



Town of Surfside

TOURIST BOARD MEETING MINUTES

August 6, 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 5:32 p.m.

The following were present: Chair Barbara Cohen
Vice Chair Jeff Lehman
Board Member Jennifer Brilliant
Board Member Bera Kalhan

Absent: Board Member MaryAnna Estomba
Commission Barry Cohen, Board Liaison

Also present: Duncan Tavares, Assistant Town Manager
Lindsay Fast, Tourism Director
Lillian Arango, 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. Tourism Director Fast let everyone know that liaison Commissioner Cohen was regrettably unable to join for the meeting.

3. Approval of Minutes: July 9, 2018

Board Member Brilliant made a motion to approve the minutes as written. The motion was seconded by Board Member Kalhan 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 Items

5. AWE Conference Re-Cap: Frank Trigueros

Marketing and Special Projects Coordinator Frank Trigueros presented a PowerPoint of his experience and what he learned at the Augmented World Expo. He provided insight on new virtual reality features that would be a benefit to the Town in the future. He answered any questions by the Board.

6. RFP 2018-04 Marketing Services for the Town of Surfside Tourist Bureau Recommendation

Tourism Director Fast provided an overview of the RFP and the Selection Committee process that took place for determining their proposed recommendation to the Board. She explained that after extensive deliberation from the Committee, they unanimously agreed upon selecting Jacober Creative.

After some discussion, Vice Chair Lehman made a motion to select and award the agreement to Jacober Creative and direct Tourism Director Fast to negotiate with Jacober Creative and negotiate an agreement that would be acceptable to the Town. The motion was seconded by Board Member Kalhan which carried 4-0 on roll call vote.

Tourism Director Fast announced that the Tourism Department has been honored by Visit Florida as finalists for the Flagler Awards and staff will be attending the Governors Conference in September. The Tourism Department has been nominated in two categories; social media and promotional materials.

7. Holiday Lights Recommendation: Miami Christmas Lights

Tourism Director Fast and Randy Meyerson of Miami Christmas Lights provided a PowerPoint presentation of the proposed holiday lights. Three style options were provided as well as two entrance options.

After some discussion, Board Member Kalhan made a motion to accept and move forward with the third option with the enhanced features. The motion was seconded by Vice Chair Lehman which carried 4-0 on roll call vote.

By consensus, the Board agreed upon selecting the second option for the entrance lighting.

8. Next Tourist Board Meeting: Monday, September 5, 2018 at 5:30pm

Chair Barbara Cohen advised the Board that the next meeting is on September 5, 2018 at 5:30 p.m.

9. Public Comments

George Kousoulas of 9225 Collins Avenue spoke regarding allowing public comments on each agenda item.


10. Adjournment

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

The meeting adjourned at 6:04 p.m.

Respectfully submitted:

Accepted this 5th day of September, 2018


Barbara Cohen, Chair

Attest:


Elora Riera, CMC
Deputy Town Clerk