



Town of Surfside

TOURIST BOARD MEETING MINUTES

October 8, 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
- Vice Chair Jeff Lehman
- Board Member Jennifer Brilliant
- Board Member Bera Kalhan
- Board Member MaryAnna Estomba

Also present:

- Lindsay Fast, Tourism Director
- Duncan Tavares, Assistant Town Manager
- Mitch Bierman, Town Attorney
- Frank Trigueros, Marketing and Special Proj. Coordinator
- Elora Riera, Deputy Town Clerk

2. Welcome – Chair Barbara Cohen

Chair Barbara Cohen welcomed everyone to the meeting.

3. Approval of Minutes: September 5, 2018

Board Member Kalhan made a motion to approve the minutes as written. The motion was seconded by Board Member Brilliant and all voted in favor.

4. A/R (Resort Tax)

The A/R resort tax information was provided to the Board. Tourism Director Fast mentioned some businesses who were delinquent in payments.

Discussion Items:

5. Florida Governor's Conference Re-Cap – Frank Trigueros, Marketing and Special Projects Coordinator

Marketing and Special Projects Coordinator Frank Trigueros provided a PowerPoint presentation overviewing the conference he attended with and Tourism Director Lindsay Fast where they received awards at.

Marketing and Special Projects Coordinator Trigueros answered questions from the Board.

6. Fiscal Year 2017 – 2018 Tourism Year in Review – Jacober Creative and Tourism Team

Luisa Jimenez of Jacober Creative, Tourism Director Fast and Sarah Liss of Friday Beach, LLC provided a PowerPoint presentation of the Tourism year in review for FY 2017-2018 and answered questions from the Board. Some of the topics included in the year in review presentation included marketing strategies, social media, advertising, public relations, photoshoots and Town events and the related results.

7. Next Tourist Board Meeting: Special Meeting - Monday, October 22, 2018 at 5:30pm

Chair Barbara Cohen advised the Board that the next meeting is on October 22, 2018 at 5:30 p.m. and hopes to see everyone in attendance.

8. Public Comments

None.

9. 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 Estomba and all voted in favor.

The meeting adjourned at 7:05 p.m.

Respectfully submitted:

Accepted this 22 day of October, 2018


Barbara Cohen, Chair

Attest:


Elora Riera, CMC
Deputy Town Clerk