



**Town of Surfside
Tourist Board
AGENDA
Monday, September 11, 2023
5:30 PM
Town Commission Chambers**

Rule 7.05 Decorum. Any person making impertinent or slanderous remarks or who becomes boisterous while addressing the commission shall be barred from further appearance before the commission by the presiding officer, unless permission to continue or again address the commission is granted by the majority vote of the commission members present. No clapping, applauding, heckling or verbal outbursts in support or opposition to a speaker or his or her remarks shall be permitted. Signs or placards may be disallowed in the commission chamber by the presiding officer. Persons exiting the commission chambers shall do so quietly.

Rule 6.06 (a)3 Agenda. The good and welfare portion of the agenda set for 8:15 p.m. shall be restricted to discussion on subjects not already specifically scheduled on the agenda for discussion and debate. In no event shall this portion of the agenda be allotted more than 45 minutes with each speaker to be given no more than three minutes, unless by vote of a majority of the members of the commission present, it is agreed to extend the time frames. Likewise, commission members shall be restricted to speaking three minutes each unless an extension is granted in the same manner as set forth in the prior sentence.

Any person who received compensation, remuneration or expenses for conducting lobbying activities is required to register as a lobbyist with the Town Clerk prior to engaging in lobbying activities per Town Code Sec. 2-235. "Lobbyist" specifically includes the principal, as defined in this section, as well as any agent, officer or employee of a principal, regardless of whether such lobbying activities fall within the normal scope of employment of such agent, officer or employee. The term "lobbyist" specifically excludes any person who only appears as a representative of a not-for-profit community-based organization for the purpose of requesting a grant without special compensation or reimbursement for the appearance; and any person who only appears as a representative of a neighborhood, homeowners or condominium association without compensation for the appearance, whether direct or indirect or contingent, to express support of or opposition to any item.

Per Miami Dade County Fire Marshal, the Commission Chambers has a maximum capacity of 99 people. Once this capacity has been reached, people will be asked to watch the meeting from the first floor.

1. **Call to Order/Roll Call**
2. **Agenda and Order of Business**
3. **Town Commission Liaison Report**
4. **Approval of Minutes**
 - 4.A **August 7, 2023 Tourist Board Meeting Minutes** - Evelyn Herbello, Deputy Town Clerk
[August 7, 2023 Tourist Board Meeting Minutes.pdf](#)
5. **Resort Tax Collection and Vacancies Report**
 - 5.A **Resort Tax Collection and Vacancy Report** - Frank Trigueros, Tourist and Communications Director
[September Vacancies and Resort Tax Report](#)
[Full Resort Tax Numbers](#)
6. **Discussion Items and Action Items**
 - 6.A **Farmers Market Reopening Plan for 96th Street** - Frank Trigueros, Tourism & Communications Director
[Tourist Board April 2023 Meeting Minutes](#)
 - 6.B **Food Trucks Event** - Chair Eli Tourgeman
 - 6.C **Business District Audit** - Chair Eli Tourgeman
 - 6.D **Collins Avenue Monument Sign, Updated Proposal** - Chair Eli Tourgeman
[Attachment A - Don Bell Updated Surfside Deck.pdf](#)
[Attachment B-Collins Avenue Monument Sing Mock Ups Final.pdf](#)
[Attachment C - Monument Sign Don Bell Quote](#)
 - 6.E **Special Events Consultant Update and Bid Evaluation** - Frank Trigueros, Communications and Tourism Director
 - 6.F **Promotional Items Selection, Seaside Soiree Fall Beach Series** - Frank Trigueros, Tourism & Communications Director
 - 6.G **Surfside Business District Survey Results** - Frank Trigueros, Tourism & Communications Director
 - 6.H **Media Outreach Efforts** - Chair Eli Tourgeman
 - 6.I **Staff Report: In Progress Updates** - Frank Trigueros, Communications and Tourism Director
[Surfside_Letters_Project.pdf](#)
[ADA_Beach_Mats_-_The_Waves_Condominium.pdf](#)
7. **Public Comments**

8. Next Meeting

8.A Next Meeting: October 2, 2023 at 5:30 p.m. - Evelyn Herbello, Deputy Clerk

9. Adjournment

Respectfully submitted,

Hector R. Gomez
Town Manager

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.

IN ACCORDANCE WITH THE PROVISIONS OF SECTION 286.0105, FLORIDA STATUTES, ANYONE WISHING TO APPEAL ANY DECISION MADE BY THE TOWN OF SURFSIDE COMMISSION, WITH RESPECT TO ANY MATTER CONSIDERED AT THIS MEETING OR HEARING, WILL NEED A RECORD OF THE PROCEEDINGS AND FOR SUCH PURPOSE, MAY NEED TO ENSURE THAT A VERBATIM RECORD OF THE PROCEEDINGS IS MADE WHICH RECORD SHALL INCLUDE THE TESTIMONY AND EVIDENCE UPON WHICH THE APPEAL IS TO BE BASED.

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 THE TOWN COMMISSION AND/OR TOWN BOARDS MAY ATTEND 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.