



## Town of Surfside

### DOWNTOWN VISION ADVISORY COMMITTEE MINUTES

**March 7, 2019 – 6:00 p.m.**

Town Hall Commission Chambers –  
9293 Harding Ave, 2<sup>nd</sup> Floor, Surfside, FL 33154

#### Opening Items:

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

The meeting was called to order by Town Manager Olmedillo at 6:00 p.m.

The following Members introduced themselves:

Fred Landsman  
Elliot Kula  
Shaun Grenald  
George Kousoulas  
Marianne Meischeid  
Asmaa Benkirane \*Arrived at 6:30pm

Absent: Sandra Oliva

Also present: Guillermo Olmedillo, Town Manager  
Kathy Mehaffey, Town Attorney  
Jeff Lehman, Tourist Board Liaison  
Lindsay Fast, Tourism Director  
Frank Trigueros, Marketing & Special Projects Coordinator  
Frantza Duval, Recording Clerk

##### **2. New Committee Member Orientation**

Kathy Mehaffey representing the Town Attorney's Office provided the members with important ethical requirements, Sunshine Law, Public Records Law and other state laws. All members were provided hard copies of all the laws applicable to them as members of this Committee.

##### **3. Appointment of Officers**

Marianne Meischeid made a motion to appoint Shaun Grenald as the Chair for the Downtown Vision Advisory Committee. The motion received a second from Fred Landsman and all voted in favor.

Newly elected Chair Grenald made a motion to nominate Elliot Kula as the Vice-Chair. The motion received a second from Fred Landsman and all voted in favor.

**4. Previous Committee Short, Medium, Long-Term Plan and Accomplishments**

Tourism Director Fast presented the item to the members and spoke about some of the issues that the previous Committee encountered.

Chair Grenald provided an overview of items discussed during the previous DVAC committee, as he was a member of that Committee.

**5. New Committee Short, Medium, Long-Term goals & Proposed Timeline**

Discussion took place regarding a tourism survey that is currently being conducted. The Committee discussed a possibility of including residents to these surveys and get some of their feedback as well. Tourism Director Fast explained that the current tourism survey has goals that are specific to tourism in Surfside and its visitors. A discussion for a possible online survey ensued with regards to downtown parking for both visitors and residents to respond to. The Committee discussed congestion and traffic and the possible solutions to alleviate these issues.

Lengthy discussion took place among the members of the Committee and their views for the Downtown area.

Chair Grenald explain to the committee what the Business Improvement District (BID) is about and what it does once approved by property owners.

Committee Member Kousoulas made a motion to extend the meeting till 8:30pm. The motion received a second from Vice Chair Kula and all voted in favor.

Tourism Director Fast stated that some of the items of importance so far are as follows:

- Parking
- Alleyways
- Traffic
- Hurricane Shutter issues
- Upper Landing on Building
- BID
- Tree Lighting
- Potential Pop Up Shops
- Alternative sidewalk café locations
- Less parallel parking

Committee Member Kousoulas asked to maybe have a Downtown schematic for the upcoming meeting. He stated that he will consider working on it himself. Discussion ensued regarding the construction of Bal harbor shops and how would it affect Surfside for the next 8 years.

Committee Member Kousoulas made a motion to extend the meeting five minutes. The motion received a second from Committee Member Landsman and all voted in favor.

## 6. Future Meeting Dates

- Thursday, June 6, 2019 – 6:00 pm
- Thursday, September 5, 2019 – 6:00 pm
- Thursday, December 5, 2019 – 6:00 pm

Committee Member Landsman made a motion to have a special meeting on April 11, 2019 from 6:00pm – 8:00pm, to solely continue the discussion item: New Committee Short, Medium, Long-Term goals & Proposed Timeline. The motion received a second from Committee Member Meisheid and all voted in favor.

## 7. Adjournment

Committee Member Landman made a motion to adjourn the meeting at 8:33 p.m. The motion received a second from Committee Member Meisheid and all voted in favor.

Respectfully submitted:

Accepted this 17 day of April, 2019

  
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Shaun Grenald, Chair

Attest:

  
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Sandra Novoa, MMC  
Town Clerk