



Town of Surfside

SPECIAL DOWNTOWN VISION ADVISORY COMMITTEE MINUTES

December 1, 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 6:06 p.m.

The following Members introduced themselves:

Chair Marianne Meishcheid (arrived at 6:27 pm)
Vice Chair Zoya Pashenko
Committee Member Elliott Kula
Committee Member Meghan Rote

Absent: Committee Member Celida Cuenca
Clara Diaz-Leal, Tourist Board Liaison
Commissioner Charles Kesl, Commission Liaison

Also, present: Frank Trigueros, Tourism Manager
Evelyn Herbello, Deputy Town Clerk
Andrew Hyatt, Town Manager

2. Agenda and Order of Business

3. Approval of Minutes – November 19, 2020

A motion was made by Committee Member Rote to approve the November 19, 2020 minutes as amended, seconded by Vice Chair Pashenko. The motion carried with a 3-0 vote with Chair Meischeid and Committee Member Cuenca absent.

4. 2021 Regular Downtown Vision Advisory Committee Meeting Dates

Deputy Town Clerk Herbello provided the 2021 dates for the regular Downtown Vision Advisory Committee meetings.

A motion was made by Committee Member Rote to approve the 2021 Downtown Vision Advisory Committee Meeting dates, seconded by Vice Chair Pashenko. The motion carried with a 3-0 vote with Chair Meisheid and Committee Member Cuenca absent.

5. Resort Tax Collection

Tourism Manager Trigueros provided an update.

Vice Chair Pashenko asked if there has been any increase in the hotels.

Tourism Manager Trigueros stated that they have seen an increase and they have reported a pick up.

6. Tourist Board Update

Tourism Manager Trigueros provided an update and stated giving the businesses a platform on the website in order to assist the businesses and they have developed a local update for each business to have an area to give an update on their business and special offers. The Town is monitoring COVID and they are coming up with a plan to see what needs to be focused on and providing the right messaging.

Tourism Manager Trigueros commented on different businesses which received itineraries and travel series that will be airing in March.

Committee Member Kula asked if pop ups could be added to the survey to see if the code would allow those types of businesses.

Tourism Manager Trigueros addressed the comments from Committee Member Kula regarding the pop ups and looking at it with the attorneys to see if any changes have to be done to the code. Also including a pop-up question on the survey.

7. Small Business Assistance Grant Program

Tourism Manager Trigueros provided an update of the program and addressed questions and comments made by the Committee members.

8. Downtown Survey

Tourism Manager Trigueros provided an update and provided a few questions to be placed on the survey.

Discussion took place among the Board Members regarding the survey and what incentives the public would have to go to the stores.

Rachel Pinzur spoke regarding supporting local businesses and has discussed ideas for the survey and spoke regarding the kayak launch that is going out soon and would not like to put out too many surveys in order to have more participation. She stated that many like handouts.

Further discussion took place regarding options for the survey and handouts and rules in place of competitive businesses.

The following individual from the public spoke on the item:

Jeff Rose

George Kousoulas

9. PINZUR PR Zoom

Chair Meischeid introduced the item.

Rachel Pinzur gave an update and their recommendation would be putting together a presentation and record it so that businesses that aren't able to attend can also enjoy the session. She spoke regarding digital marketing.

10. Art in Public Places

Tourism Manager Trigueros provided an update and possibly having more public art and what the steps are to revisit that discussion and discussed the challenges.

Committee Member Kula discussed regarding some ideas to be done on some of the walls and free-standing pieces.

Committee Member Rote asked regarding which body would have the authority to approve the items.

Tourism Manager Trigueros addressed the comments made by Committee Member Rote.

Committee Member Kula asked regarding art in different areas.

Chair Meischeid spoke regarding enhancing the sidewalks on Harding Avenue.

Tourism Manager Trigueros discussed looking at the City of Hollywood's materials and the styles of the sidewalks and colors.

Chair Meischeid stated that her recollection was to obtain pricing on refurbishing sidewalks between 96th and 94th on Harding Avenue.

Tourism Manager Trigueros will look into if they obtained pricing information and will advise the Board and will do some research.

Vice Chair Pashenko would like to see the pricing and options.

Further discussion took place among the Board Members regarding the sidewalk refurbishment and the different options available and the Board recommendations.

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

11. New Agenda Items from Committee Members

Town Clerk McCready provided to the Committee members an overview of the procedure for agenda items on future agenda and their timeline.

12. Public Comment – (3-minute limit)

There were no speakers during public comment.

13. Adjournment


A motion was made by Committee Member Kula to adjourn the meeting 7:17 p.m. The motion received a second Vice Chair Pashenko. The motion carried with a 4-0 vote with Committee Member Cuenca absent.

Respectfully submitted:

Accepted this 15th day of December, 2021.


Marianne Meishcheid, Chair

Attest:


Evelyn Herbello
Deputy Town Clerk