



Town of Surfside

TOURIST BOARD MEETING MINUTES

September 5, 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 5:31 p.m.

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

Absent: Vice Chair Jeff Lehman
Board Member MaryAnna Estomba

Also present: Lindsay Fast, Tourism Director
Mitch Bierman, Town Attorney
Guillermo Olmedillo, Town Manager
Commission Barry Cohen, Board Liaison
Elora Riera, Deputy Town Clerk

2. Welcome – Chair Barbara Cohen

Chair Barbara Cohen welcomed everyone to the meeting. Chair Barbara Cohen open the floor to public comments.

Public Speakers:

- George Kousoulas of 9225 Collins Avenue spoke regarding design and creative decisions.

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 information was provided to the Board.

Discussion Items:

5. Re-cap of Recent Familiarization Tours (Brazil Group, GMCVB #FoundinMiami Tour & Romance Latin America Group) - Pinzur Communications

Rachel Pinzur of Pinzur Communications presented a PowerPoint of the recent tours that took place all over the Town which included showcasing local businesses to influencers, GMCVB and others.

6. ESTO Conference Re-cap – Lindsay Fast, Tourism Director

Tourism Director Fast presented a PowerPoint of the Educational Seminar for Tourism Organizations (ESTO) Conference that she attended from August 11th through the 14th. She mentioned the different topics and opportunities which she felt related to the Town she included business and leisure travel trend (bleisure), culinary travel trend, driving millennial engagement and visits, influencer marketing and travels contribution to economic development.

7. Downtown Business Photoshoot Recap & Business Page Update – Jacober Creative

Daniel Peralto of Jacober Creative presented a PowerPoint recap of the downtown business photoshoot and business page update. He presented photos of the different local businesses and restaurants that were captured during the photoshoot and how they will be showcased on social media and on the VisitSurfsideFL.com business pages.

8. Historian Paul S. George Proposal

Tourism Director Fast provided a brief overview of the historical report and tour proposal from Historian, Paul S. George.

After some discussion, Board Member Kalhan made a motion to approve the allocation of funds for the tour proposal. The motion was seconded by Board Member Brilliant and all voted in favor.

9. Additional Tourist Board Meeting October 22nd at 5:30pm to present Fiscal Year 2018/2019 Marketing Plan

Chair Barbara Cohen advised the Board that there will be an additional meeting in October to present and discuss the FY 2018-2019 marketing plan.

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

Chair Barbara Cohen advised the Board that the next meeting is on October 8, 2018 at 5:30 p.m.

11. Public Comments

George Kousoulas of 9225 Collins Avenue spoke regarding a tourism market study.

12. Adjournment

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


The meeting adjourned at 7:03 p.m.

Respectfully submitted:

Accepted this 8th day of October, 2018


Barbara Cohen, Chair

Attest:


Elora Riera, CMC
Deputy Town Clerk