



Town of Surfside

TOURIST BOARD MEETING MINUTES

June 5, 2017 – 5:30 p.m.

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

1. Opening Items:

a. Call to Order/Roll Call

The meeting was called to order by Chair Cohen at 5:37 p.m.

The following were present: Chair Barbara Cohen
Vice Chair Jessica Weiss *arrived at 5:44 p.m.
Secretary Marianne Meischeid
Chase Berger

Absent: Jennifer Zawid

Also present: Guillermo Olmedillo, Town Manager
Duncan Tavares, Asst. Town Manager
Jane Graham, Assistant Town Attorney
Vice Mayor Barry Cohen, Commission Liaison
Melissa Richards, Marketing & Special Proj. Coordinator
Elora Riera, Deputy Clerk

b. Introduction of new Tourism Director – Edwin Moura

Board member Berger made a motion to move this item to the end of the agenda. Passing the gavel, Chair Cohen seconded the motion which passed 3-0.

Assistant Town Manager Tavares stated that unfortunately the new Tourism Director resigned. They have begun advertising for the position again.

Passing the gavel, Chair Cohen made a motion to nominate herself to take part in the process for the Tourism Director position. Vice Chair Weiss seconded the motion which passed 3-0 with Secretary Meischeid abstaining from the discussion and the vote.

c. Approval of Minutes: April 3, 2017 & May 1, 2017

Secretary Meischeid moved to approve the April 3, 2017 and May 1, 2017 minutes as written. Board member Berger seconded the motion which passed 3-0.

d. A/R (Resort Tax)

Assistant Town Manager provided the resort tax spreadsheets for the Board's information.

e. Marketing/Media Plan 2nd Quarter Update – Jacober Creative

*Vice Chair Weiss arrived at 5:44 p.m.

Luisa Jimenez, Representative of Jacober Creative presented a slideshow to the Board of the second quarter update and answered any questions they had.

2. Discussion Items

a. FY 17/18 Budget Initial Discussion

Assistant Town Manager Tavares explained that the first Town budget workshop will be on June 15th. It looks as though the Board will probably receive the same amount allocated to professional activities. The actual increase that was being forecasted will not be in place for next year. He would like to spend the next meeting solely discussing the budget. He asked that if any Board members have any ideas they would like to discuss and possibly see go into the budget to please let him know.

b. FY 17/18 Holiday Lights

Assistant Town Manager Tavares explained that the Board had previously mentioned looking at other options. The Administration has requested to put an item on next year's budget to address the lighting situation downtown. He commented that last year the Town spent approximately \$64,000 on the downtown area lights which is lighting approximately 93 trees as well as their fronds. He requested that the Board focus on the downtown area as well as the few trees that are in Veterans Park. He also proposed that the Board use the same entrance features as last year.

Randy Myerson of Miami Christmas Lights presented a slideshow of lighting options and features that could be implemented into the holiday lights for the Town.

Discussion ensued regarding the lighting options and costs involved.

George Kousoulas of 9225 Collins Avenue spoke on this item.

Secretary Meischeid made a motion to follow what the Town had last year and to add lock boxes to prevent additional outages and to look into the option of aquatic animals. Board member Berger seconded the motion which passed 4-0.

c. Art Basel Event Scope of Services

Assistant Town Manager Tavares explained that after the last meeting with the event planners, there was one proposal which was provided to the Board and the vendor is present to speak with the Board tonight. Creative State is another vendor who was willing to work with the Town. Assistant Town Manager Tavares also provided some questions to the Board that they may ask of the vendors.

Alan Andai presented a handout to the Board and discussed the possibilities for holding Art Basel in the Town.

George Kousoulas of 9225 Collins Avenue spoke on this item.

After some discussion, the Board agreed that they are interested in having a winter event but they did not want to hold an Art Basel event in Surfside at this time.

d. PAMM Inside/Out Summer Initiative

Assistant Town Manager Tavares commented that 15 works of art have been installed at every beach end. This is a competition that he entered for the Town and it will run through the middle of September. On June 9th, Perez Art Museum will be in Town holding a small reception inside the Community Center. They will be conducting tours via umbrella in case it rains. He will also be partnering with First Fridays.

e. First Fridays Update

Assistant Town Manager Tavares explained that he has until tomorrow to cancel the event before incurring any costs. He will be monitoring the weather tomorrow in order to make the determination to reschedule or not.

To answer Secretary Meischeid's question, Assistant Town Manager Tavares stated that the event in May was canceled the day of the event and therefore the vendor still had to be paid.

f. Third Thursdays Recap

Assistant Town Manager Tavares stated that the theme for the last event was Uptown Beachtown. They created a kid's area separate from the music area to create a better flow but the kid's area seemed to be the most crowded.

g. Sister Cities Update

Assistant Town Manager Tavares commented that he has not been able to speak with Board member Zawid regarding this item.

h. Public Comment

Barbara McLaughlin of 9341 Collins Avenue spoke regarding the possible use of one of the parking lots for the Third Thursdays event.

George Kousoulas of 9225 Collins Avenue spoke regarding the use of one of the parking lots for the Third Thursday events.

i. Adjournment

There being no further business, the meeting was adjourned at 7:27 p.m.

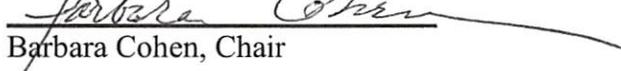
Adjournment

Respectfully submitted:



Elora Riera, Deputy Clerk

Adopted by the Board on this 10 day of July, 2017



Barbara Cohen, Chair