



Town of Surfside

TOURIST BOARD MEETING MINUTES

May 14, 2018 – 5:30 p.m.

Town Hall Commission Chambers –
9293 Harding Ave, 2nd 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
Board Member Jeff Lehman
Board Member MaryAnna Estomba

Absent: Board Member Jennifer Brilliant

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. Nominations & Elections for Chairman and Vice Chair

Passing the gavel, Chair Barbara Cohen made a motion to nominate herself as Chair. The motion was seconded by Board Member Lehman and all voted in favor.

Chair Barbara Cohen made a motion to nominate Jeff Lehman as Vice Chair. The motion was seconded by Board Member Estomba and all voted in favor.

4. Approval of Minutes: March 5, 2018

Vice Chair Lehman made a motion to approve the minutes as written. The motion was seconded by Board Member Estomba and all voted in favor.

5. A/R (Resort Tax)

The A/R resort tax spreadsheets were provided to the Board for their information. Vice Chair Lehman requested that the collection period be added to the report and Tourism Director Fast responded that it will be included moving forward.

Discussion Items

6. **Final Funding for Visit Florida: \$76M**

Tourism Director Fast reported that in previous discussions the Board was encouraged to send a letter to the Legislature and after some negotiations Visit Florida received \$76M for Tourism.

7. **Quarterly Update – Jacober Creative + Pinzur Communications**

Luisa Jimenez of Jacober Creative and Rachel Pinzur of Pinzur Communications presented the second quarter update and answered questions from the Board Members.

8. **March 8th Campaign Photoshoot Results – Jacober Creative**

Ms. Jimenez provided an overview of the campaign photoshoot that took place on March 8th and presented a short video of a behind the scenes look at the photoshoot and distributed a magazine of photos from the photoshoot.

9. **Third Thursdays Event Series Recap – Creative State**

David Wilson and Taylor Dante of Creative State provided a PowerPoint presentation with an overview of the Third Thursdays event series and answered questions from the Board Members.

Luisa Jimenez of Jacober Creative provided an overview of the social media engagement for the Third Thursdays event series and answered questions from the Board Members.

Rachel Pinzur of Pinzur Communications provided an overview of the media coverage during the Third Thursdays event series and answered questions from the Board Members.

10. **April Food Media Tour Results – Pinzur Communications**

Rachel Pinzur of Pinzur Communications provided a PowerPoint presentation with an overview of the results from the food media tour and answered questions from the Board Members.

11. **First Fridays Event Series – Sara Liss**

Sara Liss of Friday Beach, LLC provided a PowerPoint presentation of an overview of the First Fridays event series and themes and what the events will look like.

12. **Steering Committee for Re-Launch of Downtown Vision Advisory Committee (DVAC) for Harding Avenue Downtown District.**

Tourism Director Fast commented that the Mayor has initiated conversations with property owners and business owners. A Steering Committee of three members have been working on the overarching agenda for the Downtown Vision Advisory Committee (DVAC). She suggested that a Tourist Board member participate as a Liaison in the larger DVAC meetings.

After some discussion, there was consensus to defer this item to next month to appoint a Liaison when more members are present.

13. **Turtle Collateral Proposal**

This item was discussed after item #15.

Tourism Director Fast provided brief overview of the item and how it came about. She commented that the proposals that she has received in terms of the design is \$5,100 and the print quotes have been between \$1,000 and \$1,800.

Tourism Director Fast Tourism Director Fast would like to create a comprehensive plan for distribution as well as build it into the next fiscal year budget due to lack of availability in current year contingency fund. She received positive consensus from the Board.

14. Release of Marketing Services RFP on May 1

Tourism Director Fast commented that the marketing services RFP has gone out for bid. There is a mandatory Pre-RFP submission conference on Wednesday, May 16th and she is hoping for a great turnout.

15. Contingency Fund Update

Tourism Director Fast mentioned that the Board had previously set aside contingency funds for initiatives and provided a spreadsheet of some of the previously allocated funds and some other topics for discussion.

After some discussion, Vice Chair Lehman made a motion to approve the \$16,157 additional funds against the contingency fund. The motion was seconded by Board Member Estomba and all voted in favor.

16. Status Update of Digital Application

Tourism Director Fast deferred this item.

17. Tourism Appreciation Week Update

Tourism Director Fast presented a PowerPoint presentation of the visits they made to the hotels to recognize the staff as part of Tourism Appreciation Week.

18. Recap of Second Quarter Tourism Business Enhancement Program at Community Center April 30th

Frank Trigueros provided a PowerPoint presentation of the business enhancement program that was held at the Community Center on April 30th. He commented that the turnout was low and many people forgot about the event.

Discussion ensued regarding how to engage with the businesses.

Sara Liss inquired if this program could be opened up to residents who do not own a business in Surfside but who own small businesses and Tourism Director Fast replied that she is more than happy to work with them as well.

19. Paddletopia Preparations for May 19 & 20th Event

Tourism Director Fast commented that the Paddletopia event is this weekend. She is excited for the event. Sara Liss has worked very hard for this event and they are hoping for great weather.

20. Bal Harbour Resort Tax Committee Meeting Update

Tourism Director Fast commented that she attended the Bal Harbour Resort Tax meeting last week and they are very open to partnering with the Town of Surfside's Tourist Board and she looks forward to what can be done together.

21. Next Tourist Board Meeting: Monday, June 4, 2018 at 5:30pm

Chair Barbara Cohen advised the Board that the next meeting is on June 4, 2018 at 5:30pm.

22. Public Comments

There were no public comments.

23. Adjournment

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

The meeting adjourned at 7:52 p.m.

Respectfully submitted:

Accepted this 4th day of June, 2018


Barbara Cohen, Chair

Attest:


Elora Riera, CMC
Deputy Town Clerk