavares requested a representative from the Board be appointed to be part of the interview committee for prospective candidates for the position of Tourism Director and gave an update of what it entails.

Chair Cohen nominated herself.

Town Attorney Arango read the Code section mentioning the potential role of a Tourist Board representative in the selection process.

Board member Kesl stated that he was also interested and would nominate himself.

Town Attorney gave the instruction on how to proceed with the selection and explained that if there is no board member selected, the Town Manager would proceed without a representative of the Tourist Board.

A motion was as made by Chair Cohen to nominate herself as the representative. The motion died for lack of a second.

A motion was made by Board member Kesl to nominate himself as the representative. The motion died for lack of a second.

**8. Next Meeting: Monday, January 6, 2020 at 5:30 p.m.**

Chair Cohen advised the Board of the next meeting taking place on January 6, 2020 at 5:30 p.m.



Assistant Manager Tavares explained that Vice Chair Lehman was Vice Mayor Gielchinsky' s appointment and it might be able to be addressed tomorrow and they will send the Vice Mayor the application.

Assistant Manager Tavares went over the 2020 future dates for Tourist Board Meetings as follows and the list will be sent out to the Board members and if they have any conflicts, they can let us know. Send Calendar invite to Cornelia Samala.

January 6, 2020  
February 3, 2020  
March 2, 2020  
April 6, 2020  
May 4, 2020  
June 1, 2020  
July 6, 2020  
August 3, 2020  
September 14, 2020  
October 5, 2020  
November 9, 2020  
December 7, 2020

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

There were no public comments.

**10. Adjournment**

There being no further business to discuss before the Tourist Board, Board member Kesl made a motion to adjourn the meeting, seconded by Board Member Samara. All voted in favor.

The meeting adjourned at 7:49 p.m.

Respectfully submitted:

Accepted this \_\_\_\_\_ day of \_\_\_\_\_, 2020

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

Attest:


\_\_\_\_\_  
Evelyn Herbello  
Deputy Town Clerk



ITEM NO. 6

# MEMORANDUM

**To:** Members of the Tourist Board

**From:** Frank Trigueros, Interim Tourism Director 

**Date:** January 6, 2020

**Subject:** RFP 2019-02 Public Relations Services for the Surfside Tourist Bureau

The Evaluation Committee ("Committee") for RFP 2019-02, Public Relations Services for the Tourist Bureau, met on December 17, 2019 to evaluate the proposals received by the mandatory Bid Opening deadline date of November 25, 2019.

The committee's top three (3) proposals have been invited to present before you at the January 6, 2020 meeting where you will select accordingly.

At the evaluation meeting, responders were assessed on the following categories per the RFP:

- Submission Requirements
- Scope of Services
- Capability and Experience
- Cost Structure
- Project Team

Below are the total points awarded:

- Zapwater 633
- CIIC 598
- Pinzur 585

Please read through the RFP responses for each; you will be asked to take that material into account along with the information in the presentation when making your final determination and selection.

Each Board Member will rank all three (3) proposers based on preference, with #1 indicating the highest desirability. All rankings will be tabulated at the end and the company with the lowest score (indicating highest preference) will be selected.