



Town of Surfside
TOURIST BOARD MEETING
AGENDA

February 1, 2021– 5:30 p.m.

Opening Items:

- 1. Call to Order/Roll Call**
- 2. Agenda and Order of Business**
- 3. Approval of Meeting Minutes: January 4, 2021**
- 4. Resort Tax Collection**
- 5. Aeythr Agency: Recovery Plan Consideration - Turtle Walk Downtown Passport Campaign**
- 6. Public Relations Media Budget**
- 7. Discussion Items:**
 - A. Destination Recovery Marketing Plan**
 - B. Next Meeting: Monday, March 1, 2021 at 5:30 p.m.**
- 8. Public Comment – 3-minute time limit each, please**
- 9. 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

January 4, 2021– 5:30 p.m.

Opening Items:

1. Call to Order/Roll Call

The meeting was called to order by Chair Herman at 5:32 p.m.

Present: Chair Lisa Herman
Vice Chair Eli Tourgeman
Board Member Ian Mavorah
Board Member Clara Diaz-Leal
Board Member Robert Lisman

Also present: Vice Mayor Tina Paul
Haydee Sera, Town Attorney
Andrew Hyatt, Town Manager
Evelyn Herbello, Deputy Town Clerk
Frank Trigueros, Tourism Manager

2. Agenda and Order of Business

3. Approval of Meeting Minutes: December 7, 2020

A motion was made by Vice Chair Tourgeman to approve the December 7, 2020 Tourist Board Meeting Minutes, seconded by Board Member Diaz-Leal. The motion carried with a 5-0 vote.

4. Resort Tax Collection

Tourism Manager Trigueros gave an update and stated that the last payments are being reconciled and he would have the report tomorrow and the amount collected is approximately \$2.5 million dollars. He stated that the Finance Department is finalizing the report.

5. DVAC Update

Tourism Manager Trigueros gave an update on previous meetings which included a recommendation to put together a downtown survey gauging attitudes towards the district. The final version is to be approved by the DVAC Chair prior to circulation with the assistance of Pinzur Communications after January 15, 2021. He also spoke about offering new parking incentives to alleviate vehicular congestion in the district. He stated that they will have a separate meeting with the Chair this week to discuss the issue. Art in public places was also mentioned, including the previous DVAC committee's efforts to recommend that the Town Commission work on an ordinance allowing public art to be displayed in Town. He spoke about a separate art initiative to set up a temporary art display at some of the vacant storefronts instead of installing up a traditional window covering.

Chair Herman asked if the sidewalk project included adding more turtles.

Tourism Manager Trigueros stated it was just more of the infrastructure and look of the sidewalk itself. He noted that additional Turtle Walk sculptures would be included for the Board's consideration in next month's marketing recovery plan draft.

Chair Herman asked about new openings and closures in the business district.

Tourism Manager Trigueros stated that there are a few openings on the horizon including a potential pet-grooming business.

Board Member Diaz-Leal asked if Orange Theory was still considering opening up.

Tourism Manager Trigueros stated that Orange Theory fitness opportunity fell through given the pandemic.

6. Public Relations Media Budget

Tourism Manager Trigueros introduced Rachel Pinzur and gave an update on the public relations portion of the tourism side and pitching surrounding Valentine's Day. He stated that they need a media budget to be able to pay for hosting journalists and media experiences in order to showcase Town businesses.

Rachel Pinzur gave an update on her media pitching and what is needed moving forward to promote Surfside as a family-friendly destination. She gave a rundown of the media opportunities currently interested in visiting Surfside. She stated that they need a budget to be able to accomplish this.

Tourism Manager Trigueros stated that they are looking to see how the Board feels regarding having a budget of approximately \$1,500 monthly in order to get this accomplished which still has to go before the Commission for approval.

Chair Herman asked what funds are left over from the events budget.

Tourism Manager Trigueros stated that those funds are solely for events and that any unused budget would be directed towards different events since that line item was already approved. The funding being requested is for marketing efforts and has to go before the Commission for approval.

Vice Chair Tourgeman recommended that the media budget be put into a presentation format and that it be presented back to the Tourist Board before presenting it to the Commission.

Chair Herman stated that she understands the need for a media budget and that some hotels will comp rooms, but others might not. She added that \$1,500 is not a lot to propose.

Board Member Diaz-Leal agreed with Vice Chair Tourgeman stating that it is best to be as specific as possible when approaching the Town Commission with the funding request and try and detail exactly what the \$1,500 will be used for.

Rachel Pinzur addressed the comments made by Board Member Diaz-Leal and Vice Chair Tourgeman and stated she will look at the breakdown from previous and what they will need in order to provide visiting journalists and influencers a well-rounded experience.

Tourism Manager Trigueros stated that it will be a bit tough to come up with the exact amount given that it depends on the media visit and what the partners want to comp or not. Media expenditures for a visit can vary widely and cannot be predicted months ahead of time since it depends on the media itinerary, which is different for each visit.

Chair Herman recommended coming up with a monthly amount for the time being even though every visit will be different.

Vice Mayor Paul stated that the \$1,500 a month comes to \$18,000 a year and believes it is better to present the annual figure in order to increase approval chances by the Town Commission.

Board Member Mavorah stated that if the budget is in line with past financial budgets and is reasonable, that he agrees with investment as long as the media considered is the appropriate target. He agrees that it is best to present the annual amount.

Board Member Lisman asked if there is a scenario that can be outlined that totaled that amount in the past.

Rachel Pinzur clarified with allotting an annual budget because there might be months that you use less and, in the summer, you might want to do a bigger push for the businesses. She spoke regarding possibly having a discretionary fund to go before the Commission. She spoke about vetting each journalist that comes in and see their past work.

The Board came to consensus of having an annual budget instead of a monthly budget and for Pinzur and Tourism Manager Trigueros to come back at the next meeting with the budget pitch in a presentation format.

7. Surfside Farmer's Market Sponsorship Request

Tourism Manager Trigueros gave an update on bringing back the Farmer's Market which was on hold due to COVID-19. Last year, the previous Tourist Board awarded market organizer Javier Valmana the same sponsorship amount he is requesting this year, \$3,000.

Javier Valmana introduced himself and requested the \$3,000 scholarship in order to add sanitation stations, signage and other enhancements, so that attendees are aware of all safety regulations and also more comfortable given the addition of tables and umbrellas.

Chair Herman asked if they purchased the tables and chairs last year.

Javier Valmana stated that they did, but had to return them due to COVID-19.

Tourism Manager Trigueros spoke regarding the location of the market.

Vice Chair Tourgeman is in favor of the scholarship, but believes that due the pandemic he does not believe it is the right time.

Board Member Diaz-Leal stated that anything outside seems to be doing pretty well and those individuals that do not want to be sitting this might be a good place for them to go and believes it might be better and bigger.

Chair Herman asked if there is a list of vendors that are willing to come back.

Javier Valmana commented on the different vendors that they had previously and some new vendors as well. He stated that it is a good idea to bring the market back since other markets in other areas are now reopen.

The following member from the public spoke:

Jeff Rose spoke regarding bringing back the food trucks as well while following the Miami-Dade County procedures.

Discussion took place regarding the exact location of the farmer's market and outdoor activities as well as the concern with spacing and a large enough area to accommodate the vendors.

Javier Valmana addressed the comments made by the Board members regarding the accommodations and spacing that entails crowds.

Board Member Diaz-Leal stated that they can place tape in order to have social distancing.

Vice Chair Tourgeman asked if some of the money can go to making signage to make sure everyone is keeping social distancing.

Vice Mayor Paul spoke regarding her experience with the Farmer's Market last year and the issue was the heat and that is why Javier Valmana requested the umbrellas which will help the comfort for the people attending and is fine with the tables as long as social distancing is observed.

Chair Herman asked Tourism Manager Trigueros if there are any signs that Javier Valmana use.

Tourism Manager Trigueros stated that he will work with Javier Valmana on signage.

A motion was made by Vice Chair Tourgeman to approve the \$3,000 scholarship to Javier Valmana and his Farmer's Market, seconded by Chair Herman. The motion carried with a 4-1 vote with Board Member Lisman voting in opposition.

8. Discussion Items:

A. Destination Recovery Marketing Plan Ideas

Tourism Manager Trigueros gave an update and stated that there will be a new Communications Director that will start on January 11, 2021 and she is very well versed in the area and savvy in business district. He stated he will share the recovery plan ideas with her prior to presenting at the next meeting.

Tourism Manager Trigueros gave a recap of some of the different ideas the Board Members suggested for the plan over the past few months:

- Chair Lisa Herman: Contests to increase community social media engagement; Paddletopia or kayak launch event.
- Vice Chair Eli Tourgeman: Promote Surfside as an environmentally conscious destination; produce print educational materials on maintaining beaches clean, turtle lighting.
- Clara Diaz-Leal: Diversify visitor profile; increase exposure in new markets; wellness angle.
- Ian Mavorah: Increase exposure for staycations and local market; leverage Surfside success stories like Jessica's from Serendipity; cruise stayovers (post COVID-19) Ian contests – community engagement.
- Robert Lisman: Native advertising. Experiential marketing. Will be reconnecting with Zac from the Aethyr agency to consider potential Turtle Walk downtown district passport idea.

Vice Chair Tourgeman asked regarding a pamphlet/brochure to educate the community and visitors on keeping the beaches clean and best practices for turtle lighting. Tourism Manager Trigueros responded that he has it in mind and will be discussing it with the new Communications Director starting next week.

Board Member Mavorah commented on contests, offering a recommendation to have residents submit ideas for next year's holiday banners.

Tourism Manager Trigueros stated that they will look into considering implementing the following year.

Vice Chair Tourgeman spoke regarding bringing some of the merchants to have an unofficial DVAC member.

Tourism Manager Trigueros stated that the Charter does not allow that but they could put together some type of outreach campaign to have more involvement in meetings from the business owners and hotels.

Vice Chair Tourgeman asked for that Charter stipulation to be looked into and does not believe that is accurate. He would like to recommend to go to the Commission to have some business individuals on the Board.

Town Clerk McCready stated that there should be a motion to have business owners as part of the DVAC. She reiterated what the resolution mentioned of the composition of the Committee approved by the Commission.

Tourism Manager Trigueros stated that they do have a business owner on DVAC, Chair Marianne Meischeid who is the manager at Pampaloni Silver.

Board Member Diaz-Leal stated that the issues were that many business owners were appointed to the committee in the past and never showed up to the meetings subsequently having to be removed.

Assistant Town Attorney Sera stated that Tourism Manager Trigueros was referring to DVAC Charter not the Town Charter. The motion is that the Town Commission to amend the DVAC Charter to provide that the Committee shall consist of five (5) voting members that are Surfside residents or business owners or operators. The Town Commission previously ruled that all Board and Committee members must be Surfside residents, no exceptions.

Vice Chair Tourgeman stated that he would like more than five (5) members on this committee and there should be an outreach done to encourage the business owners to participate.

Vice Mayor Paul asked Vice Chair Tourgeman if he believes it should be a Town Manager's Committee.

Vice Chair Tourgeman stated that he does believe it should go back to the Town Manager and be one of his committees.

A motion was made by Vice Chair Tourgeman to go to the Commission to amend the Downtown Vision Advisory Committee Charter to provide that the Committee shall consist of five (5) voting members that are surfside residents or business owners or operators. The motion died for lack of a second.

Tourism Manager Trigueros stated that they will do some outreach and put something together to have more participants at the March 2021 DVAC meeting.

B. Next Meeting: Monday, February 1, 2021 at 5:30 p.m.

Tourism Manager Trigueros advised the Board members of the next meeting date being February 1, 2021 at 5:30 p.m.

Consensus by the Board to hold the next meeting on February 1, 2021 at 5:30 p.m. via zoom.

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

There were no public speakers.

10. Adjournment

There being no further business to discuss before the Tourist Board, Vice Chair Tourgeman made a motion to adjourn the meeting at 6:52 p.m., seconded by Chair Lisman. The motion carried with a 5-0 vote.

Respectfully submitted:

Accepted this _____ day of _____, 2021.

Lisa Herman, Chair

Attest:

Evelyn Herbello
Deputy Town Clerk

RESORT TAX REPORT - PARTIALLY THROUGH DECEMBER 2020

COLLECTIONS			
	FY 2020/21	FY 2019/20	% change YOY
2% FOOD/BEVERAGE			
	\$ 136,351	\$ 244,595	-44%
4% ROOM/BOARD TAX			
	\$ 335,748	\$ 617,493	-46%
4% SHORT TERM RENTAL TAX			
	\$ 988	\$ 5,690	-82%

NOTE: Most restaurants and hotels have not yet posted December payments. The Finance Department is following up with those businesses. Annual percentage differential is expected to reduce once all payments are in.