



Town of Surfside

DOWNTOWN VISION ADVISORY COMMITTEE MINUTES

November 21, 2019 – 6:00 p.m.
Town Hall Commission Chambers –
9293 Harding Ave, 2nd Floor, Surfside, FL 33154

Opening Items:

1. Call to Order/Roll Call

Chair Grenald called the meeting to order at 6:05 pm.

The following Members introduced themselves:

Chair Shaun Grenald
Fred Landsman
Marianne Meisheid
Elliot Kula

Absent: Sandra Oliva
Jessica Bazan
Commissioner Barry Cohen, Commission Liaison

Also, present: Duncan Tavares, Assistant Town Manager
Frank Trigueros, Marketing & Special Projects Coordinator
Evelyn Herbello, Deputy Town Clerk

Assistant Town Manager Tavares advised the Committee members regarding George Kousoulas (previous DVAC Committee Member) having to resign due to the Town's Code of Ethics and requirements to serve on the Committee.

2. Approval of Minutes: October 17, 2019

A motion was made by Committee Member Landsman to approve the October 17, 2019 Committee Meeting Minutes. The motion received a second from Committee Chair Grenald. All voted in favor.

3. Homestead Main Street

Assistant Town Manager Tavares advised the Committee to hear this item at a time certain of 6:45 p.m. All Committee members agreed by consensus.

Assistant Town Manager Tavares introduced the item and requested the Committee to have this item heard at a time certain of 6:45 p.m. which would be when Yvonne Knowles, Director of the Homestead Main Street Program, would be available to take the telephone conference call.

The Committee members by consensus agreed to hear this item at 6:45 p.m. in order for Ms. Knowles be available via telephone conference call.

Yvonne Knowles, Director of the Homestead Main Street Program, gave a telephonic verbal presentation of the program and how it works for the City of Homestead.

The following individuals from the public spoke on the item:
George Kousoulas

After a lengthy discussion among the Committee members, Staff and Ms. Knowles, it was determined that the Main Street program would not be the best fit for the Town of Surfside.

4. Downtown Sidewalks Update

Assistant Town Manager Tavares provided an update of the Downtown Sidewalks and showed the Committee members examples of the material that could be used.

Chair Grenald commented on having a color with an additional border color that would not be too busy, stating the sidewalks should have a nice color accent without trying for an aesthetic that is too novel or complicated.

Discussion among the Committee members regarding color and style took place.

The following individuals from the public spoke on the item:
George Kousoulas

Assistant Town Manager Tavares showed the Committee members different colors that the Committee could choose for the sidewalks.

The Committee suggested having the Coral Sunset and Warm Sun colors brought back to them to see how they would look when laid out in the same format as the example that Assistant Town Manager Tavares displayed at the meeting.

Assistant Town Manager Tavares stated that the Town does not have the staff or software programs available to create renderings.

Some Committee members suggested for Assistant Town Manager Tavares to send the entire Committee the correct color palette for Coral Sunset and Warm Sun and some members will create renderings themselves to bring back at the next meeting to further discuss.

The Committee members also requested from Assistant Town Manager Tavares the exact name of the product that will be used in order for them to do some research on the product.

Assistant Town Manager Tavares stated that he will be sending the Committee members the exact name of the product that will be used.

The Committee agreed to come back at the next meeting with some designs and ideas with the color pallet agreed upon.

5. Addressing Downtown Vacancies Update

Assistant Town Manager Tavares gave an update on the downtown business vacancies.

The Committee members and staff had a lengthy discussion on different ways that downtown business owners and landlords could be more involved with DVAC.

Committee members were also shown new designs for the vacant business window coverings created by Jacober Creative, which introduce a mural aesthetic in hopes of creating “Instagrammable” moments which can then be shared with the Tourist Bureau’s new user-generated-content hashtag, #SurfsideLove. The designs were very well received, earning many compliments from Committee members.

6. Resort Tax Overview / Tourism FY20 Marketing Plan / Strategic Plan

Assistant Town Manager Tavares presented the item and gave an update regarding the Tourist Board Meeting that took place.

The following individuals from the public spoke on the item:
George Kousoulas

7. Tax Incentives Discussion – Item was deferred at the October 17, 2019 Meeting

Assistant Town Manager Tavares gave a very brief description of what this item entailed and due to the length of time it would take to give a proper presentation, he suggested to the Committee to defer this item until next month's meeting.

The Committee by consensus agreed to defer the item to the December 19, 2019 DVAC Meeting.

8. Future Meeting Dates

Assistant Town Manager Tavares asked the Committee members for the availability for the next meeting to take place on December 19, 2019.

The Committee members by consensus agreed to holding the next DVAC meeting on December 19, 2019 at 6:00 p.m.

9. Public Comment – (3-minute limit)

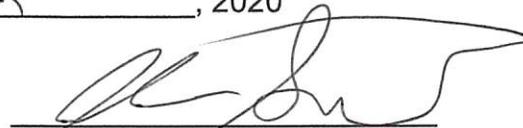
The following individual from the public spoke on items 3, 4 and 6:
George Kousoulas

10. Adjournment

A motion was made by Committee Member Meischeid to adjourn the meeting at 8:26 p.m. The motion received a second from Committee Member Landsman and all voted in favor.

Respectfully submitted:

Accepted this 5 day of MARCH, 2020


Shaun Grenald, Chair

Attest:


Evelyn Herbello
Deputy Town Clerk