



Town of Surfside

TOURIST BOARD MEETING MINUTES

October 2, 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 5:40 p.m.

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

Absent: Board Member Charles Ness

Also present: Vice Mayor Barry Cohen, Commission Liaison
Guillermo Olmedillo, Town Manager
Duncan Tavares, Assistant Town Manager
Lindsay Fast, Tourism Director
Mitch Bierman, Town Attorney
Melissa Richards, Marketing & Special Events Coordinator
Elora Riera, Deputy Clerk

- b) Post Hurricane Welcome – Chair Barbara Cohen
Chair Cohen welcomed everyone back. She commended the Town of Surfside staff for their hard work before, during and after Hurricane Irma. She wished a Happy New Year to the Jewish community. Chair Cohen informed the Board that Board member Chase Berger resigned from the Board and wished him well in his future endeavors.
- c) Welcome New Board Member Charles Ness – Chair Barbara Cohen
Chair Cohen welcomed Charles Ness to the Board. He was unable to attend tonight's meeting.
- d) Introduction of new Tourism Director Lindsay Fast - Duncan Tavares, Assistant Town Manager
Chair Cohen introduced Lindsay Fast as the new Tourism Director and looks forward to working with her.
- e) July 10 Meeting Video
Assistant Town Manager Tavares advised the Board that due to technical difficulties at the last meeting, there is no video of the meeting. Minutes were provided of the meeting but there is no video of the meeting on the Town's website.

f) Approval of Minutes: July 10, 2017
(No minutes from August 4, 2017 or September 25, 2017 due to cancelled meetings)
Vice Chair Weiss made a motion to approve the minutes. Secretary Meischeid seconded the motion and all voted in favor.

g) A/R (Resort Tax)
The A/R resort tax spreadsheets were provided to the Board for their information.

2. Discussion Items

a) Post Irma Hotel Status Update
Tourism Director Fast explained that the hotels are in the process of getting back to normal. Some hotels had minor damages.

b) Post Irma Acknowledgment of Hotel Staff
Tourism Director Fast commented that the staff felt that it would be nice to thank the hotel staff for their hard work during Hurricane Irma and assisting the Town and its residents.

Vice Chair Weiss made a motion to send a thank you acknowledgement such as muffins or cookies to the staff members of hotels in Town. Secretary Meischeid seconded the motion and all voted in favor.

c) Marketing Media Plan FY 16/17 Year in Review – Jacober Creative
Luisa Jimenez of Jacober Creative presented a presentation of their year in review and answered any questions from the Board.

d) First Friday Update – Sara Liss
Vice Chair Weiss made a motion to defer this item until Sara Liss arrived. Secretary Meischeid seconded the motion and all voted in favor.

This item was discussed after Item 2f.

Sara Liss presented photos and an overview of the First Fridays Mediterranean themed event that took place on September 1st and answered any questions the Board had.

e) Sister Cities Update
Assistant Town Manager Tavares commented that this is an ongoing item. He hopes that there will be more movement now that there is a Tourism Director.

f) Next Tourist Board Meeting: Monday October 16, 2017 at 5:30pm:
FY 17/18 Marketing Plan
Tourism Director Fast stated that the next meeting Jacober Creative will provide a presentation on moving forward with regard to Tourism.

There was discussion about the difficulty for Board members to attend meetings that are not at the regularly scheduled time and the challenge to obtain a quorum while trying to move the Tourist Board objectives forward. Assistant Town Manager Tavares explained that the challenge the Board faces is that the Town is already in the new fiscal year but with no direction for Tourism Director Fast to implement. The plan is to move forward with Jacober Creative Services for the next fiscal year and there are items in play that the Board must continue with.

Assistant Town Manager Tavares explained that starting in November would mean losing time. The Town is looking to extend the retention of their services and some of the minimal financial commitments with them for the month of October.

Secretary Meischeid asked why the Board did not meet in September and Assistant Town Manager Tavares replied that there were multiple issues that arose, including a hurricane and not being able to attain a quorum.

Assistant Town Manager Tavares stated that staff planned to hold a special meeting that could be devoted to this budgetary item to get the fiscal year up and running.

g) Public Comment

Public Speakers: George Kousoulas spoke regarding hotels.

h) Adjournment

Vice Chair Weiss made a motion to adjourn the meeting. Secretary Meischeid seconded the motion and all voted in favor.

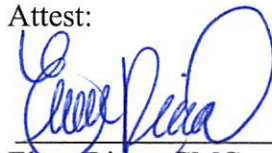
The meeting adjourned at 6:42 p.m.

Respectfully submitted:

Accepted this 6th day of November, 2017


Barbara Cohen, Chair

Attest:


Elora Riera, CMC
Deputy Clerk