



Town of Surfside
TOURIST BOARD MEETING
AGENDA

March 2, 2020– 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. Resort Tax Revenue Accounts Receivable Report**
- 4. Approval of Meeting Minutes: February 3, 2020**
- 5. Quarter 1 Marketing Review by Jacober Creative**
- 6. Quarter 1 Anything But Advertising Public Relations Review – Frank Trigueros**

7. Welcoming Carolyn Izzo Integrated Communications – Public Relations Contract, Finalized Scope of Work

Discussion Items:

- 1. New Mission and Vision Statement**
- 2. Web and Social Media Marketing, Projections, Assessments, Knowing the Competition, Maximizing ROI – Board Member Charles Kesl**
- 3. Quality Control, Quality Assurance – Board Member Charles Kesl**
- 4. Sponsorship Application: Farmer’s Market Enhancement – Javier Valmana**
- 5. Next Meeting: Monday, April 6, 2020 at 5:30 p.m.**
- 6. Public Comment – 3-minute time limit each, please**
- 7. 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

February 3, 2020– 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 5:35 p.m.

Present: Chair, Barbara Cohen
Board Member Charles Kesl
Board Member Cornelia Samara
Board Member Neil Goodman
Board Member Lisa Herman

Also present: Duncan Tavares, Assistant Town Manager
Haydee Sera, Town Attorney
Michael Karukin, Town Commission Liaison
Evelyn Herbello, Deputy Town Clerk
Frank Trigueros, Interim Tourism Director

2. Welcome– Chair Barbara Cohen

Chair Cohen introduced new Tourist Board Member Lisa Herman and gave a history of her experience.

Chair Cohen stated that Professor Paul George will be conducting historic tours 2/29, 3/29 5/3, she also thanked the Corps of engineers for the beach renourishment project

Assistant Town Manager Tavares gave a synopsis of the meeting with the RFP presenters and the part of the meeting will not broadcast due to Florida Statutes. He gave the Board instructions on their scoring and deliberation of the selection process.

3. Nomination and Selection of new Tourist Board Vice-Chair

Assistant Town Manager Tavares advised the vacancy was due to former Vice Chair Lehman's resignation.

A motion was made by Board Member Herman to appoint herself as the Tourist Board Vice-Chair. The motion received a second from Board Member Kesl. All voted in favor.

A motion was made by Board Member Kesl to add the item for DVAC Liaison to the agenda. The motion received a second from Vice-Chair Herman. All voted in favor.

A motion was made by Board Member Kesl to appoint himself as the DVAC Liaison representing the Tourist Board. The motion received a second from Vice Chair Herman. All voted in favor.

4. Approval of Meeting Minutes: December 9, 2019

A motion was made by Board Member Vice-Chair Herman to approve the December 9, 2019 minutes, seconded by Board Member Kesl. All voted in favor.

5. Resort Tax Revenue Accounts Receivable Report

Interim Tourism Director Trigueros along with Assistant Town Manager Tavares gave an update of the Resort Tax Revenue Accounts Receivable Report.

Discussion took place regarding short term rentals and compliance.

Assistant Town Manager Tavares answered the Board's questions regarding short term rentals and the Town's Code pertaining to that subject.

Commissioner Karukin advised the Board of the State's preemption and municipalities being able to restrict short term rentals.

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.

The first proposer, Bertha Diaz, Account Supervisor and Holly Sawyer, Managing Director, Zapwater Communication gave their RFP presentation to the Tourism Board.

Zapwater Communications' presentation was followed by a question and answer session by the Tourist Board Members and Tourist Bureau where Ms. Diaz and Ms. Sawyer, addressed and answered questions from the Interim Tourism Director and the Tourist Board.

The second proposer, Amy Sedeno, Executive Director and Partner and Melanie Neff, Account Executive, Carolyn Izzo Integrated Communications (CIIC), gave their presentation to the Tourist Board.

The CIIC Communications presentation was followed by a question and answer session by the Tourist Board Members where Ms. Sedeno and Ms. Neff, addressed and answered questions from the Interim Tourism Director and members of the Tourist Board.

Chair Cohen requested a break at 6:48 p.m.
The meeting resumed at 6:55 p.m.

The third proposer, Rachel Pinzur, President, Pinzur Communications, presented to the Tourist Board.

The Pinzur Communications presentation was followed by a question and answer session by the Tourist Board Members where Ms. Pinzur, Pinzur Communication addressed and answered questions from the Interim Tourism Director and members of the Tourist Board.

The meeting was reopened to live broadcast and the public was able to speak on the item.

There were no individuals signed up to speak on the item.

Assistant Town Manager Tavares gave instructions on the deliberation process and answered the questions from the Tourist Board Members regarding the current contract Pinzur Communications has with the Town of Surfside as Public Information Officer.

The Tourist Board members commenced their deliberations and ranking of the proposers. The following were the rankings.

Board Member Kesl addressed the companies that presented and ranked Zapwater and CIIC and his top choices.

Board Member Samalia stated that everyone did a great presentation and agreed that Zapwater and CIIC have the most experience with destination marketing.

Board Member Goodman also agrees that both Zapwater and CIIC are the top companies with their experience.

Vice-Chair Herman stated that she does like Pinzur Communications because she knows the players and the Town. She likes the fact that she has the contacts and feels that you get lost with big companies but does like ideas and creativity that will catch the media's attention.

Chair Cohen asked if the contract is a 5 year or 3-year-contract and asked when the contract would be ready.

Assistant Town Manager Tavares answered Chair Cohen's question and stated that it is 3-year-contract with renewable terms. He stressed that the selected company will have to deliver on their initiatives from day one.

Town Attorney Sera stated that the contract is prepared and was made part of the RFP and the scope of services must be met as per the RFP.

Assistant Town Manager Tavares stated that staff will try to get a resolution ready for the February 11, 2020 Town Commission Meeting in order for the Commission to approve the Tourist Board's recommendation.

Board Member Kesl ranked CIIC Communication as his first option, Zapwater Communication as his second option and Pinzur Communications as his third option.

Board Member Samara ranked Zapwater Communications as her first option, CIIC Communications as her second option and Pinzur Communications as her third option.

Board Member Goodman ranked Zapwater Communication as his first option, CIIC Communication as his second option and Pinzur Communication as his third option.

Vice-Chair Herman ranked CIIC Communications as her first option, Pinzur Communication as her second option and Zapwater Communication as her third option.

Chair Cohen ranked CIIC Communications as her first option, Zapwater Communication as her second option and Pinzur Communications as her third option.

Assistant Town Manager Tavares and Deputy Town Clerk Herbello reviewed the Tourist Board's ranking sheets and calculated the scores.

Deputy Town Clerk Herbello read the ranking and scores into the record. CIIC Communications received 7 points, Pinzur Communications received 14 points and Zapwater Communications received 9 points. Proposers were ranked in order of preference with number 1 indicating the top choice, therefore the lowest tabulated number indicated the winner.

A motion was made by Vice-Chair Herman to choose CIIC Communications as the Tourist Board Public Relations Firm based on the ranking sheet tabulations. The motion received a second from Board Member Kesl. All voted in favor.

A subsequent motion was made by Board Member Kesl to go with the second choice of the Tourist Board, Zapwater Communications, if CIIC Communications does not meet the requirements of the RFP and Agreement. The motion received a second from Board Member Goodman. All voted in favor.

Discussion Items:

1. Competition, Maximizing ROI – Board Member Charles Kesl

Chair Cohen stated that she did not have an opportunity to review the information provided by Board Member Kesl on this item and requested a motion to defer this item to the March 2, 2020 Tourist Board Meeting.

A motion was made by Board Member Samara to defer this item to the March 2, 2020 Tourist Board Meeting. The motion received a second from Vice Chair Herman. The motion carried with a 4-1 vote with Board Member Kesl voting against.

2. Quality Control, Quality Assurance – Board Member Charles Kesl

Chair Cohen stated that she did not have an opportunity to review the information provided by Board Member Kesl on this item and requested a motion to defer this item to the March 2, 2020 Tourist Board Meeting.

A motion was made by Board Member Samar to defer this item to the March 2, 2020 Tourist Board Meeting. The motion received a second from Vice Chair Herman. The motion carried with a 4-1 vote with Board Member Kesl voting against.

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.

Assistant Town Manager Tavares stated that at the March meeting Jacober Creative would be presenting their FY 19/20 Presentation and the Board would be working on their revised Mission/Vision statement.

Interim Tourism Director Trigueros handed out to the Tourist Board Members information and examples on destination Mission and Vision Statements in order for the Board to bring suggestions for the March 2, 2020 meeting.

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

A motion was made by Board Member Samara to allow Board Member Kesl's guest, Ania Rodriguez from Keylime from Interactive, to speak regarding quality control. The motion received a second from Vice Chair Herman. All voted in favor.

Ania Rodriguez, Keylime Interactive, spoke about quality control and provided recommendations on what the Board should look for in a Public Relations firm.

5. Adjournment

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

The meeting adjourned at 8:09 p.m.

Respectfully submitted:

Accepted this _____ day of _____, 2020

Barbara Cohen, Chair

Attest:

Evelyn Herbello
Deputy Town Clerk



Tourist Bureau Request for Event / Sponsorship

APPLICATIONS MUST BE RECEIVED AT LEAST 4 MONTHS IN ADVANCE OF YOUR EVENT
 Please submit 1 electronic copy to ftrigueros@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

Event: Surfside Farmers Market

Date of Event: Every Sunday

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

Promotional: Funds may be used for events that bring visitors to Town for the purpose of enhancing the economic base of Surfside’s tourism industry, allowing the visitor to experience the many facets of Surfside and promote re-visitation while being consistent with the culture and heritage of Surfside. **Complete all sections of the application.**

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.**

Other: Funds for creative ideas that do not fit either category above but would help promote tourism to Surfside.

Amount Requested:

Applicant/Contact:

(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#:

Address:

City: <input style="width: 90%;" type="text" value="Surfside"/>	State: <input style="width: 90%;" type="text" value="Florida"/>	Zip:	<input style="width: 95%;" type="text" value="33154"/>
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Phone: <input style="width: 95%;" type="text" value="(305) 923-2518"/>	Email: <input style="width: 98%;" type="text" value="official@waveyacaibowls.com"/>
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Website:

Alternate Applicant/Contact:

Address:

City: <input style="width: 95%;" type="text"/>	State: <input style="width: 90%;" type="text"/>	Zip:	<input style="width: 95%;" type="text"/>
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Phone: <input style="width: 95%;" type="text"/>	Email: <input style="width: 98%;" type="text"/>
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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)

The project at hand for which we are in the need of this funding is to enhance Surfside’s weekly farmers market with shaded seating and weekly entertainment through the purchase of chairs/tables and umbrellas along with bringing local artists to play live on a weekly basis. The market takes place every Sunday in the “Shul” lot on 95th St and Collins, it was introduced to our town in September of 2019 and has been running since. Although, the event has had excellent progress, we constantly run into the problem of not having the right conditions setup to keep our visitors, both tourists and residents, in the market for long. We often hear the recurring complain of there not being anywhere to sit to enjoy eating something they recently purchased along with making it unbearable to be there in the hot South Florida weather on a sunny day. This farmers market brings the community together on a weekly basis and provides tourists, which are currently the majority of our visitors, with a Sunday activity in our very own town. Through this enhancement we believe that the outcome will make the market more engaging for our residents and can potentially grow it into a Surfside attraction which gives tourists one more reason to visit our town.

History of Proposed Event *(if applicable)*

Number of years this event has been produced:

Previous Funding granted for the event during the last five years.

Year	Amount Requested	Amount Received
None requested previously.		



Economic Impact

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

This event has an economic impact on our business community by giving tourists another reason to stay in Surfside on Sundays instead of leaving town in the search for a way to spend their Sunday. By staying in town there is a higher probability that they will consume within that day not only in the farmers market, but within the business district as well.

Attendance

Complete the table below:

	FY 15/16		FY 16/17		FY 17/18	
	Proposed	Actual	Proposed	Actual	Proposed	Actual
Attendees						

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

50 to 100 attendees. Visual count.



Evaluation

Describe how you will know the event/project will be successful.
(200-word limit)

Success will be measured by increase in attendance and engagement. Without options for seating and shade, patrons will often depart quickly after purchasing. The goal is to provide some light entertainment in addition to the seating and shade to encourage attendees to stay longer and enjoy the market. This should also increase the chance of repeat purchasing.

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)

The event is currently being promoted through Town channels including weekly eblasts, news column, event listing, the Town Gazette, and it has been previously featured on Visit Surfside’s social media and blog. Any additional enhancements would provide the opportunity to expand promotional efforts.



Event/Project Marketing Budget:

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

Funds will primarily be used to add a seating area with tables and chairs, add shade, add music/entertainment.

Request Amount: \$3,500.

Total TB Request **\$3,500.00**

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 <small>Includes tickets</small>	
Salaries	
Miscellaneous <small>Not to exceed 15%</small>	
Other	
Total Expenses	

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

Net Profit/Loss	
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