



Town of Surfside

TOURIST BOARD MEETING MINUTES

July 10 2017 – 5:30 p.m.

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

**** NOTE – The video recording of this meeting is unavailable due to technical issues. Therefore, transcription of the minutes was created from notes. ****

1. Opening Items:

a. Call to Order/Roll Call

The meeting was called to order by Chair Cohen at 5:55 p.m.

The following were present: Chair Cohen
 Secretary Meischeid
 Vice Chair Weiss

Absent: Board member Berger

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

b. Board Member Zawid's Resignation – Chair Cohen

Chair Cohen advised the Board of Jennifer Zawid's resignation. She wishes Jennifer all the best in her future.

c. Approval of Minutes:

Secretary Meischeid moved to approve the minutes as written. Vice Chair Weiss seconded the motion which passed 3-0 on voice vote.

d. A/R (Resort Tax)

Assistant Town Manager Tavares provided the resort tax spreadsheets to the Board for their information and answered questions from the Board.

e. Tourism Director Update

Assistant Town Manager Tavares explained that they are still in the process of filling the Tourism Director position. They have received a few resumes.

2. Discussion Items

a. FY17/18 Holiday Lights

Assistant Town Manager Tavares gave an overview of prior discussions the Board has had regarding the holiday lights.

After some discussion, Secretary Meischeid made a motion to go with the \$65,000 that was used for the holiday lights last year and to give flexibility to Assistant Town Manager Tavares to search for funding through the budget or reserves. Vice Chair Weiss seconded the motion which passed 3-0 on roll call vote.

b. FY17/18 Budget – Items from the Board

The Board discussed different items of the budget. Jacober Creative and Assistant Town Manager Tavares presented and answered any questions from the Board.

Vice Chair Weiss made a motion to move forward and bring back the budget items as part of the next fiscal year budget plan. Secretary Meischeid seconded the motion which passed 3-0 on roll call vote.

c. First Fridays Update

Sara Liss of the First Fridays event provided an overview of the event that took place on July 7th. Ms. Liss and Assistant Town Manager Tavares answered questions from the Board.

Ms. Liss provided a new event idea to the Board. The event idea involved paddle boarding and floating docks. She answered any questions and comments that the Board had about this new event.

After some discussion, Vice Chair Weiss made a motion to proceed with Ms. Liss' event idea and to explore details and cost from a conceptual approach. Secretary Meischeid seconded the motion which passed 3-0 on roll call vote.

d. Sister Cities Update

Assistant Town Manager Tavares had no information to provide to the Board at this time. Due to the resignation of Board Member Zawid, he hopes to have information for the Board at a future meeting.

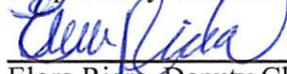
e. Public Comment

Public speakers: George Kousoulas of 9225 Collins Avenue, Barbara McLaughlin of 9341 Collins Avenue

3. Adjournment

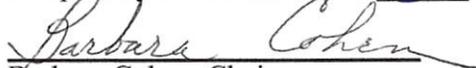
Secretary Meischeid made a motion to adjourn the meeting at 7:58 p.m. and Vice Chair Weiss seconded the motion which passed 3-0 on voice vote.

Respectfully submitted:



Elora Riera, Deputy Clerk

Adopted by the Board on this 2nd day of October, 2017



Barbara Cohen, Chair