



Town of Surfside

TOURIST BOARD MINUTES

April 3, 2017 – 5:30 p.m.

Town Hall Commission Chambers
9293 Harding Ave, 2nd Floor, Surfside, FL 33154

A/B. Call to Order/Roll Call

The meeting was called to order by Chair Cohen at 5:34 p.m.

Present: Chair Barbara Cohen
Secretary Marianne Meischeid
Chase Berger

Absent: Vice Chair Jessica Weiss
Jennifer Zawid

Also present: Vice Mayor Barry Cohen, Commission Liaison
Guillermo Olmedillo, Town Manager
Duncan Tavares, Acting Asst. Town Manager
Melissa Richards, Marketing and Special Proj. Coordinator
Linda Miller, Town Attorney
Elora Riera, Deputy Town Clerk

C. Welcome new member Chase Berger

Chair Cohen thanked Terry Cohen for her service to the Tourist Board.

Board member Berger introduced himself to the Board and is excited to be of service to the Town.

Chair Cohen read into the record a letter to provide clarity to the discussion that was held at the March 14th Commission Meeting under Good and Welfare.

Secretary Meischeid commented that she still feels that the Board should be able to review the contract before it is signed.

1. A/R (Resort Tax)

Acting Asst. Town Manager Tavares commented that he received the resort tax reports today and has provided them to the Board on the dais.

Secretary Meischeid stated that she still feels strongly that the Board needs these reports before the day of the meeting. She previously met with the Finance Department and came up with suggestions and would like to know what the status is and if any of her suggestions have been integrated.

Acting Asst. Town Manager Tavares replied that he will express Secretary Meischeid's concerns to the Finance Department.

Board member Berger made a motion to add the approval of the minutes to the agenda. Secretary Meischeid seconded the motion which carried unanimously on voice vote.

Secretary Meischeid made a motion to approve the March 6, 2017 minutes as written. Board member Berger seconded the motion which carried unanimously on voice vote.

2. Event Organizers Roundtable

Acting Asst. Town Manager Tavares stated that this is an item that the Board has discussed for some time. He felt that it would be beneficial and helpful for the Board to hear from different companies to get an idea of what can be done moving forward for hosting more events.

The panel consisted of: Alan Andai, Kent Aguero, Arnel San Pedro and David Wilson. Each speaker provided brief information regarding their line of business.

Acting Asst. Town Manager Tavares explained the events that are held by the Parks and Recreation Board throughout the year which provides a wealth of material that is available to the visitors.

Acting Asst. Town Manager Tavares commented that moving forward, he sees this as a cornerstone in how the Board integrates in allowing the residents and visitors to get to know each other.

Discussion ensued regarding different event ideas to attract tourists and bring visitors to Surfside.

Michael Karukin of 9365 Abbott Avenue and George Kousoulas of 9225 Collins Avenue spoke on this item.

Board member Berger made a motion to have discussion regarding an event around the time of Art Basel. Secretary Meischeid seconded the motion which carried 3-0 on roll call vote.

Acting Asst. Town Manager Tavares advised the Board that they have officially received the trademark for Miami's Surfside uptown beach town.

3. Tourism Director Position Update

Chair Cohen commented that interviews were held today.

Acting Asst. Town Manager Tavares commented that they are meeting with more candidates on Wednesday and again on Friday. The goal is to have at least three recommendations that then go to the Town Manager which is the process for all Town positions.

4. Third Thursdays Update

Acting Asst. Town Manager Tavares commented that the last Third Thursday of the season is on April 20th from 7:00 p.m. to 9:00 p.m.

5. Sister Cities Update

Acting Asst. Town Manager Tavares commented that as discussed at their last meeting, the Board directed Board member Zawid to be the representative of the Board. He has not had the opportunity to speak with her and since she is absent tonight, he hopes to have an update from her at the next meeting.

6. Next Tourist Board Meeting: Monday May 1, 2017 at 5:30pm: Jacober Creative Update and FY17/18 Marketing Plan discussion. Holiday Lights Vendor Presentations.

Chair Cohen commented that the next meeting will be held on May 1, 2017 at 5:30 p.m. There will be discussions on the FY17/18 marketing plan as well as the holiday lights.

7. Public Comment

George Kousoulas commented on the review of contracts by the Board.

8. Adjournment

Secretary Meischeid made a motion to adjourn the meeting at 7:24 p.m. and Board member Berger seconded the motion which carried unanimously on voice vote.

Respectfully submitted:



Elora Riera, Deputy Town Clerk

Adopted by the Board on this 1st day of May, 2017



Barbara Cohen, Chair

April 3, 2017

I would like to add clarity to the discussion that occurred during Good and Welfare at the March 14th Town Commission meeting.

It was stated that the Tourist Board members concerns were not being addressed in relation to the First Fridays event series and its accompanying contract/contracts.

For the record, this Board has debated/opined and voted upon a number of measures related to First Fridays at nearly every monthly meeting for almost a year. At some of these meetings, this topic occupied the majority of the meeting time.

All of the Board's opinions, concerns and votes have been recorded as part of the meeting minutes. The Board-approved minutes are always provided as part of the Town Commission agenda packet and entered into the Public record.

The Town administration has acted based on the direction given by the Board in the form of motions, seconds and majority vote. In fact, last month this Board specifically voted against needing to review the First Friday agreement.

It's been my experience during the last 12 years that our Town Attorney's office and the Director of Tourism have more than ably tended to contracts with vendors given the direction this Board provided.

A handwritten signature in cursive script that reads "Barbara Cohen". The signature is written in black ink and is positioned above a solid horizontal line that spans the width of the signature.

Chair Barbara Cohen
Town of Surfside Tourist Board