



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

**December 7, 2020– 5:30 p.m.**

**Opening Items:**

- 1. Call to Order/Roll Call**
- 2. Agenda and Order of Business**
- 3. Approval of Meeting Minutes: November 9, 2020**
- 4. Resort Tax Collection**
- 5. DVAC Update**
- 6. Digital Enhancement Sessions for Small Businesses**
- 7. Public Relations Plan Update**
- 8. Supporting Local, 2020 Holiday Season**
- 9. Discussion Items:**
  - A. Tourist Board Meeting Dates for 2021**
  - B. Next Meeting: Monday, January 4, 2021 at 5:30 p.m.**
- 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**

**November 9, 2020– 5:30 p.m.**

**Opening Items:**

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

The meeting was called to order by Chair Herman at 5:34 p.m.

Present: Chair Lisa Herman  
Vice Chair Eli Tourgeman  
Board Member Robert Lisman  
Board Member Ian Marovath

Absent: Board Member Clara Diaz-Leal

Also present: Vice Mayor Tina Paul  
Mitch Bierman, Town Attorney  
Evelyn Herbello, Deputy Town Clerk  
Frank Trigueros, Interim Tourism Director

**2. Agenda and Order of Business**

**3. Approval of Meeting Minutes: October 5, 2020**

A motion was made by Vice Chair Tourgeman to approve the October 5, 2020 Tourist Board Meeting Minutes, seconded by Chair Herman. The motion carried with a 4-0 vote with Board Member Diaz-Leal.

**4. Resort Tax Collection**

Tourism Manager Trigueros requested this item to be deferred to the next meeting in order to finalize the information needed.

Vice Chair Tourgeman asked why there is always a delay in the hotels paying the Resort Tax fees since those funds have been collected already from their guests.

Tourism Manager Frank Trigueros stated that the 2% food and drink tax is paid by the hotel separately after the guest checks out and the 4% accommodation fee

does not actually funnel into the Town's account immediately. He stated he would give the Board members the actual amounts collected next week.

## **5. Holiday Lights 2020 Season**

Tourism Manager Trigueros gave an update on the holiday lights and stated that he sent the Board members the different banner design options. He went over the presentation with the different banner and light options that the Town Commission agreed upon.

Chair Herman asked when the banners would be installed.

Tourism Manager Trigueros stated that they are finalizing the details with the new vendors but most likely sometime next week.

Board Member Mavorah asked what was the rationale of doing the lights year-round.

Tourism Manager Trigueros stated having the lights all year round provided a cost savings and the merchants like the permanent lighting because it brings more light to their business. He spoke regarding the quality of the lights and what was decided by the Town Commission which was to try the permanent options and have it enhanced by the holiday lights on the monument signs and the banners.

Vice Chair Tourgeman asked if they have the ability to turn off the lights or are they on some type of schedule especially during the summer time.

Tourism Manager Frank Trigueros stated that they are controlled by the Public Works Department, and they can be adjusted seasonally.

Vice Mayor Paul stated that she asked the same question and it would be good to turn it off at certain times and turn them back during the holidays. She stated that is the reason they kept the monument sign lighting as well.

Vice Chair Tourgeman spoke regarding the lights in the past in comparison with Bal Harbour and it is a very dramatic feel when you get into Surfside. He stated that having it on all the time would lose its luster but agrees with having the lights. He likes the banners with the bright colors.

Tourism Manager Trigueros stated that having them turned on during some times and off on others could be something they can look into. He stated that he will speak with the Downtown Vision Advisory Committee (DVAC) and possibly sending a survey out to see how the business owners feels.

Chair Herman stated that the lights are a great idea and great for the tourists. She stated that she likes the banner options from Pinzur but her only change would be enlarging the word Surfside. She also suggested a banner at the top and bottom of the website to promote "Surfside".

Board Member Lisman stated to be cautious on the light temperatures.

Tourism Director Frank Trigueros stated that they will be looking at that as well and if it does not work out they will look at other options.

## **6. Holiday Banners 2020 Season**

Tourism Director Trigueros gave an update of the holiday banners.

Board Member Mavorah stated what he liked with last year's banners is that they are non-religious. He spoke regarding the new design and asked if they can use a more subtle design because all he sees are Christmas trees in this design. He stated last year's banners are less religious and more festive.

Tourism Manager Frank Trigueros addressed the comment made by Board Member Mavorah and stated that they had a short window of time this year with Pinzur and stated they can substitute the Christmas tree with something else like last year's option.

Board Member Mavorah asked if they could replace the smaller trees with either palm trees or turtles.

Further discussion took place among the Board members regarding the different banner designs and they provided some options to the current design.

Rachel Pinzur addressed the comments and suggestions made by the Board Members regarding the design and the opportunities to make changes or go with last year's design.

Board Member Lisman stated that the design overall is taking a step back from the modern approach and the neutrality from last year and stated the colors are hard to look at and not matching the brand identity of Surfside.

Vice Mayor Paul stated that she liked last year's banners. She stated that the blue one you can see the word Surfside better. She agrees that the word Surfside needs to be bigger and if they can improve last years with how Surfside looks.

Board Member Lisman gave suggestions on last year's design to make Surfside more prominent.

Further discussion took place among the Board Members on changes to last year's design.

Tourism Manager Trigueros stated that he will request the working file from Jacober and make those changes to the design.

A motion was made by Vice Chair Tourgeman to have the three-color banners from last year and make changes to have the name "Surfside" more prominent, place the "Surfside" word on the bottom, happy holidays on the top and have Rachel Pinzur come back with some design ideas, seconded by Board Member Mavorah. The motion carried with a 4-0 vote with Board Member Diaz-Leal absent.

A motion was made by Vice Chair Tourgeman to approve the \$2,294.00 expenditure for a eco-friendly banners, seconded by Chair Herman. The motion carried with a 4-0 vote with Board Member Diaz-Leal absent.

## **7. Support Local Update**

Tourism Manager Frank Trigueros gave an update of the item and the approval of the grant program that was approved through the CARES Act. He stated that the final amount will be \$105,000 and the check should be coming soon. He stated that they are working on the communication aspect with the businesses and the application deadline in December.

Rachel Pinzur spoke regarding the promotional aspect in promoting the CARES Act application and its deadline.

## **8. Media Visit: Chilean Press**

Tourism Manager Frank Trigueros gave an update of the item and spoke regarding the Chilean press, the networking and gave a recap presentation to the Board. He stated that he would need approval from the Board in order to have the funding for the media visit and it would be below \$1,500 in order to market the Town of Surfside to the international market.

Board Member Lisman stated that this type of initiative is very effective.

Board Member Mavorah stated that he agrees with this initiative as well.

Chair Herman asked if Rachel Pinzur will be helping with this.

Tourism Manager Frank Trigueros stated that yes, she would be assisting with this initiative.

A motion was made by Chair Herman to approve expenditure of \$1,500 for the Chilean media visit, seconded by Board Member Lisman. The motion carried with a 4-0 vote with Board Member Diaz-Leal absent.

## **9. Tourism Public Relations & Media Activities**

Rachel Pinzur gave an update and a synopsis of her experience with Surfside and the work she has done in the past. She also provided a PowerPoint presentation. She stated that within the next year they will need to be creative to determine what makes Surfside different from everyone else while still staying safe throughout this pandemic. She also suggested to create a type of master series with an executive chef and shop owners for the tourists but also the residents.

Vice Chair Tourgeman stated that he would like to have Surfside promoted as an eco-friendly town. He would like to have incorporated keeping Surfside clean.

Rachel Pinzur addressed the comments made by Vice Chair Tourgeman and spoke regarding the eco-friendly campaign that they are working on.

Further discussion among the Board and Rachel Pinzur took place regarding different campaigns, enhancing the Community Center programs and packages available in selling the destination to the residents and the tourists.

Board Member Mavorah asked regarding if there are any plans on targeting staycations and getting people here through local publications and influencers.

Rachel Pinzur answered Board Member Mavorah's question and stated that they are going to be looking at the market for staycations.

Tourism Manager Frank Trigueros stated that an environmentally conscious campaign will be highlighted as much as possible. He asked for a vote to approve the ecofriendly material option for the holiday street banners, which is \$2,294 instead of \$2,194.

Consensus was reached by the Board Members to move forward with the holiday street banners.

Vice Chair Tourgeman left the meeting at 7:00 p.m.

## **10. Discussion Items:**

### **A. Board Follow Ups: Turtle Sculptures, Instagrammable Spot, Beach Cleanup & More**

Tourism Manager Frank Trigueros gave an update of the items. He also gave an update on the paddleboard and kayak launch.

Vice Mayor Paul stated that she has an item on the agenda for the kayak launch and she suggested to have a survey to determine where the residents would like to have the launch.

Chair Herman asked the reasoning why there could not be a kayak launch at the street ends.

Vice Mayor Paul stated that they have to build a dock with the correct permission from the State and it would not be ideal at the street ends and spoke regarding possibly purchasing a piece of property to be able to build a dock and kayak launch.

Tourism Manager Trigueros gave an update on the turtle walk sculptures and gave a presentation on the cost, which was approximately around \$1,200 for each fiberglass sculpture without any decoration.

Tourism Manager Trigueros mentioned that an additional turtle sculpture could be used as a potential “Instagrammable” spot. He showed examples of Instagrammable spots at other destinations such as a hashtag bench in Ibiza to illustrate examples.

Board Member Mavorah asked if they are replacing all the turtles or one turtle.

Tourism Director Frank Trigueros stated that the Board had asked about possibly adding more turtles and different signs, and lighting or other alternative options. No turtle sculptures are set to be replaced.

**B. Next Meeting: Monday, December 7, 2020 at 5:30 p.m.**

Tourism Director Frank Trigueros advised the Board members of the next meeting date being December 7, 2020 at 5:30 p.m.

Town Attorney Bierman explained that the Governor’s order of virtual meetings expired but some municipalities have issued their own emergency orders to continue with zoom or hybrid meetings.

Consensus was reached in agreement to hold the next meeting on December 7, 2020 at 5:30 p.m. via zoom.

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

There were no public speakers.

## 12. Adjournment

There being no further business to discuss before the Tourist Board, Board Member Mavorah made a motion to adjourn the meeting at 7:12 p.m., seconded by Chair Herman. The motion carried with a 3-0 vote with Board Member Diaz-Leal and Vice Chair Tourgeman absent.

Respectfully submitted:

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

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

Attest:

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