



Town of Surfside

TOURIST BOARD MEETING MINUTES

November 6, 2017 – 5:30 p.m.

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

Opening Items:

A. Call to Order

The meeting was called to order by Chair Barbara Cohen at 5:33 p.m.

B. Roll Call

The following were present: Chair Barbara Cohen
Secretary Meisheid
Jeff Lehman

Absent: Vice Chair Jessica Weiss
Charles Ness

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

1. Welcome – Chair Barbara Cohen

Board member Ness arrived at 5:34 p.m.

Chair Barbara Cohen welcomed everyone to the Tourist Board meeting. She asked for a moment of silence for the two recent massacres that occurred.

2. Welcome New Board Members Charles Ness and Jeff Lehman – Chair Barbara Cohen

Chair Barbara Cohen welcomed the new members to the Board and looks forward to working with them.

3. Approval of Minutes – October 2, 2017

Secretary Meisheid made a motion to approve the minutes as written. The motion was seconded by Board member Lehman which carried 4-0 on voice vote.

4. A/R (Resort Tax)

The A/R resort tax spreadsheets were provided to the Board for their information.

Discussion Items

5. Post Irma Acknowledgement of Hotel Staff Update
Tourism Director Fast advised the Board that the acknowledgement is currently being completed.

6. **Marketing Plan FY 17/18**

Luisa Jimenez of Jacober Creative and Tourism Director Fast presented a proposal for the marketing plan for fiscal year 2017-2018.

Ms. Jimenez and staff answered questions the Board members had pertaining to the plan and budget.

After some discussion, Board member Lehman moved to approve the budget as proposed with the inclusion of the retainer and funds from the reserves. Secretary Meischeid seconded the motion which passed 4-0 on roll call vote.

Discussion ensued regarding potential ways to work with the local business owners.

7. **Next Tourist Board Meeting: Monday, December 4, 2017 at 5:30 p.m.**

Chair Barbara Cohen advised the Board of the next Tourist Board meeting.

8. **Public Comment**

Michael Karukin spoke as a resident regarding print media options; George Kousoulas spoke regarding the budget; David Wilson spoke regarding an event strategy for the businesses in Downtown for future Third Thursdays events.


9. **Adjournment**

Board member Lehman made a motion to adjourn the meeting. Secretary Meischeid seconded the motion which carried 4-0 on voice vote.


The meeting adjourned at 7:41 p.m.

Respectfully submitted:

Accepted this 4 day of December, 2017


Barbara Cohen, Chair

Attest:


Elora Riera, CMC
Deputy Clerk