



Town of Surfside
TOURIST BOARD MEETING
AGENDA

May 3, 2021– 5:30 p.m.

Opening Items:

- 1. Call to Order/Roll Call**
- 2. Agenda and Order of Business**
- 3. Approval of Meeting Minutes: April 5, 2021**
- 4. Resort Tax Collection**
- 5. Proposed FY 2021/22 Marketing & Events Budget**
- 6. GMCVB Canada Virtual Sales Mission**
- 7. Town's 86th Anniversary Activation**
- 8. Welcome Bag for New Residents**
- 9. Public Relations Update**
- 10. Discussion Items:**
 - A. Next Meeting: Monday, June 7, 2021 at 5:30 p.m.**
- 11. Public Comment – 3-minute time limit each, please**
- 12. 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**

April 5, 2021– 5:30 p.m.

Opening Items:

1. Call to Order/Roll Call

The meeting was called to order by Chair Herman at 5:33 p.m.

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

Absent: Board Member Ian Mavorah

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

2. Agenda and Order of Business

Chair Herman commented on the Farmer's Market and asked everyone to come out and support the Farmer's Market.

3. Approval of Meeting Minutes: March 1, 2021

A motion was made by Vice Chair Tourgeman to approve the March 1, 2021 Tourist Board Meeting Minutes, seconded by Board Member Lisman. The motion carried with a 4-0 vote with Board Member Mavorah absent.

4. Resort Tax Collection

Tourism Manager Trigueros gave an update on the first five months of the current fiscal year (October – February), noting decreases in the percentage differentials versus the previous year.

Vice Chair Tourgeman asked about hotel numbers and occupancy.

Tourism Manager Trigueros added that all three of the Town's main hotels have been almost at capacity in recent months given strong domestic travel.

5. Aeythr Agency: Turtle Walk Downtown Passport Campaign

Tourism Manager Trigueros introduced the item and the Aeythr Agency representative.

Zac Courtney, Aeythr Creative Agency, introduced himself and gave an overview of his company and began walking the Board through his Turtle Walk Passport campaign idea.

Vice Chair Tourgeman intervened adding that this may be in conflict with the Uptown Beachtown branding, and if that would be going away.

Mr. Courtney stated that any existing branding could be integrated into the campaign.

Tourism Manager Trigueros stated that this campaign is separate and specific to the downtown district, and that it would not replace current branding. He also noted Uptown Beachtown has not been used over the past year given mixed feelings by the Town Commission. The goal of this project is to increase social media engagement via selfie campaign while driving traffic to downtown businesses.

Board Member Lisman stated that purpose of branding is to create and maintain an identity, and that this project would not to interfere with that. This is a targeted project with specific goals in mind that can leverage Surfside's angle as a family-friendly destination.

The Uptown Beachtown discussion continued with Board Member Diaz-Leal adding that she liked the premise behind the campaign, but wondered if Town staff would be able to keep the project going, and how the process would work between internal staff and contractors.

Mr. Courtney responded to the questions and comments made by the Board members and continued through the presentation adding visual branding would

be very important in onboarding the businesses. He noted the campaign would target hotels and restaurants, but wondered about additional businesses.

Board Member Diaz-Leal stated that it would be a good idea to add other businesses like retail, salons, services and have inclusivity.

Vice Mayor Paul asked the Board to be mindful when presenting ideas involving influencers to the Town Commission because they could potentially be problematic, citing some examples from the past like the VIP section at the First Fridays events a few years ago with invited influencers.

Board Member Diaz-Leal stated that influencers can be properly vetted for followers, campaign, and to ensure that they will promote Surfside effectively to identified target audiences.

Board Member Lisman agreed with her comment,

Chair Herman asked Tourism Manager Trigueros if he thought this could be successful given that historically, Surfside businesses have not always been so responsive in providing offers and content for marketing campaigns.

Tourism Manager Trigueros stated that indeed that has been the case; however, some businesses do participate and that if Zac can get strong participation numbers and offers from all of the businesses, that this could indeed be a big success. However, he also added that the Board should consider that the Town Commission currently very little desire to approve any spending on contractors, and that was expressed at the recent Budget Workshop. He added that travel and business traffic is picking up organically as we move through the pandemic.

Chair Herman spoke regarding the selfie campaign and how this idea could help incentivize that. Item discussion continued.

Tourism Manager Trigueros stated that if this item is approved it would have to go before the Town Commission for funding approval.

Mr. Courtney spoke regarding the specifics in activating the selfie and offers via QR code (or similar) at the Turtle Walk statues.

Town Attorney Sera stated that the legal team would need to look into the artist agreement to see whether the sculptures can be modified in any way.

A motion was made by Board Member Diaz-Leal to move forward and present to the Town Commission and bring forth an agreement for Mr. Courtney's, company, Aethyr Agency, based on the proposal for four months (\$16,000) with the possibility to extend. It was seconded by Board Member Lisman. The motion carried with a 3-1 vote with Vice Chair Tourgeman voting in opposition and Board Member Mavorah absent.

6. DVAC Update: Downtown Survey Results & More

Malarie gave the update, walking the Board through the survey results and its findings.

Tourism Manager Trigueros stated that they will compile the information and share it with businesses and property owners.

Vice Chair Tourgeman asked how they put the idea into motion and make a difference, for example by widening the sidewalks along Harding Avenue.

Malarie addressed the comment made by Vice Chair Tourgeman noting that DVAC made that recommendation at their March 18 meeting.

The following individual from the public spoke:
Jeff Rose.

Vice Chair Tourgeman stated that he agreed with Mr. Rose's comments and suggestions of having the Tourist Board reinforce DVAC's recommendations to the Town Commission on downtown walkability, which could be a major-scale, lengthy project. He added that George Kousoulas presented two interesting ideas during the DVAC meeting to limit parallel parking on Harding to gain extra space for sidewalk cafes.

Vice Chair Tourgeman stated that it is important to support the idea given the walkability challenges downtown. He requested that Tourism Manager share Mr. Kousoulas recommendations with the Board.

A motion was made by Vice Chair Tourgeman for to support the DVAC recommendation on walkability, and for the Town Commission to consider Mr. Kousoulas' recommendations. It was seconded by Chair Herman. The motion carried with a 3-0 vote with Board Member Diaz-Leal and Board Member Mavorah absent.

7. Public Relations Update

Rachel Pinzur gave a presentation on the public relations update walking them through a number of different journalists who are interested in visiting Surfside over the coming months.

No discussion from the Board.

8. Live Webcam

Tourism Director Trigueros gave a verbal update on the live destination webcam noting that he has approached the Bluegreen Soalara Surfside resort for potential placement at their property. It is located on 88th and Collins and would showcase the Town's quiet, southern shore beautifully. They liked the idea and are running it by the corporate office.

Board Member Lisman stated that the spot is an excellent suggestion adding that he lives close by and knows the views well.

9. Discussion Items:

A. Beach Responsibility Pamphlet

Tourism Director Trigueros presented the draft pamphlet requested by the Board. It features artwork by the 2021 Anti-Litter campaign contest winner and information on keeping beaches clean, and best practices for turtle safety.

Vice Mayor Paul asked if this is done in conjunction with Fish and Wildlife. Tourism Manager stated that all the information has been vetted and taken from reputable sources.

Vice Chair Tourgeman asked about the layout. Tourism Manager responded that it would be a tri-fold.

Vice Mayor Paul requested staff add mention of the importance of smoothing out the sand after building castles or making any holes, as these can be perilous hurdles for new hatchlings. The Board liked the design and execution and had no further comments.

B. Next Meeting: Monday, May X, 2021 at 5:30 p.m.

Consensus was reached by the Board to hold the next meeting at May 3, 2021 at 5:30 p.m.

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

There were no public speakers.

11. Adjournment

There being no further business to discuss before the Tourist Board, Vice Chair Tourgeman made a motion to adjourn the meeting at 7:11 p.m., seconded by Chair Herman. The motion carried with a 3-0 vote with Board Member Diaz-Leal and Board Member Mavorah absent.

Respectfully submitted:

Accepted this _____ day of _____, 2021.

Lisa Herman, Chair

Attest:

Evelyn Herbello
Deputy Town Clerk



TOURIST BOARD MEETING MAY 3, 2021

New Businesses Coming Soon:

- 9486 Harding Ave. - PB&B! (Juices)
- 9509 Harding Ave. – Sushi restaurant
- 9491 Harding Ave. - Neya Restaurant (Thai)
- 9555 Harding Ave. - Tepanyaki concept
- 9471 Harding Ave. - Kosherland expansion
- 9463 Harding Ave. - Fialkoff's Express (Pizza)

***New* Openings**

- 9573 Harding Ave. – Miamira Jewelers
- 9553 Harding Ave. – Yerry's Dry Cleaners

***New* Vacancies**

- 9526 Harding Ave. (formerly Esmell Salon)

Additional Vacancies

- 9588 Harding Ave.
- 9599 Harding Ave.
- 9531 Harding Ave.
- 9501 Harding Ave.
- 262 96th Street
- 9441 Harding Ave.

RESORT TAX REPORT		
(Peak Winter: Jan. - Feb.)		
Collections		
2020	2021	% change YOY
2% FOOD/BEVERAGE		
\$ 211,370	\$ 214,036	1%
4% ROOM/BOARD TAX		
\$ 780,809	\$ 677, 617	-13%
4% SHORT TERM RENTAL TAX		
\$ 5,692	\$ 1,869	-67%



MEMORANDUM

ITEM NO. 5

To: Members of the Tourist Board

From: Frank Trigueros, Tourism Manager

Date: April 26, 2021

Subject: Proposed FY 2021/22 Marketing & Special Events Budget

The following memorandum includes an outline for each of the items Town staff is presenting as the proposed marketing and special events budget for FY 2021/22. This is subject to change following input from members of the Tourist Board.

After only holding two events (Third Thursdays January and February) in FY 19/20 and canceling all special events in F 20/21 due to the pandemic, the Administration anticipates being able to hold all planned events this next fiscal year as long as it is deemed safe to do so.

Town staff recommends increasing the events budget substantially in order to offer the most fun and engaging events possible for our residents and visitors given the long break. Special events also act as marketing platforms and present great opportunities for content creation and activations. The proposed budget also includes funding for two potentially new events.

Community Parks & Recreation events like 4th of July, Family Fun Day and the Spooktacular, although managed by that department, are also budgeted from this account.

The marketing budget has been significantly streamlined compared to two seasons ago. The largest line item is for the new Visit Surfside website. The destination is in need of a new, more visually dynamic website after the former tourism website was closed at the Town Commission's direction.

Budget Guide:

Promotional Activities – Special Events

- Third Thursdays: \$73,000 proposed (additional \$12,000 versus other years) for three of the Town's popular block-party series – January through March. This event presents great participation opportunities for downtown businesses. The enhanced budget will give the Board the chance to activate one of the most memorable event series to date, with additional funds available for special activations, entertainment, furniture/décor etc.
- First Fridays: This summer beach event series has been on hold for several years following the beach renourishment project, and it has also been impacted by the pandemic. An additional \$10,000 is proposed for three summer events.
- Paddletopia: Two-day event in May. Important for our health/wellness demographic. Additional \$5,000 proposed.
- *NEW* ArtWalk-like Event: \$15,000. Activation of art event in December leveraging Art Basel. This concept would remove all window coverings from vacant businesses and replace them with temporary art displays from local and Miami artists. It would also tie-in special offers from Surfside shops.
- *NEW* Immersive, Experiential Event: \$25,000 proposed to make a splash with a big experiential event with an eco-friendly or conservation angle. The event concept and idea could be modified or changed if it is the will of the Board.
- Surfside Walking Tours: \$2,500 proposed for 4 Historical Walking Tours with HistoryMiami's Dr. Paul George. The tours were highly popular in previous seasons offering great insight into Surfside's history and unique architecture.
- Community Sponsorships: \$3,000 suggested to support local sponsorships such as the Farmers Market, and the Miami Radio Players theater/radio performances.
- Community Services & Public Communications Misc.: \$15,000 proposed for promotional printing needs which will be much higher due to special events in addition to uses for other Town-wide initiatives such as this year's Anti-Litter Campaign materials.
- Parks & Recreation Events: (Run and executed by Parks & Recreation): 4th of July, Family Fun Day, Winter WonderLand/Snow, Halloween Spooktacular, Spring Egg Hunt, 5K Run, Earth Day, Veterans Day, Memorial Day, Movies Under the Stars.

Promotional Activities – Marketing & Advertising

- New Visit Surfside Website: \$45,000. Communications team has begun researching sources to revamp the tourism website, which is currently below destination standards. The new website needs to be more dynamic and visual to accurately reflect the Surfside vacation experience.
- Content Assets for New Website: \$12,000. Video and photography to kick off the new site with a bang.
- Impactful Art Display: \$27,500. Memorable, press worthy art display that represents our community and values. Ideas include ephemeral artworks, displays on grass or organic surfaces using 100% safe materials.
- Promoted Social Media, SEM Content, GMCVB Advertising: \$20,000. These funds will enable staff to promote key social media posts to reach new audiences and further engagement, invest in Search Engine Marketing once the new website has been built, and allow Surfside to advertise on the Greater Miami Convention & Visitors Bureau's miamiandbeaches.com.
- Traditional Advertising, Surfside Business District: \$10,000. These funds would go towards promoting the Harding Avenue business district during key times of year using traditional media with a broad local reach such as radio advertising, or billboards.
- Tradeshows: \$10,000. As the pandemic winds down, we anticipate travel tradeshows to take on an important role in communicating how destinations are recovering and welcoming visitors and 2021 and beyond. These funds would support potential Visit Surfside staff representation at a targeted travel show, or support our partner hotels in participating.
- Educational Materials: \$10,000. This can include conservation messaging, pamphlets.
- Branded Gifts, Welcome Bags, Event Giveaways: \$10,000. Increased budget given that many events will be held.
- Community Contests: \$5,000. Staycations and different initiatives giving folks a chance to experience visiting Surfside for free.
- Instagrammable Spot Maintenance: \$3,000.
- Live Webcam Maintenance: \$2,500.

- Holiday Monument Signs & Supplemental Lighting. (\$TBD) – research underway with various companies. Staff should have a price range by 5/3/21 Tourist Board meeting.



Join us for our 2021 Canada Virtual Sales Mission, June 8-9, 2021!

Please Join the GMCVB Travel Industry Sales Team for a Virtual Sales Mission from June 8-9, 2021; to further the Greater Miami brand in the Canadian market and re-emerge as a leading vacation destination.

On June 8th, we will host up to 8 one-on-one virtual appointments (3 hours) with top Canadian tour operators.

On June 9th, we will host a virtual reception (2 hours) with Canadian travel professionals.

We will invite travel influencers that focus on Canadian outbound tourism, and we are working with Development Counsellors International (DCI) to track market behaviors and ensure we identify and target areas that would select Miami as a destination for short- and long-term bookings.

The events will take place on a virtual platform which offers the chance for you to brand your own table and provide digital brochures and other information as desired. We also request that you provide a promotional item for the networking event, as we will have a trip giveaway for a travel agent, along with smaller Miami-branded baskets.

As added value to you, we will provide confirmed partners a virtual seminar in late April where we will discuss market trends, Canada's travel trade, along with best practices for the meetings.

Pricing for this Virtual Sales Mission is \$750. (There are no discounts.) If you're interested in participating, please click the button below to register using our GMCVB Partner Extranet.

Registration ends once 8 participants are confirmed, or by Friday, April 30, 2021, whichever comes first. Registration is first-come, first-served.

Thank you for this partnership opportunity and we hope this offers you the chance to target Canadian consumers, one of our top International markets.