



**Town of Surfside**  
**TOURIST BOARD MEETING**  
**AGENDA**

**September 14, 2020– 5:30 p.m.**

**Opening Items:**

- 1. Call to Order/Roll Call**
- 2. Agenda and Order of Business**
- 3. Approval of Meeting Minutes: August 3, 2020**
- 4. Town of Surfside Small Business Assistance Grant Program – Tourism Director Frank Trigueros**
- 5. Visit Surfside Support Local Launch & Next Phase – Tourism Director Frank Trigueros**
- 6. Media and Public Relations – Tourism Director Frank Trigueros and Public Information Officer Rachel Pinzur**

**Discussion Items:**

- 1. Industry Updates**
- 2. Next Meeting: Monday, October 5, 2020 at 5:30 p.m.**
- 3. Public Comment – 3-minute time limit each, please**
- 4. 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**

**August 3, 2020– 5:30 p.m.**

**Opening Items:**

**1. Call to Order/Roll Call**

The meeting was called to order Deputy Town Clerk Herbello at 5:32 p.m.

Present: Board Member Clara Diaz-Leal  
Board Member Lisa Herman  
Board Member Eli Tourgeman  
Board Member Robert Lisman  
Board Member Ian Marovath

Also present: Jason Greene, Interim Town Manager  
Haydee Sera, Town Attorney  
Vice Mayor Tina Paul, Town Commission Liaison  
Town Clerk Sandra N. McCready  
Evelyn Herbello, Deputy Town Clerk  
Frank Trigueros, Interim Tourism Director

**2. Agenda and Order of Business**

**3. Board Member Introductions**

Town staff introduced themselves to the newly appointed Board.

Board Members introduced themselves to Town Staff.

**4. Appointment of Chair and Vice Chair**

A motion was made by Board Member Diaz-Leal to appoint Board Member Herman as Chair of the Tourist Board, seconded by Board Member Tourgeman. All voted in favor.

A motion was made by Board Member Tourgeman to appoint himself as Vice Chair of the Tourist Board, seconded by Board Member Diaz-Leal. All voted in favor.

## **5. Board Functions**

Tourism Director Trigueros along with Town Attorney Sera gave a summary of the Board Member functions.

## **6. Approval of Meeting Minutes: March 2, 2020**

A motion was made by Vice Chair Tourgeman to approve the March 2, 2020 Tourist Board Meeting Minutes, seconded by Chair Herman. All voted in favor.

## **7. Downtown Vision Advisory Committee (DVAC) Liaison Selection**

A motion was made by Vice Chair Tourgeman to appoint Board Member Diaz-Leal as the Downtown Vision Advisory Committee Liaison, seconded by Board Member Mavorah. All voted in favor.

## **8. Visit Surfside Overview 2018 - 2020**

Tourism Director Trigueros gave an overview of work executed over the last two seasons.

Discussion took place among the Board regarding the tourist tourism website and how it was previously managed.

Tourism Director Trigueros stated that the former Visit Surfside website was shut down per the Town Commission's request in April. As is social media content, which he suggested reactivating right away in support of the local businesses.

Board Member Mavorah asked who drafted the content on the former blog.

Tourism Director Trigueros responded saying it was part of the former agency's scope of work.

Board Member Diaz-Leal asked if there is normally an increase in visitation during Spring Break.

Tourism Director Trigueros stated that historically, there is always an increase in visitation during Spring Break given vacations though this year was impacted by coronavirus.

After Tourism Director Trigueros covered the Southern Florida Concierge Association Surfside reception event in 2019, discussion took place and Board Member Diaz-Leal then mentioned the importance of cruise passengers in Greater Miami and the value of attracting them to Surfside in the future.

She asked Tourism Director Trigueros if they were part of the SFCA event and marketing lists. He responded saying he would need to look at the participation list, but agrees that the cruise industry should be a target market for Surfside.

Chair Herman asked if Tourism Director Trigueros is able to move forward with marketing, and website work, PR, social media and blog content with the current resources at his disposal. He assured the Board that he would be taking on those responsibilities in an effort to scale down spending, and hopes to work with the Public Information Officer on the media side.

Vice Mayor Paul asked if the “Something for Everyone” video was produced and also inquired about the resident brochure because she had not seen it.

Tourism Director Trigueros stated yes it was produced and released last year, and that he would send it out along with the resident brochure

Vice Mayor Paul commented on the website redirect also citing some issues and broken links. She stated that there should be a website person designated to fix those issues. She also commented on the shop and dine link.

Tourism Director Trigueros answered Vice Mayor Paul’s questions.

### **State of Tourism and COVID-19**

Tourism Director Trigueros gave an overview of the item and its impact on the tourism industry.

Vice Chair Tourgeman asked how resident programming might be impacted given the reduction in tourism revenue.

Tourism Director Trigueros stated that Resort Tax revenue appears healthy enough not to impact programming. He added that the Tourist Bureau’s budget and spending has been significantly reduced per the Town’s Commission’s direction. They terminated the marketing services contract with Jacober in April.

Board Member Diaz-Leal commented on different things that could be done to move forward to assist businesses while being conscious of what is taking place with COVID and have a process in place. She also commented that mom and pop stores are not in the best position to help themselves.

Tourism Director Trigueros answered Board Member Diaz-Leal’s question and understands that everyone has cabin fever and wants to get out as long as they are taking care of themselves.

Further discussion took place among the Board and staff to determine what is best for the Town and helping the small businesses through drive-by markets.

## **9.**

### **Discussion Items:**

#### **1. Tourism Website**

Tourism Director Trigueros gave an overview of the item.

He covered the old website and discussion then took place regarding the functioning of the Booking Portal and if they worked with hotel systems as well as other platforms.

Vice Mayor Paul stated that she would like to see more visuals on the current Support Local page on the Town website which is powered by Sitefinity.

Tourism Director Trigueros answered the Board and Vice Mayor Paul's questions.

#### **2. Supporting the Business District**

Tourism Director Trigueros gave an overview of the item.

Chair Herman addressed the issues with the website and the main Town website and what the residents are looking for.

Tourism Director Trigueros addressed the comments made by Chair Herman.

Board Member Mavorah raised the idea of shutting down of Harding Avenue for pedestrians.

Tourism Director Trigueros addressed the closing of Harding Avenue which is challenging given the state road designation.

Further discussion took place among the Board, Vice Mayor Paul and staff regarding the business district and outdoor dining adaptations in the wake of COVID-19. The Vice Mayor mentioned challenges with sidewalk expansions crowding pedestrian access.

Discussion took place among the Board regarding businesses doing promotions to jump start and help those businesses. Ideas included drive thru events, themed specials, social media promotions and COVID-conscious activations.

Staff discussed the ideas and suggestions given by the Board members.

Consensus was reached for the Tourist Bureau to move forward and take action to kick start activities that will support businesses, including the creation of a new

Support Local section on the Town website with full listings. Staff will come back at the next meeting with updates and information to activate future ideas.

### **3. Board Ideas, Future Topics**

Tourism Director Trigueros opened up the floor to the Board to introduce new ideas or future topics they would like to discuss.

Lisa Herman suggested getting branded masks to give out to the hotels and see the cost involved.

Tourism Director Trigueros stated that they do not have additional budget for these items, but that he would look into it to see if they could be obtained, nothing they have some giveaways from the last season.

### **4. Next Meeting: Monday, September 14, 2020 at 5:30 p.m.**

Tourism Director Trigueros advised the Board of their next meeting taking place on September 14, 2020 at 5:30 p.m. Consensus was reached by the Board to have the meeting on that date and time.

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

No one from the public signed up to speak.

### **6. Adjournment**

There being no further business to discuss before the Tourist Board, Board Member Vice Chair Tourgeman made a motion to adjourn the meeting at 7:41 p.m., seconded by Chair Herman. All voted in favor.

Respectfully submitted:

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

\_\_\_\_\_  
Lisa Herman, Chair

Attest:

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