



## Town of Surfside

### TOURIST BOARD MEETING MINUTES

**February 5, 2018 – 5:30 p.m.**

Town Hall Commission Chambers –  
9293 Harding Ave, 2<sup>nd</sup> Floor, Surfside, FL 33154

#### Opening Items:

**1. Call to Order/Roll Call**

The meeting was called to order by Chair Barbara Cohen at 5:30 p.m.

The following were present:

Chair Barbara Cohen
Secretary Marianne Meischeid
Board Member Jeff Lehman
Board Member Charles Ness

Absent: Vice Chair Jessica Weiss\*

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
Frank Trigueros, Marketing & Special Projects Coordinator
Elora Riera, Deputy Town Clerk

**2. Welcome – Chair Barbara Cohen**

Chair Barbara Cohen welcomed everyone to the meeting.

**3. Approval of Minutes: January 8, 2018**

Board Member Lehman made a motion to approve the minutes. Secretary Meischeid seconded the motion and all voted in favor.

**4. A/R (Resort Tax)**

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

Discussion ensued regarding a closed restaurant on Harding Avenue.

#### Discussion Items

**5. Visit Florida Funding: FL Senate initial proposal to cut Visit Florida funding in half – from \$100 million to \$50 million.**

Tourism Director Fast stated that the FL Senate proposed to cut the Visit Florida funding in half from \$100 million to \$50 million and the House of Representatives have somewhat echoed the same thing. She said that this change would drastically impact jobs and funding for co-op initiatives.

Board Member Lehman agreed and felt that a letter should be drafted from the Board in opposition of cutting the Visit Florida funding.

Chair Barbara Cohen commented that she would like a motion on this tonight since the legislature will end in two weeks.

Board Member Lehman made a motion to draft a letter in opposition to cutting the funding for Visit Florida on behalf of the Tourist Board, the tourists, businesses and employees in the Town.

Attorney Bierman commented that he is uncomfortable with the Board having a resolution and sending a message without the Town Commission's approval. He recommended that the Board ask the Town Commission to send a letter urging the Florida Legislature to restore the Visit Florida funding.

\*Vice Chair Weiss arrived at 5:39 p.m.

Board Member Lehman withdrew his motion.

After some discussion, the Board requested that Staff draft an urging letter in opposition to cutting the funding for Visit Florida for the Board to individually send via email to the Florida Senate.

**6. Third Thursdays Update: Recap of January event, looking forward to February and recommended tweaks. Influencer Proposal by Anything but Advertising (Proposal Provided in Agenda Packet).**

Tourism Director Fast commented that the first event was held a couple of weeks ago and it was a very cold evening but there was a great crowd. She stated that they are working on some new things to add to the event such as a kosher food truck, additional seating, and varied music. She would like to hear some feedback from the Board members.

Board Member Lehman commented that he would like to see more food trucks to have more food options and that there were not many people in the food area.

Vice Chair Weiss commented that it may be because it is dark in that area and Tourism Director Fast stated that they will be adding some additional lighting in that area.

Secretary Meischeid stated that she heard a few comments about the band being very loud.

Claire Kunzman from "Anything but Advertising" presented a proposal for a social media influencer program. After the presentation, Ms. Kunzman answered questions.

**7. Sand Sculpture Update: Recommendation of moving install location to grassy area of Community Center. Sand will be delivered, and re-try for Feb 9<sup>th</sup>.**

Tourism Director Fast stated that she is happy to report that she came up with a contingency plan since the January sand sculpture installation didn't quite work out.

Tourism Director Fast said that sand will be brought in and will be placed in the grassy area of the Community Center. It will be installed on Friday, February 9<sup>th</sup>. She stated that once it has served its purpose, Public Works has use for the sand and will remove it.

Vice Chair Weiss asked if the tourists will be able to access the sculpture and Tourism Director Fast replied that it will be available for viewing 24/7.

Board Member Ness asked if the Police will be aware of the sculpture and Tourism Director Fast replied that they will be aware of it.

**8. Paddle-Topia Update: Recommended dates of May 19<sup>th</sup> + 20<sup>th</sup> and other updates provided by Sara Liss.**

Tourism Director Fast commented after speaking with Parks & Recreation Department, she is proposing May 19<sup>th</sup> and 20<sup>th</sup> for the 2-day event. Sara Liss will be providing an update on the event.

Sara Liss presented a PowerPoint to the Board of the Paddle-Topia event and how the event will look. After the presentation, Ms. Liss answered questions.

**9. Tourism Business Enhancement Program: Recap of January 31<sup>st</sup> meeting at Araxi Burger.**

Tourism Director Fast provided an overview of Business Enhancement event that took place on January 31<sup>st</sup> at Araxi Burger. There were three subject matter experts who presented tips, tools, and best practices ideas. There was good engagement and questions by the businesses. She gave credit to Marketing & Special Projects Coordinator Trigueros who visited the businesses three times in order to ensure that all businesses were aware of the event. Ten businesses RSVP'd and six businesses attended.

Discussion ensued regarding the engagement of the property owners of the local businesses.

**10. New York City Press Trip: Recap of PR visit of desk side interviews + GMCVB event January 30<sup>th</sup> by Pinzur Communications.**

Rachel Pinzur of Pinzur Communications provided an overview of her trip to New York for the Greater Miami Convention Visitors Bureau Press Reception event. She met with many people as well as press. She has scheduled and continues scheduling interviews with journalists to promote the Town. Ms. Pinzur has reached out to 77 members of the media so far and is receiving great feedback.

**11. Contingency Fund Update: Current Status of Contingency Fund.**

Tourism Director Fast provided a contingency fund handout to the Board. She explained each line item on the contingency fund and stated that there is \$21,350 available for the remainder of the year.

Board Member Ness inquired about the sand sculptures and asked if they can see how the first one is and then determine whether to move forward with the second one and Tourism Director Fast replied that is what was approved by the Board.

**12. Lifeguard & Lifeguard Stand: Update on Process.**

Tourism Director Fast commented that the Parks and Recreation Department is still looking into the costs. This will be an item on the Parks and Recreation Committee meeting agenda in March. She asked that a representative of the Tourist Board attend the Parks and Recreation meeting with her in case there are questions.

**13. Marketing the Destination & Adopted 5-Year Tourism Plan (FY 2013/14-FY 2017/18): Recommendation to proceed with 3-Year Marketing Agreement.**

Tourism Director Fast commented that the 5-year tourism plan was from FY2013-2014 through this year which means that they are in the last year of the plan. She is proposing that moving forward, it would benefit the Board to have a 3-year plan and start the conversation for an RFP.

Secretary Meischeid made a motion to direct Staff to create an RFP for a 3-year plan. Vice Chair Weiss seconded the motion which passed 5-0 on roll call vote.

**14. Next Tourist Board Meeting: Monday, March 5, 2018 at 5:30pm**

Chair Barbara Cohen advised the Board that the next meeting is on March 5, 2018 at 5:30pm.

**15. Public Comments**

Tourism Director Fast asked that the Board please do their part in RSVP'ing to Deputy Clerk Riera for meetings to ensure a quorum.

**16. Adjournment**


There being no further business to discuss, Secretary Meischeid made a motion to adjourn the meeting. Board Member Lehman seconded the motion and all voted in favor.

The meeting adjourned at 7:18 p.m.

Respectfully submitted:

Accepted this 5<sup>th</sup> day of March, 2018

  
Barbara Cohen, Chair

Attest:  
  
Elora Riera, CMC  
Deputy Town Clerk