



Town of Surfside

SPECIAL DOWNTOWN VISION ADVISORY COMMITTEE MINUTES

November 19, 2020 – 6:00 p.m.

Opening Items:

1. Call to Order/Roll Call

The meeting was called to order by Deputy Town Clerk Herbello at 6:02 p.m.

The following Members introduced themselves:

Zoya Pashenko
Celida Cuenca
Marianne Meishcheid
Meghan Rote
Elliott Kula
Commissioner Charles Kesl, Commission Liaison

Also, present: Frank Trigueros, Tourism Manager
Evelyn Herbello, Deputy Town Clerk
Clara Diaz-Leal, Tourist Board Liaison (arrived at 6:14 pm)

2. Agenda and Order of Business

Chair Meischheid asked regarding the survey for the businesses.

Tourism Manager Frank Trigueros answered Chair Meishcheid's question regarding the downtown survey and-mentioned the idea of working with Pinzur to help disseminate.

Committee Member Cuenca spoke regarding the survey and the elements that should be included in the survey for the business owners.

Tourism Manager Frank Trigueros addressed the comments made by the Committee regarding the survey and the information to be sent to the business owners.

Further discussion took place among the Committee members regarding the survey and what questions should be on the survey. It was agreed upon that the survey should

focus on what would make residents more likely to frequent existing businesses as well as identifying new businesses that the community would find appealing. Staff agreed to begin developing the new survey which would be brought to the next DVAC meeting for the committee to work on.

Town Clerk McCready advised the Committee Members that an email was sent to them to see their availability for a Special Downtown Advisory Committee Meeting on December 1, 2020 and requested their availability to hold a special meeting on December 1, 2020.

Town Clerk McCready also advised the Committee Members of their next regular Meeting which will be held on December 17, 2020.

Consensus was reached to hold a Special DVAC Meeting on December 1, 2020 and the regular meeting December 17, 2020.

Further discussion took place among the Committee regarding vacant businesses.

3. Approval of Minutes – October 1, 2020

Chair Meishcheid requested correction on the set of minutes to reflect the accurate address being 9491 Harding regarding the boarded-up property.

A motion was made by Committee Member Kula to approve the September 17, 2020 minutes as amended, seconded by Committee Member Cuenca. All voted in favor.

4. Resort Tax Collection and Impact on Businesses

Tourism Manager Frank Trigueros gave an update on the item and provided a presentation.

Tourist Board Liaison Diaz-Leal spoke regarding the lending process to small businesses from her experience as a banker.

Commissioner Kesl welcomed Committee Member Kula. He stated this committee is essential and would like for this committee to come up with things they can take action on. He stated the need to act quickly to assist the businesses.

Chair Meischeid addressed the comments made by Commissioner Kesl and the presentation by Tourism Manager Frank Trigueros. She stated that this is a great time to look into having small businesses being introduced to marketing and social media best practices, recalling the Tourist Bureau's previous Tourism Business Enhancement sessions a few years ago.

Tourism Manager Frank Trigueros provided the history on that initiative and mentioned that perhaps something similar could be organized remotely in conjunction with Rachel Pinzur and some of her partners.

Tourist Board Liaison Diaz-Leal asked if there is a lack of engagement from the individuals coming into the businesses.

Further discussion took place among the Committee regarding different options in having the business be involved.

5. Small Business Grant Assistance Program

The item was deferred to the December 1, 2020 Special meeting.

6. Tourist Board Update

The item was deferred to the December 1, 2020 Special meeting.

7. New Downtown Lighting; Holiday Lighting

Committee Member Cuenca asked regarding the holiday lights in the Town.

Vice Chair Pashenko answered Committee Member Cuenca's comments regarding the holiday lights and that the information was sent via email.

Tourism Manager Frank Trigueros stated that he did send out an email regarding the holiday lights and they are waiting to see when they will be installing them. The monument signs have been installed and the holiday banners will be hung on Monday.

Commissioner Kesl asked if there is anything, they can do to speed it up.

Tourism Manager Frank Trigueros replied to Commissioner Kesl's comment and stated that they are working to get the lights up as quickly as possible.

8. Public Comment – (3-minute limit)

The following individual from the public spoke:

George Kousoulas spoke regarding the role of a liaison. He also discussed public art and why some storefront owners would like their businesses to be vacant.

Committee Member Kula stated that they should look into revisiting the public art discussion.

9. Adjournment

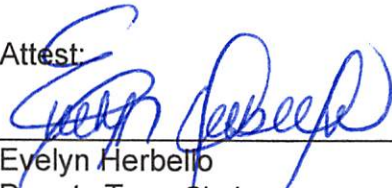
A motion was made by Committee Member Kula to adjourn the meeting 6:46 p.m. The motion received a second Vice Chair Pashenko and all voted in favor.

Respectfully submitted:

Accepted this 01 day of December, 2020


Marianne Meishcheid, Chair

Attest:



Evelyn Herbello
Deputy Town Clerk