



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

**April 5, 2021– 5:30 p.m.**

**Opening Items:**

- 1. Call to Order/Roll Call**
- 2. Agenda and Order of Business**
- 3. Approval of Meeting Minutes: March 1, 2021**
- 4. Resort Tax Collection**
- 5. Aeythr Agency: Turtle Walk Downtown Passport Campaign**
- 6. DVAC Update: Downtown Survey Results & More**
- 7. Public Relations Update**
- 8. Live Webcam**
- 9. Discussion Items:**
  - A. Beach Responsibility Pamphlet**
  - B. Next Meeting: Monday, May 3, 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**

**March 1, 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 Robert Lisman

Absent: Board Member Clara Diaz-Leal

Also present: Vice Mayor Tina Paul  
Haydee Sera, Town Attorney  
Andrew Hyatt, Town Manager  
Evelyn Herbello, Deputy Town Clerk  
Malarie Dauginikas, Community Services & Public  
Communications Director  
Frank Trigueros, Tourism Manager

**1. Agenda and Order of Business**

Chair Herman advised the Board that the new iteration of the Farmer's Market will be starting back on March 7, 2021.

Chair Herman also spoke about the temporary art display at 9501 Harding Avenue, stating that the feedback has been very positive.

Tourism Manager Trigueros introduced Malarie Dauginikas as the new Community Services & Public Communications Director.

Community Services & Public Communications Director Dauginikas introduced herself and gave the Board a history of her background.

## **2. Approval of Meeting Minutes: January 4, 2021**

A motion was made by Vice Chair Tourgeman to approve the January 4, 2021 Tourist Board Meeting Minutes, seconded by Board Member Mavorah. The motion carried with a 4-0 vote with Board Member Diaz-Leal absent.

Vice Chair Tourgeman commended Deputy Town Clerk Herbello for the way she does the minutes and the accuracy of the information.

## **3. Resort Tax Collection**

Tourism Manager Trigueros gave an update of the Resort Tax Collection for Q1 FY 2020-2021 and how it compares to previous years. He commented on the shrinking comparison differential percentage indicating that even though COVID was around during this time, things are moving in the right direction and the destination looks forward to a more active spring.

Vice Chair Tourgeman stated that the numbers are evolving positively despite the pandemic's impact.

## **4. Aeythr Agency: Recovery Plan Consideration - Turtle Walk Downtown Passport Campaign**

Tourism Manager Trigueros gave an update and introduced the item.

Chair Herman asked if this has anything to do with the public relations item from before and if it has to go through an RFP process.

Tourism Manager Trigueros stated it does not have anything to do with the previous public relations item. He stated that this agency has experience in working with similar campaigns and it is a separate pitch being presented to them. He stated that it does not need to go through the RFP process given the amount proposed.

Chair Herman asked to address this item once the representatives from Aeythr have logged into the meeting.

Tourism Manager Trigueros advised the Board that the representatives were not able to attend tonight's meeting and he will see if they can come to the next meeting.

## **5. Public Relations Media Budget**

Tourism Manager Trigueros gave an update and introduced Rachel Pinzur from Pinzur Group.

Rachel Pinzur, Pinzur Group, gave a presentation and follow-up to a previous meeting and looked at a media hosting budget across the board including meals, airfare, entertainment etc. She covered past media visits and showed a couple of examples before going over the proposed amount for this year's budget.

Vice Chair Tourgeman asked if there are any possibilities of negotiating hosting fees like with the Four Seasons, as well as a special cost with the restaurants since they are promoting the businesses. He stated that a special rate was customary in the past.

Rachel Pinzur answered Vice Chair Tourgeman's question and noted that the rates displayed are substantially lower than what is typically paid by a regular tourist. As far as the restaurants, due to the pandemic, she recommends paying the restaurants given that they have already suffered great revenue loss this past year. She stated that they might be able to go back to renegotiate with some of the hotels.

Tourism Manager Trigueros stated that in terms of the rates of the hotels, they do try to obtain the best rate possible each time around. Rates are not set in stone; they vary from opportunity to opportunity. The Town makes every possible attempt to secure the best deal. He spoke specifically about the Four Seasons and its popularity, adding that since it is not a very large hotel, it does not have any difficulty filling rooms and therefore it can afford to be extra selective with media rates and opportunities.

Rachel Pinzur stated that their goal is to stretch the budget as much as possible and they are working with the market.

Vice Chair Tourgeman asked how many restaurants in Surfside.

Tourism Manager Trigueros stated that there are approximately 30 restaurants in Surfside.

Vice Chair Tourgeman asked out of the 30 restaurants are there any that would host this event.

Rachel Pinzur spoke regarding past visits and they would like to share the love by using different restaurants and there are some that are more willing and responsive than others.

Tourism Manager Trigueros advised the Board that there will be a Budget Amendment going before the Town Commission next week bring the recommendation to the Commission and get the budget approved.

## 6. Discussion Items:

### A. Destination Recovery Marketing Plan

Tourism Manager Trigueros gave an update and presentation to the Board. He started the presentation covering an environmental responsibility initiative to produce educational pamphlets and information letting the community know how we feel about beach respect in Surfside and best practices to keep it clean. Also covered was a welcome kit with sustainable items for new homeowners in Surfside. He stated that they are proposing \$6,000 for the branded items.

Vice Chair Tourgeman stated that he is fine with the educational materials and believes it will be a worthwhile expenditure. He is hesitant with the welcome gifts and does not believe spending \$6,000 but maybe lower that budget. He spoke regarding placing the eco-friendly pamphlet in the water bill.

Tourism Manager Trigueros stated that they do not necessarily have to spend the full \$6,000.

Chair Herman asked if any of the restaurants could throw in some incentives in the welcome gift such as coupons.

Tourism Manager Trigueros stated that would be a good idea and he will speak with the restaurants and businesses once the kit is ready.

Tourism Manager Trigueros showed a presentation on the different branded materials.

Board Member Mavorah asked if this is for every resident and open up a new account.

Tourism Manager Trigueros stated that it would be with each new resident and when they open up a new account.

Tourism Manager Trigueros presented the Community Engagement and Destination Enhancements section using visual content. Proposed initiatives include Instagrammable spots, a new turtle fiberglass statue and more. He stated that anything placed on the path must meet all the wind restrictions per Miami Dade County Code. The budget for the new turtle is tentatively estimated at \$4,000 which factors in the sculpture plus potential decoration.

Vice Chair Tourgeman stated that they could approach Bay Harbor Elementary School for the children to decorate and paint the turtle.

Tourism Manager Trigueros continued with the presentation which proposed \$8,000 for video and photography. This would be to ensure that Surfside businesses have proper assets for digital listings. Another initiative presented included create a new, more visually-appealing template for a tourism newsletter/eblast.

Board Member Lisman asked what platform is used to send out the emails and will they make a template that is able to be updated. He stated that they should look into the other platforms.

Tourism Manager Trigueros stated the platform used is Sitefinity; however, they have also looked at others including Mail Chimp and Constant Contact. The goal would be to increase partner participation and incentivize them with a new platform where they can share some of their specials.

Board Member Mavorah asked if this is only for smaller businesses and suggested also obtaining drone photography.

Tourism Manager Trigueros addressed the question from Board Member Mavorah and will look into drone photography.

Tourism Manager Trigueros continued with the presentation and webcams. He spoke regarding the Farmer's Market summer enhancement budget of \$3,000.

The conversation evolved into other ideas with Board Member Lisman suggesting possibly having a webcam to capture a turtle hatching.

Chair Herman stated that is a great idea, the hard part is finding the nest and figure out how to place the camera.

Tourism Manager Trigueros stated that they would contact Code Compliance to determine the restrictions when it comes to the nests.

Tourism Manager Trigueros spoke regarding virtual trade shows and the suggested budgets and that most of the trade shows are taking place virtually.

Tourism Manager Trigueros summarized the item, initiatives and budget comparison from 2019/2020 and 2020/2021.

Chair Herman expressed support for the turtle fiberglass sculpture budget noting that she would like to see more sculptures.

Vice Chair Tourgeman asked as they go through the budget and past initiatives, how do they know that the operators and owners of these

businesses are aware of the efforts and how can we know that they are informed.

Tourism Manager Trigueros stated that staff would look at which initiatives could possibly be executed first, then they would reach out to the businesses to inform them of potential opportunities they could take part in.

Board Member Lisman asked who would take care of the creative process moving forward.

Tourism Manager Trigueros stated that Malarie will be taking over these duties given her experience with media and graphic design.

Board Member Mavorah commented on people not adhering to the rules of mask wearing along Harding Avenue which could impact tourism.

Tourism Manager Trigueros addressed the comments made by Board Member Mavorah and that the administration has looked at this and the Police Department is addressing this issue and are handing out masks.

Vice Mayor Paul advised the Board what the Town has been doing in regards to enforcing mask wearing, capacity restrictions in the businesses. She stated that if we have branded masks to give out at the Farmer's Market could be included in this proposal.

Board Member Mavorah stated that anything would be helpful and he would like for business owners to provide masks to unmasked customers as they enter the premises.

Vice Chair Tourgeman stated that the initiative that the Police Department along with the Town Manager when they stood on 95<sup>th</sup> Street, they would tell those that were not wearing masks to put them on and it worked. He would like to see that again. He stated that he noticed that most people disregard the masks when walking on Harding Avenue and would like to see an official enforcement again because it does work. He spoke regarding the idea that Vice Mayor Paul suggested of branded face masks to give away.

Board Member Lisman commented on some education they could do and stated that there is a lot of confusion with the mandate and some are not aware of the mandate and that is why many are disregarding the mask mandate. He stated that he agrees with Board Member Mavorah's suggestion of giving the businesses free masks to give to their customers who are not wearing.

Vice Mayor Paul also stated that they spoke with Senator Pizzo regarding this and that he stated that he was sending boxes of masks to the Town and

maybe they could give some of those masks to the businesses/restaurants to give out to their customers.

Tourism Manager Trigueros stated that at the Farmer's Market they will have regular masks to give out since due to the time restraints they will not have time to get branded masks.

Chair Herman commented that at one point the Police Department handed out the shark design masks to the community earlier in the pandemic.

Further discussion took place among the Board Members regarding different possible branded masks and where that budget would come from.

Tourism Manager Trigueros addressed the question regarding where the funding would come from for the branding masks.

Chair Herman asked if they are still holding off on events.

Tourism Manager Trigueros stated that they are holding off on events for right now.

Vice Chair Tourgeman asked regarding the new budget and it goes through the end of FY in September and asked what is the projected Tourism Tax collection.

Tourism Manager Trigueros stated that he will get with the Finance team to get the accurate amount and feels comfortable that they can cover this budget.

Vice Chair Tourgeman asked Tourism Manager Trigueros besides events what is missing in this new budget.

Tourism Manager Trigueros addressed the question by Vice Chair Tourgeman and having an inhouse staff member that is able to do a lot of the things needed that were done by an outside vendor helps in savings.

A motion was made by Vice Chair Tourgeman to recommend approval of the budget and budget amendment to the Town Commission for their approval, seconded by Board Member Mavorah. The motion carried with a 4-0 vote with Board Member Diaz-Leal absent.

**B. Next Meeting: Monday, April 5, 2021 at 5:30 p.m.**

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

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

There were no public speakers.

**8. Adjournment**

There being no further business to discuss before the Tourist Board, Vice Chair Tourgeman made a motion to adjourn the meeting at 6:49 p.m., seconded by Board Member Lisman. The motion carried with a 3-0 vote with Vice Chair Tourgeman and Board Member Diaz-Leal absent.

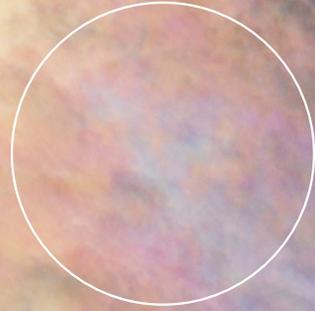
Respectfully submitted:

Accepted this \_\_\_\_\_ day of \_\_\_\_\_, 2021.

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

Attest:

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



ÆTHYR

SURFSIDE

01.15.2021

ÆTHYR

## **SURFSIDE TOURIST BOARD**

01.15.2021

Thanks for considering **Aethyr** to plan and execute a tourism marketing campaign to promote the town of **Surfside** to residents and tourists. Call us biased, but our driven team of creatives, hands-on approach, and passion for great brands, design, and experiences put **Aethyr** a cut above the rest - if we may be so bold. The following outlines our estimated initial project outline, timeline and pricing. Please let us know if you have any questions.

We look forward to hearing from you!

Thanks

Zac Courtney



# PROJECT SUMMARY

---

## Challenge

---

Drive revenue to Surfside businesses through digital and out-of-home marketing campaign(s). Increase engagement with the Turtle Walk and incentivize tourists and Surfside residents to explore all the Surfside has to offer.

The marketing campaign will be aligned with Surfside's brand and community standards to ensure the family friendly perception is maintained.

---

## Solution

---

Respecting the current time and need for social distancing; AETHYR will conceptualize experiences and incentives to increase attendance and average spend at Surfside hotels & restaurants.

AETHYR will work hotel and restaurant partners to unlock relevant and meaningful incentives to add value to the experience and promote exploration throughout all of Surfside's local treasures.

---

## Table of Contents

---

[About Aethyr](#)

[Branding & Content](#)

[Partnerships](#)

[Promotion](#)

[Implementation](#)

[Fees & Timeline](#)

## ABOUT

Based out of New York, Miami and Los Angeles, **Aethyr Creative** began as a collective of young creatives united by a shared love for great design, experiences, and brands. Hailing from a diverse blend of backgrounds that range from advertising and design to journalism and event orchestration, the team at Aethyr strikes a unique balance between seasoned experience and fresh, innovative ideas.

## PHILOSOPHY

**Iridescence:** n. an optical phenomenon of surfaces in which hue changes with the angle of observation and the angle of illumination.

You don't have to reinvent the wheel every time you need a great solution. Sometimes, it's all about changing your perspective. Shining the light at a slightly different angle. Adjusting the lens until a new picture comes into focus. Aethyr isn't about safe projections and tested campaigns. We're not about coloring within the lines and keeping ideas inside the envelope. We're about tweaking, tinkering, shifting and shaping. We mold the formless into the fantastic. Transform something vapid into something visionary. We rework and refine, and we try to keep things interesting. Iridescent.

**We're not about coloring  
within the lines and  
keeping ideas inside the  
envelope.**

# SCOPE OF WORK

## BRANDING & CONTENT

Aethyr will conceptualize, design, and execute a branded marketing campaign for **Surfside** recovery initiatives to maintain cohesive branding and messaging across all promotional channels and for all target demographics. Campaign guidelines will be created to ensure the initiative is scalable through out multiple markets to increase the radius of regional tourism.

Aethyr will utilize the campaign guidelines to produce promotional assets for public relations, digital media, brand partnerships, and influencer endorsements. Through an iterative process Aethyr will implement the campaign assets through out all available advertising channels approved by **Surfside**. The goal of the brand marketing efforts are to generate awareness and 'buzz' about the experience(s) for viral success.

---

### Phase 1: Branding & Content

#### Deliverables

- Research
  - Target Market Analysis
  - Target Audience Analysis
  - Identify Promotional Assets
  - Identify Brand Extensions
- Brand Marketing Strategy
  - Advertising Channels
  - Influencer/Celeb Endorsements
  - Public Relations (editorial)
  - Brand Partnerships
- Branding & Content
  - Name of Campaign
  - Logo
  - Tagline & Hashtag
  - Photography of the sculptures
  - Promotional Materials: Flyer(s), Schedule, Passport, Stickers, Social assets, website assets

---

#### Brand Guidelines EXAMPLES:

- NAPP'S Ice Cream [HERE](#) - New Brand Creation
- Hotel Triton [HERE](#) - Pre-existing Brand Refresh

#### Social Media EXAMPLE:

- The Well [HERE](#)
- NAPP'S Ice Cream [HERE](#)

#### Website EXAMPLE:

- NAPP'S Ice Cream [HERE](#)
- NGHTMRE [HERE](#)

# SCOPE OF WORK PARTNERSHIPS

Aethyr will liaison with all participating properties to properly catalog and promote the incentives throughout the campaign. Through an iterative process we will create an inventory of opportunities for participating properties to offer guests.

The campaign will give each property autonomy in the incentive structure they offer to residents and tourists to ensure the best customer experience. Aethyr will liaison with local business leaders to optimize return on investments and help integrate the new advertising style to support the current times.

Aethyr will strive to forge a direct connection between the local businesses and consumers. The hospitality community will be able to continue the relationships made with new customers during our campaign years into the future.

---

## Phase 2: Partnerships

### Deliverables

- Outreach
  - Connect with each property to outline goals and level of participation
  - Create inventory of consumer experiences with each property.
  - Campaigns Targeting Key Markets (Regional)
  - Produce Brand Extensions
- Liaison
  - Weekly/Monthly Progress Calls
  - Experience Audit
  - Coordinate influencer and celebrity endorsements

---

### Target Hotels:

- Four Seasons at Surfclub
- Residence Inn by Marriot
- Grand Beach Hotel
- Bluegreen Vacations Solara

---

### Target Restaurants:

- All Listed in [Surfside](#)

# SCOPE OF WORK PROMOTION

AETHYR & Surfside will promote multiple experiences and touch-points through-out Surfside to increase resident and tourist engagement using public art to add value to private businesses.

Sea Turtle sculptures will act as a digital passport stamp using hashtags Surfside will be able to aggregate all of the posts and incentive participants to visit hotels and restaurants around Surfside for premium experiences. Participating properties will offer value added experiences to tourists and residents engaging with the turtle sculptures.

AETHYR will leverage a network of influencers to post the hashtag campaign on their own social media channels to garner resident & tourist engagements at Surfside businesses. We will match the influencers to the best participating property and coordinate a premium experience that the influencer can share digitally.

---

## Phase 3: Promotion

### Deliverables

- Media Strategy for PR Agency
- Flyers & banners at participating businesses & municipal spaces
- Micro-Site for Campaign to aggregate all press, social engagements, and list a directory of participating businesses.
- Social Media Promotion and Community Engagement @VisitSurfside (IG & FB)
- Mailer at residential condos and houses (Passports?)
- Influencer Engagements

---

### Celebrity Media Endorsements EXAMPLES:

- Rebel Wilson x Daily Mail for NAPP'S Ice Cream [HERE](#) - AETHYR Gifted Product to Rebel
- Will Smith x People Mag for Auberge Resorts [HERE](#) - AETHYR Secured trip for Will Smith
- Leo DiCaprio x Page Six for Interprospekt [HERE](#) - AETHYR Coordinated showing to Leo

---

### Activation EXAMPLES:

- Surfrider x 1 Hotel South Beach - Earth Day [HERE](#)
- Wynwood Walls x Nike - Shoe Launch [HERE](#)
- COYO Taco x Mini Cooper - Super Bowl Lounge [HERE](#)

# DIGITAL PASSPORT IMPLEMENTATION SUMMARY

## Step 1: Photo Guidelines & Rules:

- Publish rules, incentives, and content on micro-site; for example **SurfsideTurtleWalk.com**
  - Alternatively, we can create a tab on TownofSurfsideFL.com Website.
- Post banners and flyers in close proximity to each turtle, participating properties, and municipal spaces with QR code to scan for more information.
  - QR Code will redirect participants to micro-site.
- Illustrate Entire Process through graphic design & photos to break-down language barriers.

## Step 2: Communicate to Participants & Partners:

- Using a hashtag tracker; aggregate all qualifying posts to the micro-site and share on Surfside social media channels.
- Message Participants notifying them of incentives:
  - Buy X Get Y and/or % Discount
  - Date/Family/Pet Packages
  - Exclusive Experiences: Chef's Table, Pool/Beach Service, Turtle Hatch/Education (Non-Profit Participation)
- Notify Properties of active participants (24 Hours to redeem, duration of IG Story).

## Step 3: Redeem Incentive:

- Identify point-of-contact at each participating property.
- Participant to show point-of-contact Instagram or Facebook story for verification.
- Provide rain-check if participants cannot redeem incentive due to property capacity or bandwidth.
- After incentive has been redeemed; point of contact encouraged to offer residents follow up incentive for repeat business.
- Tourists can participate as guests for one-time participation
- Sign Up Surfside residents to become repeat users on stamps/points system:
  - Number of Turtles Photographed
  - Number of Properties Visited
  - Most Engaging Posts
  - Most Creative Photographs
  - Themed Challenges

## FEES, TEAM & TIMELINE

### Fees - Fixed

- Phase 1: Campaign Design: **\$5,000**
  - Phase 2 & 3: Campaign Management: **\$3,000/Month**
  - Phase 3: Influencer Outreach **\$3,000/Month + Barter**
- TOTAL for 4 Month Project = **\$16,000 (\$1,000 Discount)**  
TOTAL for 6 Month Project = **\$24,000 (\$5,000 Discount)**

### Fees - Production

- Photography: TBD
- Printing: TBD
- Web Dev: TBD

### Timeline -

- **Phase 1: Branding & Design:** 1 Month
- **Phase 2: Partnerships:** 2 Months
- **Phase 3: Promotion:** 1-3 Months

Role	Description	Quantity
<b>Creative Director</b>	Conceptualize and Design All Brand & Campaign Assets	1
<b>Project Manager</b>	Outreach and liaison with Private Businesses and Tourism Board	1
<b>Influencer Manager</b>	Outreach and Liaison with all influencers	1



THANK YOU



ÆTHYR