



**Town of Surfside  
Tourist Board  
AGENDA  
Monday, June 3, 2024  
5:30 PM  
Town Commission Chambers**

***Rule 6.06 (a)3 Agenda. The good and welfare portion of the agenda is set for 8:15 p.m.***

***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. **Public Comments**
5. **Approval of Minutes**
  - 5.A **Approval of Minutes** - Sandra N. McCready, Town Clerk  
[May 6, 2024 Tourist Board Meeting Minutes](#)
6. **Resort Tax Collection and Vacancies Report**
  - 6.A **Resort Tax Collection and Vacancies Report** - Frank Trigueros, Tourism and Communications Director
7. **Discussion Items**
  - 7.A **Update on New Sea Turtle Sculptures** - Tourism & Communications Director Frank Trigueros
  - 7.B **Check in at Tourism Events** - Tourism & Communications Director Frank Trigueros
  - 7.C **Permanent Lighting, Downtown District** - Tourism & Communications Director Frank Trigueros  
[Attachment A - Permanent Lighting on Harding Deterioration May 2024](#)
  - 7.D **Holiday Lights FY 2024** - Tourism & Communications Director Frank Trigueros  
[QT\\_2024 Town of Surfside Holiday Project \(RGB Fronds\). Fronds Rendering](#)
  - 7.E **Fiscal Year 2024/2025 Tourism Budget** - Tourism & Communications Director Frank Trigueros  
[FY Budget 24 25 Draft 1.pdf](#)  
[Attachment B - FY 23 24 Tourism Budget](#)
8. **Board Member Comments**
9. **Next Meeting**
10. **Adjournment**

Respectfully submitted,

Marisol Vargas, MPA.

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](http://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.



**Town of Surfside  
Tourist Board  
MINUTES  
May 6, 2024  
5:30 PM  
Town Commission Chambers**

**1. Opening**

**1.A Call to Order/Roll Call**

Deputy Town Clerk Guevara called the meeting to order at 5:33 p.m.

Deputy Town Clerk Guevara called the roll with the following Board Members present:

Present: Board Member Clara Diaz-Leal, Board Member Diana Gonzalez, Board Member Judy Martinez, and Board Member Eliana Salzhauer.

Also Present: Tourism and Communications Director Frank Trigueros, Communications Manager Cindy Reyes, Town Clerk Sandra N. McCreedy, and Commission Liaison Vice Mayor Tina Paul.

**1.B Selection of Chair and Vice Chair**

A motion was made by Board Member Diaz-Leal to nominate Board Member Diana Gonzalez as the Chair, seconded by Board Member Martinez. The motion carried with a 4-0 vote.

A motion was made by Chair Gonzalez to nominate Board Member Judy Martinez as the Vice Chair, seconded by Board Member Diaz-Leal. The motion carried with a 4-0 vote.

**2. Agenda and Order of Business**

No changes were made to the order of business.

**3. Town Commission Liaison Report**

Commission Liaison Vice Mayor Paul expressed that the Commission is happy to see residents enjoying the events, however, the Commission would like to have better food at the events.

Board Member Salzhauer asked Chair Gonzalez since it is the first meeting, could the

Board Members share their vision for the Board.

Chair Gonzalez agreed with Board Member Salzhauer. She continued to welcome Commission Liaison Vice Mayor Paul, Communications Director Frank Trigueros Tourism, Communications Manager Cindy Reyes, Town Clerk Sandra McCready and Deputy Town Clerk Genesis Guevara.

Board Member Salzhauer introduced herself and gave her concerns regarding the budget coming from the Town's tourism. She expressed how the events were successful until the pandemic. She shared that the Town Currently has too many events. She voiced that the Town should have its own event planner and do events in-house rather than spending money with a vendor.

Vice Chair Martinez continued to introduce herself. She voiced how she agreed with Board Member Salzhauer in how the Town has too many events. She shared how she would like the Town to have cultural and educational events.

Board Member Diaz-Leal introduced herself and expressed her excitement of being on the Board. She stated how she would like the Town to have signature events that showcase the restaurants, hotels, etc. She shared how the Town has too many events that are not well attended.

Chair Gonzalez introduced herself and shared her expectations for Town events. She stated how the Town events have been declining in quality, but the prices are going up. She expressed how the Board can make suggestions for the next agenda.

Town Clerk McCready informed the Board on specific deadlines that will be circulated with the Board for agenda items.

#### **4. Public Comments**

Chair Gonzalez opened the floor to public comments.

Jennifer Rotker stated how she would like the events to use less plastic and completely remove the use of styrofoam. She stated how the promo items given in the events should not be single use. She stated how if the Town is going to do new turtle statues, it should be accompanied by an educational component.

Chair Gonzalez asked Ms. Rotker regarding what the Town should do when creating the sea turtle sculptures.

Jennifer Rotker stated how the statues should have information regarding the type of sea turtle, sea turtle nesting season, and how the beaches should remain clean, dark, and flat at night during the nesting season. She shared how the information should be easy to

digest and in English and Spanish.

Board Member Salzhauer stated how the Town events should be ecofriendly. She shared how the Town should not make the beaches dirty and then have events to clean them up and make sure it is set as number one priority. She expressed how the new sculptures of the turtles should have an educational component with information regarding the sea turtles.

Board Member Diaz-Leal stated how the Town should protect the beaches and how there should be informational and quality material along with the statues of the sea turtles.

Vice Chair Martinez stated how the promo items given at the events should be made of reusable material.

Vice Mayor Paul stated she had an item on the May agenda regarding how Surfside used to be a sustainable community and she is looking to bring that back. She spoke regarding how vendors should be environmentally friendly with the products they use. She stated how the Marriott Hotel is interested in Surfside the Turtle coloring book the Town used to have as well as the plush turtles. She expressed how those were gifts the Tourist Board used to give to hotels and the community and it should be brought back.

Chair Gonzalez expressed how the Town should have different promo items that are durable, good quality, and ecofriendly. She shared how the Board will make a suggestion to make Surfside events only for residents and tourists, which she believes will be less hassle for everyone regarding the quality of the food and the Town promo items. She stated how she agreed the turtle sculptures should have educational components.

Tourism and Communications Director Trigueros stated how the Town will make sure the promo items are not single-use plastic and there is meaning behind each item. He proceeded to ask for the board to give suggestions on the promo items.

Chair Gonzalez made a suggestion to give promo items once a month instead of every event.

Tourism and Communications Director Trigueros stated he would try and bring samples to the Board for the promo items. He expressed the Board's assets are being updated for the coloring book and the turtle plushies and an educational pamphlet that is being created.

Board Member Salzhauer stated how she agrees with Chair Gonzalez regarding monthly giveaways, but that they need to be of high quality for residents to use for a long time.

Lorena O'Malley shared how she had come to the meeting to express her support in local

small businesses to participate in the Town events.

Board Member Salzhauer shared how she enjoys the vendors at the events and she would be okay with the idea of having local vendors as well, but expressed how she is not familiarized with who picks the vendors.

Tourism and Communications Director Trigueros shared how the Town's events are open to any vendors that wish to participate.

Chair Gonzalez shared how the Town should give the opportunity to the residents who would like to be vendors at events.

Rodrigo Butori shared how he has cleaned the Town's beaches for a long time. He stated how the Town should pay attention to the hotels and how tourists might be littering. He asked the Board to pay attention to the Starbucks and Flannigan's cups on the beach, as he has found many of them littering the beach. He asked the Board to look into not just the perimeter around the beach but more of a larger perimeter.

Board Member Diaz-Leal shared how she agreed with resident Butori, however, she believes this issue is bigger and should be brought to the Commission since rules would have to be enforced with the hotels.

Chair Gonzalez shared how these types of issues should be directed to the Interim Town Manager.

Commission Liaison Vice Mayor Paul expressed she could bring this issue to the Commission. She shared how she has a discussion item to bring back sustainability and resiliency to the Town, but experienced resistance from businesses during her last term.

Board Member Salzhauer asked if the Town has banned plastic straws.

Tourism and Communications Director Trigueros expressed how plastic straws are banned in the Town for several years and how the Town has not given out any single-use plastic promo items in the events to his knowledge but did have an issue with a vendor giving out Styrofoam items one time last summer.

Board Member Salzhauer suggested to Commission Liaison Vice Mayor Paul how the previous Commission had allowed food service on the beach but did not specify regarding the use of single-use plastic. She asked if the current Commission could make the suggestion of not using single-use plastics when conducting the food service on the beach.

Vice Mayor Paul stated how the previous Commission she served were working with the hotels to use less plastic. She expressed how the Marriott Hotel had shown interest in being environmental. She shared how the Commission will hold a discussion during the next Commission meeting regarding this matter to direct staff.

Vice Chair Martinez expressed if the initiative of the Marriot Hotel can be brought during the events with the hopes of the other hotels wanting to do the same.

Chair Gonzalez expressed how Commission Liaison Vice Mayor Paul will bring this issue to the Commission.

Chair Gonzalez closed the floor to public comments.

## 5. Approval of Minutes

### 5.A March 4, 2024 Tourist Board Meeting Minutes

A motion was made by Board Member Salzhauer to approve the March 4, 2024 Tourist Board Meeting Minutes, seconded by Board Member Diaz-Leal. The motion carried with a 4-0 vote.

[March 4, 2024 Tourist Board Meeting Minutes](#)

## 6. Resort Tax Collection and Vacancies Report

### 6.A Resort Tax Collection and Vacancies Report - Frank Trigueros, Tourism and Communications Director

Tourist and Communications Director Frank Trigueros provided an update on the item.

[May Resort Tax and Vacancies Report](#)

## 7. Discussion Items

### 7.A Earth Day Plastic Fishing Festival Recap & Additional Plastic Fishing Events Approved for FY 2024 - Tourism & Communications Director Frank Trigueros

Staff is seeking the Board's direction in confirming the two additional plastic fishing events that were previously approved by the former Board for July and September.

Tourism and Communications Director Trigueros introduced the item.

Rodrigo Butori gave a quick introduction of himself and his company, Plastic Fisherman. He continued to give a presentation on what his company does and the environmental events that they have hosted in the Town. He also gave a list of future environmental event ideas the Town can have. He also suggested for the Board to create and adopt a street end program which can help with the cleaning of the streets and the safety of them.



Vice Chair Martinez stated how she would like to suggest more educational events. She stated how the Plastic Fisherman events are fun and educational. She asked if the Surfside letters can be brought to the Plastic Fisherman events in the Town. She asked if these events can be advertised in the hotels so tourists can participate.

Board Member Salzhauer stated how these events could be the Town's signature event that will make people want to visit the Town's beaches and how the events should be quarterly, however, she asked if the events could be longer due to them being early in the morning. She shared how she believes these events could bring the community together. She proceeded to ask Tourism and Communications Director Trigueros regarding how much money is used for the vendors and the organizers of Town events. She added how the Town does not need the adopt a street end program.

Vice Chair Martinez asked regarding the time of the events and how they should be in different times during the day. She shared how the Town could give gifts with reused plastic.

Board Member Diaz-Leal asked regarding the data points of the events. She stated how quarterly events would be best. She shared how the earth day event should be a signature event.

Board Member Salzhauer asked if these events should partner with the Parks and Recreation Committee due to many teenagers needing community service hours.

Mr. Butori stated how the events would be held on Sundays due to Shabbat.

Board Member Diaz-Leal asked Mr. Butori how these events work outside of Surfside, as she would like to find a strategy to attract tourists to the event.

Mr. Butori shared how there is a science teacher that works in the events and offers educational components. He shared how the location of the event is important in order to involve the Town in different ways.

Tourism and Communications Director Trigueros asked the Board if they agree with holding one event on Saturday, June 8th and the other event on Sunday, September 22nd, with the suggestions of changing the time of the events to the afternoon.

The Board conducted a discussion regarding the times and dates of the events.

Chair Gonzalez stated how she enjoys these educational events, however, the Town does not need too many events of this kind. She agreed with having teenagers be part of the event. She expressed how she would also like to see a breakdown price of the event.

Tourism and Communications Director Trigueros stated how the vendors will provide a breakdown of the expenses. He stated how the Plastic Fisherman events are a great example of an event that does not need food or entertainment and is very successful and how not every event needs to have food components.

Board Member Salzhauer asked regarding the specific time of the events. She also suggested for a whole weekend event as a signature event.

Board Member Diaz-Leal spoke regarding the kayak launch and how the Town can have events that recognizes the Town's life around the water.

A conversation was conducted regarding the promo items that could be given during the clean-up events.

Commission Liaison Vice Mayor Paul stated how the turtles made out of recycled plastic was a good idea as a giveaway.

Chair Gonzalez stated how the Town should not do an event every month, but instead do one quarterly.

A motion was made by Vice Chair Martinez to approve both events on Saturday, June 8th, 2024 and on Sunday, September 22nd, 2024 from 4 p.m. to 7 p.m., seconded by Board Member Diaz-Leal. The motion carried with a 4-0 vote.

[Attachment A - Plastic Fishing Intro and Approved Events.pdf](#)

## **7.B 2024 Summer Sundays Beach Event Series Proposal - Tourism & Communications Director Frank Trigueros**

Staff is seeking direction on whether to approve the summer series and themes.

Tourism and Communications Director Trigueros introduced the item.

Sara Liss gave a quick introduction of herself and her Friday Beach events. She continued to conduct a presentation proposing to the Board four Summer Sundays Beach Events and showcased other events she has conducted in Surfside.

Board Member Salzhauer shared how she is excited to have these types of events back in the Town. She asked if the event can be moved to 4 p.m. to 7 p.m. She asked if there will be need of extra lifeguards. She continued to ask if there could be information given out regarding the hazard of digging deep holes on the beach. She stated how if there is sunscreen given at the event, it needs to be coral reef safe. She shared how the community needs to have kosher and non-kosher food as well as bigger portions in the event.

Vice Chair Martinez stated how the events made have been executed nicely and are aligned with the uniqueness of Surfside. She agreed that there should be kosher and non-kosher food. She expressed her concerns regarding the Smart Water partners.

Ms. Liss stated how Smart Water will not be back at the beach events but would like to have them for the street events. She shared how the events have self-serving water stations.

Board Member Diaz-Leal stated the event should have sunscreen dispensers instead of the plastic bottles. She stated how the sponsors of the events could give out coupons for their products instead of giving the product away during the events. She

expressed how the 4 p.m. to 7 p.m. time works. She stated how she enjoys the beach events rather than street events.

Chair Gonzalez stated how she agrees regarding the 4 p.m. to 7 p.m. time for the events. She stated how she would like to have less events than the four events being proposed. She expressed how one of the proposals from the Board was making the beach events for residents and tourists due to the food access.

Board Member Diaz-Leal stated how the hotels should give out wristbands to the tourists who would like to attend the events and the residents could use their IDs. She stated how she would not like the events to be a free for all and be more exclusive.

Chair Gonzalez talked about the reservation process of the events.

Tourism and Communications Director Trigueros asked the Chair regarding the access of only residents in the events and if this suggestion is for the footprint of the event or the access of the food.

Chair Gonzalez stated how the events could be open for everyone, however, the access of the food should be for residents and tourists. She expressed how the food needs to be of better quality. She shared how the Board needs to have an organized calendar with the events. She also expressed how the Town could have less events, but with better quality food.

Board Member Salzhauer stated how the event should not have food due to being a short event. She shared how people would not like to be at the beach event if the beach is dirty. She stated how she is not in favor of the wristbands because it will become littler in the ocean, she suggested a stamp should be given to tourists instead.

Chair Gonzalez stated how she does not agree with the Town only doing this event on Sundays.

Board Member Salzhauer stated how this is a Summer Sundays series events and maybe during the fall the Town could do a Fall Fridays series. She expressed how she would like to see all four events happen.

Commission Liaison Vice Mayor Paul shared how the summer events should not be limited due to the beach being public and should be open for everyone at the beach.

Board Member Salzhauer clarified the limitations would be for the food and giveaways.

Vice Mayor Paul expressed how people could scan QR codes and RSVP prior to the event.

Board Member Diaz-Leal stated how she does not agree with the QR code due to it not telling you who is at the event and how many people are attending. She expressed how at the time of giveaways, attendees need to show their ID to verify

they are Town residents or if they are tourists they can show their hotel reservation.

A conversation was held regarding the June date of the event.

Commission Liaison Vice Mayor Paul asked regarding the band for the event.

Sara Liss spoke regarding the band for the event they have had multiple times at different events. She stated how the playlist for the event will be pride-themed.

A conversation was held regarding the music for the pride theme event.

Board Member Salzhauer shared her concerns regarding the seating at the events.

Ms. Liss stated how different types of seatings are provided.

A motion was made by Board Member Salzhauer to approve all four Summer Sundays events with the 4 p.m. to 7 p.m. time change and for premium food and giveaways to be for residents and Surfside hotel guests only, seconded by Board Member Diaz-Leal. The motion carried with a 4-0 vote.

Board Member Diaz-Leal left the meeting at 7:32 p.m.

[Summer Sundays 2024 Series](#)

#### **7.C March 7 SURF FOOD FEST Event Recap** - Tourism & Communications Director Frank Trigueros

To discuss the March 7 event and gauge interest for adding more SURF FOOD FEST events to the next fiscal year's budget.

Tourism and Communications Director Trigueros introduced the item.

Javier Valmana gave a recap of the Surf Food Fest Event. He stated this was the first time the Town hosted this kind of event. He share the event was \$16,000.

Chair Gonzalez asked if the Board could have a budget breakdown of the event.

Javier Valmana proceeded to give a breakdown of the event. He continued with the presentation.

Board Member Salzhauer stated how the event was great. She expressed how due to cost-production, the Town should not pay for promotion.

Tourism and Communications Director Trigueros stated how the Town did advertise through all of its channels, however, the price of the advertisement was part of Mr. Valmana's proposal but if desired, the Town can take on the whole promotion of the event.

Board Member Salzhauer suggested for residents to have some sort of coupon for food.

Mr. Valmana did a breakdown of the outreach of the advertising. He continued to give extra details on the breakdown of the budget. He proceeded to finish the presentation.

Chair Gonzalez expressed how she enjoyed the event.

Mr. Valmana stated how the cost of the event was greater than what the Town paid due to the vendors being paid to participate.

Board Member Salzhauer expressed how the event was very good and how the quality of the event was good as well. She shared how she would like the event to happen again, however, residents should be given a coupon to get items and costs reduced.

Mr. Valmana stated how he does have in mind a lot of enhancements to the events.

Chair Gonzalez stated how the vendor should bring a proposal for a future event.

Tourism and Communications Director Trigueros stated how for today's meeting it would be a recap of the event and next meeting they will be discussing the breakdown for the next fiscal year.

Chair Gonzalez stated how local businesses should participate in the events.

Mr. Valmana stated how he did reach out to local restaurants due to the event being a food festival.

The Board suggested for Mr. Valmana to comeback next meeting with a proposal.

A conversation was conducted regarding the ecofriendly items and the water stations.

**7.D 96th Street Farmer's Market** - Tourism & Communications Director Frank Trigueros

To discuss the relocated Farmer's Market and consider the possibility of expanding to Saturdays.

Tourism and Communications Director Trigueros introduced the item.

Javier Valmana continued to give a recap on the farmers market and the relocation of it. He stated how the farmers market has had great feedback.

Tourism and Communications Director Trigueros asked Mr. Valmana regarding the days of the farmers market for next season.

Mr. Valmana stated how there was consideration for the farmers market to be Saturdays during the next farmers market season in October.

Chair Gonzalez stated she had proposed for the market to be extended to

Saturdays.

A conversation was held regarding the seasons the farmer's market is open.

Chair Gonzalez asked Mr. Valmana to make sure that residents are able to participate in the farmer's market.

Mr. Valmana explained that due to the space, he is selective with who can be at the market. He expressed how a requirement to be in the market is for the items to be hand made.

Board Member Salzhauer stated that the quality of the market has gone down. She asked for vendors to be rotated and for vendors to stay until 3:30 p.m. She suggested for a specific booth that is rotated every weekend for residents who would like to be vendors.

Tourism and Communications Director Trigueros stated the former Tourist Board had voted to expand the farmer's market to Saturday's, but the former Town Manager did not agree due to logistics.

A conversation was conducted regarding the local resident booth at the farmer's market.

A motion was made by Board Member Salzhauer to extend the farmer's market to Saturdays, including a Surfside booth for local residents who would like to be vendors that match the genre of the market and is held one weekend a month, seconded by Vice Chair Martinez. The motion carried with a 3-0 vote, with Board Member Diaz-Leal was absent.

The Board conducted a break at 8:06 p.m. and resumed the meeting at 8:14 p.m.

**7.E ACT Productions Street Art Festival Recap - Tourism & Communications**  
Director Frank Trigueros

For the Board to discuss events recently produced by ACT Productions including the March 24 Street Art Festival.

Tourism and Communications Director Trigueros introduced the item.

ACT Productions gave a recap on the Street Art Festival, the mentalist show by Guy Bavli, and the Block Parties.

Chair Gonzalez open the floor to public comments.

The following individual from the public spoke:

Michelle Arangula shared how there has been a major decline in the quality of events.

Chair Gonzalez closed the floor to public comments.

Board Member Salzhauer agreed how the events have been declining and how the Town should bring old events back. She stated how the previous Board was not wise with the spending of the events budget. She agreed that some portions of the newer events have been good. She continued to give suggestions on events and its components.

Vice Chair Martinez shared how the Town is having too many events and how next fiscal year the Town should focus on more cohesive events.

Chair Gonzalez stated how some parts of the events were good and others were not. She shared how she enjoyed the Mentalist event, and the food was of good quality. She expressed how the Latin block party was enjoyable but the food was not as good.

Board Member Salzhauer shared she was at all the events except the Mentalist event and how some parts of the events were good and others were not. She stated how the art festival was a good idea and how the Board will not be greenlighting every single event.

ACT Productions expressed to the Board how they will bring back other ideas.

**7.F Vendor Update, Beachside Events** - Tourism & Communications Director Frank Trigueros

For the Board to discuss recent events by Beachside Events including Music on the Beach and Third Thursdays.

Tourism and Communications Director Trigueros introduced the item.

Alan Andai introduced himself briefly, gave a recap on the events his company has provided to the Town, and spoke about the events series he is doing in the Town.

Board Member Salzhauer stated how she has attended almost all the events provided by this vendor, however, she expressed how she would not like to see some events be held at the Town again. She expressed how the times of the events is not adequate. She also added how she would like to see the cost breakdown for the music on the beach event.

A conversation was held regarding the times of the event.

Board Member Salzhauer expressed how due to the price of the event, the event itself is not worth it and it should add different components.

Mr. Andai expressed how he is open to feedback and then he will discuss with Tourism and Communications Director Trigueros regarding any changes.

Board Member Salzhauer expressed how she would like to see the cost breakdown for the Third Thursday's events. She shared how every event does not have a consistent theme and how the food portions were too small.

Mr. Andai expressed how the system of the food has been changed. He stated how every event is customized to what the client might want.

A conversation was held regarding the food portions in the events, who will be allowed to receive food, and the attendees that will be expected.

Board Member Salzhauer expressed how she would like the event to be moved back to 95th street and make it a smaller event. She also shared how she would like to see more teenagers at these events and some components that could be added.

Vice Chair Martinez stated how there are too many events in the Town. She expressed how she enjoys the Third Thursday's events, but it should be in a smaller space. She suggested if during the next events the stamps could be implemented for residents and hotel guests/tourists.

Chair Gonzalez stated how the prices should be brought down due to what is actually being received as a service. She shared how the Third Thursday's are too expensive as well. She spoke on the small portions of the food.

A conversation was held amongst the Board Members regarding the system to give food at the events and the location of the event.

Mr. Andai expressed how the event was moved from 95th street due to the congestion and the location of a school.

Tourism and Communications Director Trigueros expressed to the Board how the logistics of the event were complicated from a safety point of view.

Board member Salzhauer asked if another street could be used.

Chair Gonzalez expressed how the events have been changing over time.

Mr. Andai spoke regarding the food being served at the events and other portions of the events.

Board Member Salzhauer expressed how some components could be switched up.

Tourism and Communications Director Trigueros asked regarding the implementation of food for the resident and hotel guests.

Board Member Salzhauer expressed how the Board does not want to do the Music on the Beach events. She communicated to Mr. Andai how the Third Thursday's events should be brought back to what they used to be. She continued to suggest different themes for the events.

Chair Gonzalez expressed how the Board will sit down and look at next year's budget and bring a proposal for events.

The Board agreed on hearing a proposal on the events at a later date.



## **7.G Holiday Lights FY 2024 - Tourism & Communications Director Frank Trigueros**

Staff is seeking direction on whether to keep the existing decorated fronds as seen for the past two years, or to move forward with a different option.

Tourism and Communications Director Trigueros asked the Board regarding what the Board wants for the holiday lights, what budget would they like to set, and later on bring presentations from vendors.

A conversation was held regarding the permanent lighting in the downtown district and the upkeep of them.

Tourism and Communications Director Trigueros continued to give a presentation regarding the holiday lighting for previous versions of holiday lighting and its cost.

A conversation was held regarding the cost of the lighting.

Vice Chair Martinez expressed how she likes the Christmas lights at a more reasonable price.

Chair Gonzalez expressed how she would like to have a permanent solution to the lights where the Town can own them and store them.

Tourism and Communications Director Trigueros expressed how the permanent lights might raise a storage issue and a maintenance component that might have to be discussed by the Town Commission.

Board Member Salzhauer expressed how the lights purchased could be color changing and instead of lights it could be holograms.

Tourism and Communications Director Trigueros expressed to the Board how he will reach out to the vendors and find a permanent solution.

[QT\\_2024 Town of Surfside Holiday Project \(RGB Fronds\). Fronds Rendering](#)

## **7.H Additional Turtle Sculptures - Tourism & Communications Director Frank Trigueros**

Staff is seeking direction on the design/decor of each turtle and placement location.

Tourism and Communications Director Trigueros introduced the Item. He continued to show the Board concept art for the turtles. He continued to express how one of the turtles was expected to be placed in the business district. He shared how the Town is looking to order three sculptures; however, the budget does not include the painting of the sculptures.

Board Member Salzhauer asked regarding the pricing of the turtles.

Tourism and Communications Director Trigueros stated the price was around \$16,000.

Chair Gonzalez asked regarding the material of the turtles.

Tourism and Communications Director Trigueros communicated the material of the turtles was fiberglass.

Board Member Salzhauer asked if the sculptures could be designed by the students at the Design and Architecture School of the Arts (DASH) and New World School of the Arts.

Vice Chair Martinez asked regarding the educational information on the turtles.

Tourism and Communications Director Trigueros expressed how at least one of the turtles could have some.

Chair Gonzalez expressed how the designs presented is not to her liking.

Vice Chair Martinez asked if new designs could be provided.

Tourism and Communications Director Trigueros expressed how the templates for the turtle designs can be provided to the schools.

Board Member Salzhauer stated how the project should be done by Miami-Dade Public Schools.

A conversation was held regarding the number of turtles the Town is getting.

Commission Liaison Vice Mayor Paul shared how some turtles have been damaged and she recommends getting more turtles.

The Board agreed on ordering two turtle sculptures, one to be designed by the schools DASH and New World School of the Arts.

A motion was made by Board Member Salzhauer to amend the purchase of two turtles and to have one of them designed by the students at DASH and the other by the students at New World School of the Arts; one turtle will be placed at the turtle walk and the other one at the street end of 92nd street, seconded by Vice Chair Martinez. The motion carried with a 3-0 vote, with Board Member Diaz-Leal was absent.

[Turtle Sculpture Student Designs from 2022](#)

#### **7.1 Surfside, Florida T-Shirt** - Tourism & Communications Director Frank Trigueros

Staff is seeking direction on whether to continue with the T-shirt sales or if the Board would like to utilize the shirts as a giveaway item at upcoming events.

Tourism and Communications Director Trigueros introduced the Item. He asked the Board regarding the selling of the t-shirts or if the Board would like to use them as a giveaway item. He asked if the Board would like to use the t-shirts for the pride Summer Sunday event with special stamping.

Chair Gonzalez shared how many residents liked the design of the t-shirts. She suggested for the t-shirts to be given away to the residents.

Board Member Salzhauer asked questions regarding the price of the t-shirts and the design process.

Vice Chair Martinez suggested for the t-shirts to be sold at the hotel.

Board Member Salzhauer suggested for the t-shirts to be given away. She agreed with the idea of giving the t-shirts away during the pride event with the stamping.

Chair Gonzalez disagreed with giving all t-shirts away.

Commission Liaison Vice Mayor Paul suggested one can be given away per person and additional ones can be purchased and non-residents would have to purchase the t-shirts.

Board Member Salzhauer asked if two t-shirts can be given per family and any other additional can be sold.

The Board agreed on giving away two t-shirts per family and any other additional t-shirt would have to be purchased.

[Tourist Board Shirt](#)

## **8. Board Member Comments**

Board Member Salzhauer stated how the meeting was long due to the new Board setting a new tone.

Chair Gonzalez expressed how the Board did not conduct a lot of decisions tonight, mostly comments.

Vice Chair Martinez shared how she is looking forward to proposing new events.

A conversation was held regarding the museum program.

## **9. Next Meeting**

Deputy Town Clerk Guevara advised the Board Members of the next meeting on June 3, 2024 at 5:30 p.m.

Board Member Salzhauer asked if one meeting could be skipped.

Chair Gonzalez expressed if the Board skips one month, the following month's agenda will be very heavy.

The Board had a conversation regarding skipping the July meeting due to lack of quorum.

A motion was made by Board Member Salzhauer to cancel the July Tourist Board meeting due to lack of quorum, seconded by Vice Chair Martinez. The motion carried with a 3-0 vote with Board Member Diaz-Leal was absent.

**10. Adjournment**

There being no further business to discuss before the Board, a motion was made by Vice Chair Martinez to adjourn the meeting at 9:50 p.m., seconded by Board Member Salzhauer. The motion carried with a 3-0 vote with Board Member Diaz-Leal was absent.

Accepted this \_\_\_\_ day of \_\_\_\_\_, 2024.

\_\_\_\_\_  
Diana Gonzalez, Chair

Attest:

\_\_\_\_\_  
Genesis Guevara  
Deputy Town Clerk



**Town of Surfside  
Tourist Board  
June 3, 2024**

**DISCUSSION ITEM MEMORANDUM**

**Agenda #:** 7.A

**Date:** June 3, 2024

**From:** Tourism & Communications Director Frank Trigueros

**Subject: Update on New Sea Turtle Sculptures**

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**Suggested Action:** – Staff will provide an update on the initiative and is also seeking clarification and direction on the prizes for selected designs.

**Background/Analysis:** – At the May meeting, the Board directed staff to move forward with the acquisition of two new turtle sculptures and to reach out to design schools in the area to solicit designs from students. Staff will provide an update on the outreach and project timeline.



**Town of Surfside  
Tourist Board  
June 3, 2024**

**DISCUSSION ITEM MEMORANDUM**

**Agenda #:** 7.B

**Date:** June 3, 2024

**From:** Tourism & Communications Director Frank Trigueros

**Subject:** Check in at Tourism Events

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**Suggested Action:** – Staff would like to discuss the process with the Board before implementation at the first event on June 9, Summer Sundays Pride Beach.

**Background/Analysis:** – The new Board recently directed staff to limit premium giveaways and food offerings starting this summer at Visit Surfside events exclusively for Town hotel guests with proof of stay or Surfside residents. Doing so will help elevate the quality of both food and giveaways as quantities will be more limited and controlled. Board members suggested using stamps to identify qualifying guests instead of tickets, but this system would not control guests with a stamp trying to get repeat servings or multiple giveaway items.

*Parks and Recreation currently utilizes the following system:*

All event guests must provide a Surfside ID or Drivers License whether staff personally knows them or not. Hotel guests must present proof of stay. Wandering residents who do not have ID on hand can go to the Community Center front desk to obtain a printout of their Surfside ID and come back to check in. Both food servings and giveaways are ticketed, limited and on a first come, first serve basis.



**Town of Surfside  
Tourist Board  
June 3, 2024**

**DISCUSSION ITEM MEMORANDUM**

**Agenda #:** 7.C

**Date:** June 3, 2024

**From:** Tourism & Communications Director Frank Trigueros

**Subject:** Permanent Lighting, Downtown District

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**Suggested Action:** – Staff would like to know whether the Tourist Board recommends new replacement permanent lighting for the palm trees along the downtown district, and whether they would like to allocate a budget for the initiative for next fiscal year should the commission decide to move forward.

**Background/Analysis:** – The downtown district’s permanent palm trees’ lighting, installed in 2020, is currently deteriorating now that the contract with the associated vendor expired. A recent evening scout revealed 19 trees are currently fully out of lighting in addition to others that have sections missing or gaps. While multiyear contracts do not run through the Tourist Board, staff would like the Board to discuss whether they are in favor of new permanent lighting for downtown and if they want to budget for it for the coming fiscal year. The recommendation can be brought to the Commission at the discretion of our liaison, Vice Mayor Paul.

The same topic was recently raised with the new DVAC committee which is in favor of the lighting. Staff is currently researching pricing proposals with multiple vendors like R D Electric, the original vendor. In 2020, the three-year service cost approx. \$129,000.

Photos of the deteriorated lighting can be seen in Attachment A.

Photos

**Budget Impact:** – TBD. Last contract was for \$129,000, given inflation and current economic conditions, the price is expected to increase.

















**Town of Surfside  
Tourist Board  
June 3, 2024**

**DISCUSSION ITEM MEMORANDUM**

**Agenda #:** 7.D

**Date:** June 3, 2024

**From:** Tourism & Communications Director Frank Trigueros

**Subject:** Holiday Lights FY 2024

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**Suggested Action:** – Staff is seeking direction on whether to keep the existing decorated fronds as seen for the past two years, or to look at different one-year options in that price range.

**Background/Analysis:** – For the past two years, the Tourist Board voted to decorate the palm fronds along the business district during the holiday season. At the May meeting, the Board directed staff to look into permanent options that could be installed and stored by the Town's Public Works department.

At this time, this option does not appear to be feasible for two reasons:

1. Per Public Works there is no storage space within Town Hall to store bulky items like ornate light fixtures and long cables for this type of lighting.
2. The current state of the lighting for the palm trees on Harding Avenue needs to be addressed first because it would directly affect the scope of permanent seasonal holiday lighting. Once that is addressed, and if and when the Town can find a solution for storage and maintenance, then that option could be revisited at that time.

**Budget Impact:** – \$33,000 for the fronds. See attached estimate.



# Estimate

Miami Christmas Lights  
14374 Commerce Way  
Miami Lakes, FL 33016

305.908.8000  
info@miamichristmaslights.com  
www.miamichristmaslights.com

## Customer Information

Town of Surfside  
Frank Trigueros  
9293 Harding Ave  
Surfside, FL 33154  
Ph: 305-722-7578  
Em: ftrigueros@townofsurfsidefl.gov

## Proposal Information

Estimate#: 23 -477  
Estimate Subject: 2024 Town of Surfside Holiday Project (RGB Fronds)  
Proposal Date: Dec 29, 2023  
Lights on Date: Oct 24, 2023  
Term: 3 years after execution

Product Details	Price	Units	Total
Area Description: Hardings Ave, 96th - 94th 25.8863542549578, -80.12365518545711	\$ 0.00	1	\$ 0.00
Install LED 5MM conical 50L 2" x 4" x 2" grey wire custom colored light string RGB in solid green on palm fronds for 74 trees, 7 lights per tree.	\$ 60.00	518	\$ 31,080.00
Equipment rental fee for 45' bucket truck	\$ 640.00	3	\$ 1,920.00

Sub Total \$ 33,000.00  
Discount Terms \$ 0.00  
Adjustments \$ 0.00

**Grand Total \$ 33,000.00**

**Pay Deposit Now Online \$ 16,500.00**

Prices include all materials, which are supplied by Miami Christmas Lights and remain the property of Miami Christmas Lights, installation, maintenance, and removal. Customer is only responsible to supply adequate power sources. If Customer is providing any materials, that will be noted in the Notes section.

Notes: Due to the VIP status on the account premium charges for a one year contract are waived.

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Power: Outlets at the base of each tree.  
Pocket parks have outlets, but need to run power to the individual products.  
Outlet Location:  
Circuit Breaker Location:  
Timer Hours:

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Insurance  
Miami Christmas Lights carries \$3,000,000/\$4,000,000 commercial liability and \$1,000,000 workers compensation insurance. [To be added as an additionally insured please click here.](#)

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Terms and Conditions  
By signing here, I agree and understand that this Estimate, combined with the Miami Christmas Lights Standard Terms and Conditions posted at [www.miamichristmaslights.com/termsandconditions.pdf](http://www.miamichristmaslights.com/termsandconditions.pdf) of which I have read and understand are incorporated by reference herein, becomes a legally binding contract. Miami Christmas Lights will not begin any work until deposit is received

Name: \_\_\_\_\_ Signature: \_\_\_\_\_ Effective \_\_\_\_\_  
Date: \_\_\_\_\_







**Town of Surfside  
Tourist Board  
June 3, 2024**

**DISCUSSION ITEM MEMORANDUM**

**Agenda #:** 7.E

**Date:** June 3, 2024

**From:** Tourism & Communications Director Frank Trigueros

**Subject:** Fiscal Year 2024/2025 Tourism Budget

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**Suggested Action:** – The Board will discuss their desired budget for the upcoming fiscal year 2024/2025.

**Background/Analysis:** – The Board must come up with a recommended budget for next fiscal year 2024/25. This recommendation will go to the Town Commission for adoption during the budget cycle later this summer.

Staff has prepared a draft suggested budget, Attachment A, taking some comments into account from our first meeting and incorporating some new ideas emailed by Board members to serve as a starting point for the discussion. The Board can add/delete and modify events or items as desired. The budget for FY 23 24 can be found in Attachment B.

<b>Tourist Resort Fund Detail</b>	
<b>3410</b>	
<b>Other Contractual Services</b>	
Surfside specific hotel performance data (STR Inc.)	2,500
Archive Social - Required Social Media Archiving	6,576
Website Hosting	1,000
Turtle statue repairs	10,000
Social Media Tracking (Sprout Social)	1,200
Eventbrite Event Listings - Premium Account	2,000
MailChimp	2,400
Survey Monkey	425
Adobe Pro license	930
Permanent Downtown Lighting (multi year - not holiday lights)	150,000
	<b>177,031</b>
<b>4810</b>	
<b>Promotional Activities-Marketing &amp; Advertising</b>	
Advertising	8,000
Promoted Social Media	10,000
Museum Access Program	50,000
Branded gifts and items for special events	55,000
Multimedia support. Photography and Videography	6,000
Printing, Visitor Guide and other materials	20,000
Media Budget / PR Support	5,000
Palm fronds or similar, holiday lights	35,000
Out of Home Advertising, Street Banners	10,000
Holiday Lights Maintenance	1,500
	<b>\$ 199,000</b>
<b>4811 Tourism &amp; CSPC</b>	
<b>Promotional Activities-Special Events: Tourism &amp; CSPC</b>	
Third Thursday - 4 events (30k each)	120,000
Summer Sundays - 4 events (19K each)	76,000
Cultural Screenings Events - Tentative	25,000
Literary Event, Surfside Authors + Books - Tentative	15,000
Pop Up Galleries, Vacant Storefronts - Tentative	10,000
Plastic Fishing Festivals (4 events)	50,000
SURF FOOD FEST (3 events, 14k each)	42,000
90th Anniversary Celebration event	45,000
Walking Tours - 4 dates	2,000
Community Sponsorships - Farmers Market & More	12,000
<i>Number of events so far = 20</i>	
	<b>397,000</b>

**Tourist Resort Fund Detail**

**3410**

**Other Contractual Services**

Surfside specific hotel performance data (STR Inc.)	2,200
Archive Social - Required Social Media Archiving	4,900
Website Hosting	6,000
Turtle statue repairs	10,000
Social Media Scheduling Platform	800
MailChimp	2,400
	-
Survey Monkey	425
Adobe Pro license	930
Town videography	3,000
	<u>30,655</u>

**4810**

**Promotional Activities-Marketing & Advertising**

Destination Advertising	25,000
New Visit Surfside (removed)	-
Promoted Social Media, SEM content	20,000
Hotel marketing support (removed)	-
Business District initiative	5,000
Branded gifts and items for special events	50,000
Photo, video for website, marketing content	10,000
Plastic Fisherman Sponsorship (went to events in 2024)	-
Printing, Visitor Guide and other materials	20,000
Media Budget / PR Support	20,000
Travel tradeshows-Surfside participation in Sales	
Mission-(removed in FY2024)	-
Palm fronds or similar, holiday lights	33,000
Out of Home Advertising, Street Banners	10,000
	-
	<u>\$ 193,000</u>

**4811 Tourism**

**Promotional Activities-Special Events: Tourism**

Third Thursday - 5 events	122,500
Surfside Under the Stars - 5 events	122,500
Summer Sundays Beach Party	72,000
Paddletopia (2 day) Removed for FY2024 due to park	-
Surfside Classic Car Show	17,000
On The Beach Music Series - 6 events	119,000
Plastic Fishing Festivals - 2 events	21,265
Walking Tours - 4 dates	2,000
Community Sponsorships - Farmers Market & More	12,000
Holiday Lights - Annual Maintenance	2,500
Additional Events - TBD at upcoming meetings	149,735
Special Events Consultant - (Did not Move forward)	80,000
	<u>720,500</u>