



Town of Surfside

TOURIST BOARD MEETING AGENDA

**9293 Harding Avenue, Surfside, FL 33154
Commission Chambers
March 7, 2022– 5:30 p.m.**

Opening Items:

- 1. Call to Order/Roll Call**
- 2. Agenda and Order of Business**
- 3. Board Member Recognition 2020-2022**
- 4. Approval of Meeting Minutes: January 3, 2022 and February 7, 2022**
- 5. Resort Tax Collection and Vacancies Report**
- 6. Jazz On The Beach**
- 7. Surfside Antique Car Show**
- 8. Paddletopia**
- 9. Turtle Sculpture Final Steps**
- 10. Glenn Douglas Winter Chamber Music Concert: Free Performance Venue Update**
- 11. GMCVB Destination Advertising Co Op.**
- 12. Public Comment – 3-minute time limit each, please**
- 13. 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.



ITEM 4

Town of Surfside

TOURIST BOARD MEETING MINUTES

9293 Harding Avenue, Surfside, FL 33154
Commission Chambers
January 3, 2022– 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 Diana Gonzalez
Board Member Ian Mavorah

Absent: Board Member Robert Lisman

Also Present: Vice Mayor Tina Paul
Roger Pou, Town Attorney
Malarie Dauginikas, Community Services & Public
Communications Director
Frank Trigueros, Tourism Manager

2. Agenda and Order of Business

Chair Herman spoke regarding the Third Thursday event.

3. Approval of Meeting Minutes: December 6, 2021

A motion was made by Vice Chair Tourgeman to approve the December 6, 2021 Tourist Board Meeting Minutes, seconded by Board Member Gonzalez. The motion carried with a 4-0 vote with Board Member Lisman absent.

4. Resort Tax Collection and Vacancies Report

Tourism Manager Trigueros provided an update on the collection which compared the month of October, as well as the year-to-date numbers, with previous seasons. The report shows record numbers even prior to the pandemic. He also spoke regarding new businesses coming to the business district.

5. Sponsorship Application: Glenn Douglas Winter Chamber Music Concert

Tourism Manager Trigueros provided an update on the item and an overview of Glenn Douglas' application and event. He introduced Neila Douglas who is the mother of organizer Shana Douglas.

Tourism Manager Trigueros spoke about the sponsorship budget, noting \$3,000 was allocated for this year given that we did not have many sponsorship requests in past seasons due to the pandemic. He stated that they would need an additional \$1,000 to approve this \$4,000 proposition, which could be pulled from another line item that will not be fully spent.

Vice Chair Tourgeman asked regarding the \$3,000 allocation and if they allocate an additional \$1,000 if that means that they would not have any more funding to give away.

Tourism Manager Trigueros stated that is correct but there are other areas they can obtain additional funding from.

Neila Douglas, Glenn Douglas Winter Chamber Music Festival spoke regarding the concert and provided background information.

Vice Chair Tourgeman commented on the small capacity for attendees. He stated that he is trying to weigh in the population of Surfside, the venue and the number of individuals that would be attending.

Ms. Douglas stated that the chamber feel is usually intimate therefore the concerts are usually held in smaller venues. She added that neighboring municipalities have all been supportive in the past.

Board Member Gonzalez asked if Bal Harbour was contributing this year.

Ms. Douglas stated that Bal Harbour was not contributing this year because they are now associated with the Miami Symphony.

Chair Herman asked if this is a week-long festival or in various areas for a week.

Ms. Douglas stated that it is a week-long festival in various areas.

Ms. Douglas explained the types of musicians that would be performing, colleagues of her daughter Shana who work for some of the most renowned orchestras in the world.

Tourism Manager Trigueros asked regarding the dates.

Ms. Douglas stated that it would most likely be in April depending on the Four Seasons and Young Israel, the two potential venues although anyone in Surfside or any visitor could purchase a ticket.

Chair Herman asked if she will be promoting the event.

Ms. Douglas stated that she is promoting the event and her numbers are good for what she is intending to do.

Board Member Mavorah asked if there is an opportunity to expand attendees to possibly 100 or expand the event for two weeks to have more individuals attending.

Ms. Douglas stated that would not work because the musicians have other jobs and events. She stated that the vision of chamber music is small and intimate settings and that is why they keep it small.

Vice Mayor Paul stated that she is familiar with the program and it has been going on for four years and has never attended because they have been sold out. She stated that she would like to see it open to residents. She understands it helps the guests at the Four Season, but it needs to help the other hotel guests from other hotels. She would like to see something like that in Surfside that would benefit more people even if it means a larger budget.

Chair Herman stated that the one at Bal Harbour on the pier was not very well attended. She stated that she does not know if there is a spot outside that can be done in Surfside that would make sense. She spoke regarding the other dates that Bal Harbour has on their calendar.

Ms. Douglas stated that she would have to be assured that there would be covering and she might need amplification which adds an add extra expense and logistics.

Tourism Manager Trigueros spoke about looking into outdoor venue options here in Town.

Vice Chair Tourgeman said that in the last meeting he stated that in the past they used to do many events outside.

Tourism Manager Trigueros stated that they are doing the research he requested for the former 'On the Beach' series, but the staff that was in place in the past are no longer here. He has reached out to various organizations about it including University of Miami, the Jazz in the Gardens Music Festival and others.

Vice Chair Tourgeman stated that he is still on the fence about the sponsorship given the limited venues and small number of attendees.

Board Member Mavorah stated that he likes the idea of a free concert for the community on the beach or in an overhang that would benefit the residents.

Tourism Manager Trigueros stated that Ms. Douglas is indeed in support of having something free for the residents of Surfside, the challenge is the venue and he will need to find out with the Parks and Recreation Department to see if they would have access to the Fish Bowl room at the Community Center if an outdoor option isn't possible.

Ms. Douglas stated that the ticketed concerts would be a cultural attraction for the Town because it would feature world class music.

Chair Herman asked if she could stream the concert.

Ms. Douglas stated that in the past she did stream a concert.

Chair Herman asked if they can propose the approval of the \$4,000 and find other locations for the concert in Surfside.

Board Member Gonzalez agrees with Chair Herman.

A motion was made by Board Member Mavorah to authorize Tourism Manager Trigueros to allocate \$1,000 from the webcam maintenance line item for the sponsorship, seconded by Chair Herman. The motion carried with a 3-1 vote with Vice Chair Tourgeman voting in opposition and Board Member Lisman absent.

A motion was made by Board Member Mavorah to approve the sponsorship to Glenn Douglas Winter Chamber Music Concert in the amount of \$4,000, and for Tourism Manager Trigueros to look for an alternative venue instead of the Fish Bowl for the free concert, seconded by Chair Herman. The motion carried with a 3-1 vote with Vice Chair Tourgeman voting in opposition and Board Member Lisman absent.

6. Turtle Sculpture Update

Tourism Manager Trigueros provided an update on the turtle sculpture based on the design chosen by the Board at their last meeting. He provided the results of the eblast and Nextdoor survey which showed the green design as the clear winner.

Chair Herman commented regarding the color scheme.

Tourism Manager Trigueros spoke regarding having an unveiling event.

Board Member Mavorah liked the fact that the community was involved and the collaboration from the community.

Board Member Gonzalez asked how many votes did they receive.

Tourism Manager Trigueros stated they had 287 votes total.

Vice Chair Tourgeman asked if there is a possibility of any type of lighting.

Tourism Manager Trigueros stated they will look into it with Public Works and believes that it would look great.

7. Third Thursdays Update

Tourism Manager Trigueros provided an update of the upcoming Third Thursday event. The overview covered some of the activations and specific vendors. He also spoke regarding COVID safety messaging which would be prominent at the event.

Vice Mayor Paul asked if there is any idea of promoting safety.

Tourism Manager Trigueros stated that they will have masks and hand sanitizers and signage.

Chair Herman asked if they need to preorder the food.

Tourism Manager Trigueros stated that he will find out regarding the logistics.

Town Attorney Pou stated that regarding the Third Thursday events, all contract employees are contractually required to wear masks.

Board Member Mavorah asked regarding the upcoming Domino's Pizza restaurant in the Downtown District.

Tourism Manager Trigueros stated that they are in the process and it is moving forward.

Vice Chair Tourgeman asked if they need a platform stage for events, that Miami Dade County has one and Tourism Manager Trigueros might be able to check with them. He re-stated that he still wants to pursue the activities on the beach.

Chair Herman asked if they will be having the First Friday events.

Tourism Manager Trigueros stated that they will be having the First Friday events this summer.

Vice Chair Tourgeman stated that they need to explore the art program and for them to reach out to Bal Harbour.

Tourism Manager Trigueros stated that they did reach out to Bal Harbor about their art program, which is an extensive program which for a time was led by an in-house art curator.

Further discussion took place among the Board and staff regarding different art events to bring to Surfside.

8. Discussion Items:

A. Next Meeting: Monday, February 7, 2022 at 5:30 p.m.

Consensus was reached to hold the next meeting on February 7, 2022 starting at 5:30 p.m.

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

There were no public comments.

10. Adjournment

There being no further business to discuss before the Tourist Board, Board Member Gonzalez made a motion to adjourn the meeting at 6:19 p.m., seconded by Vice Chair Tourgeman. The motion carried with a 4-0 vote with Board Member Lisman absent.

Respectfully submitted:

Accepted this _____ day of _____, 2022.

Lisa Herman, Chair

Attest:

Evelyn Herbello
Deputy Town Clerk



Town of Surfside

**TOURIST BOARD MEETING
MINUTES**

**9293 Harding Avenue, Surfside, FL 33154
Commission Chambers
February 7, 2022– 5:30 p.m.**

Opening Items:

1. Call to Order/Roll Call

The meeting was called to order by Chair Herman at 5:46 p.m.

Present: Chair Lisa Herman
Vice Chair Eli Tourgeman

Absent: Board Member Robert Lisman
Board Member Diana Gonzalez
Board Member Ian Mavorah

Also Present: Vice Mayor Tina Paul
Roger Pou, Town Attorney
Andrew Hyatt, Town Manager
Frank Trigueros, Tourism Manager

Deputy Town Clerk Herbello advised that there is no quorum, therefore all items will be moved to the March 7, 2022 regularly scheduled meeting.

2. Agenda and Order of Business

3. Board Member Recognition 2020-2022

4. Approval of Meeting Minutes: January 3, 2022

5. Resort Tax Collection and Vacancies Report

6. Third Thursdays TurtleTown Recap + AuthorTown Updates

7. On the Beach Entertainment Update

8. Turtle Sculpture: Historical Information, Signage, Launch

9. Glenn Douglas Winter Chamber Music Concert: Free Performance Venue Update

10. Discussion Items:

A. Next Meeting: Monday, March 7, 2022 at 5:30 p.m.

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

12. Adjournment

The meeting adjourned due to lack of quorum at 5:47 p.m.

Respectfully submitted:

Accepted this _____ day of _____, 2022.

Lisa Herman, Chair

Attest:

Evelyn Herbello
Deputy Town Clerk



MEMORANDUM

ITEM 6

To: Members of the Tourist Board
From: Frank Trigueros, Tourism Manager
Date: January 31, 2022
Subject: On the Beach Entertainment Update

Tourist Bureau staff has been looking into options to offer entertainment on the beach similar to the "On The Beach" event series held many years ago at the request of Vice Chair Tourgeman with the support of additional Board members.

Staff connected with Mr. Alan Andai of AAMusicians.com to work on a proposal to be brought before the Board this current fiscal year.

Mr. Andai, an area local of many years who specializes in music special events, has previously worked with Surfside on the Third Thursday event series as well as a jazz festival. His qualifications make him an ideal candidate to organize this initiative.

The 'Jazz on the Beach' pitch will be presented to the Tourist Board at the upcoming March meeting.

If approved, the event can be executed using the events budget for this current fiscal year. \$15,000 and \$25,000 respectively have been allocated for new tourism events.



MEMORANDUM

ITEM 9

To: Members of the Tourist Board

From: Frank Trigueros, Tourism Manager

Date: January 31, 2022

Subject: Turtle Sculpture: Historical Information, Signage, Launch

Tourist Bureau staff continues making preparations for the new 95th Street beach entrance turtle sculpture.

Production vendor Unique Rabbit Studios is working on painting the selected design. In the meantime, staff is working with the historical community and signage vendors to finalize the remaining components.

For the first time in the Town's history, Archeological Society of South Florida President Bob Carr will be providing information and images specific to the Surfside Tequesta site, giving us an unprecedented look into the historic findings.

It is important that this information is included in our sign and expanded upon in our dedicated website. The cost to acquire the information is \$2,200.

Additionally, staff is working with recommended vendor Fossil Graphics to ensure we have a high-quality, durable sign to provide context for the artwork. Selection of the final product and subsequent cost will depend on the assessment of the Town's Public Works team who will make a recommendation based on materials, installation and location.

Staff recommends an unveiling event with refreshments to reveal the sculpture to the general public once it is ready along with the sign. Most likely in early March.

This could be preceded by a special by invitation historical walking tour of Harding Avenue leading to 95th Street that would incorporate the new information from the Surfside Tequesta site. Participants, elected officials and board members, would ultimately finish at the sculpture's location, where it would be unveiled and a photo op could take place. If organized on a Sunday, the Town's Farmers Market could serve to further activate the occasion for the general public.

Staff is requesting funding approval up to \$5,000 from the Art Display line item to put together an appropriate launch program tentatively scheduled for early - mid February pending on the timing of the other remaining components.