



## Town of Surfside

### TOURIST BOARD MEETING MINUTES

**December 12, 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.

Present: Chair Barbara Cohen  
Board Member Jennifer Brilliant  
Board Member MaryAnna Estomba

Absent: Vice Chair Jeff Lehman  
Board Member Bera Kalhan

Also present: Lindsay Fast, Tourism Director  
Duncan Tavares, Assistant Town Manager  
Haydee Sera, Town Attorney  
Barry Cohen, Town Commission Liaison  
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: November 14, 2018**

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

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

Tourism Director Fast provided the Board with the A/R resort tax spreadsheet comparing the 2017/2018 fiscal year to the 2018/2019 fiscal year for the Boards information.

5. **Current Resort Tax Budget Spend**

Tourism Director Fast commented that this item was requested at the last meeting. Discussion ensued regarding the purchasing of holiday lighting or having more permanent options for lighting downtown.

Board Member Estomba commented that she would like to see a specific line item in the future budget for sponsorship items so that it is clear where funds are going.

**6. Ongoing Board Directed Task-List**

Tourism Director Fast put together and provided a list of ongoing items that the Tourism Department is working on that has been directed from the Board.

**Discussion Items:**

**7. Appreciation for Hector Perez' Dedicated Service and Assistance for the Tourist Board Meetings and the Town of Surfside for 34 years – Lindsay Fast**

Tourism Director Fast presented Hector Perez an award for his hard work, help and dedication to the Tourist Board.

Hector thanked the Board and said that he will miss everyone.

**8. Israel Innovation Expo Sponsorship Request – Lindsay Fast**

Tourism Director Fast provided the Board with the sponsorship request form as per the request of the Board at their last meeting. She explained how this would benefit the Town and what the sponsorship funds would go towards.

Discussion ensued regarding conditions that the event be open to residents and that there be participation by local businesses at the event.

After some discussion, Board Member Estomba made a motion to approve the sponsorship with the conditions that the expo be open to the residents to attend for free and that there be a minimum of two other Surfside businesses be involved in the expo. Board Member Brilliant seconded the motion which carried 3-0 on roll call vote.

**9. Bootcamp & Brews Event Details – Jacober Creative on behalf of R2 Creative**

Tourism Director Fast introduced the item.

Raul Rodriguez of R2 Creative and Daniel Peralta of Jacober Creative presented a PowerPoint explaining the Bootcamp and Brews event taking place on January 17th and February 7th and answered any questions from the Board.

**10. Next Tourist Board Meeting: January 7, 2019 at 5:30pm**

Chair Barbara Cohen advised the Board that the next meeting is on January 7, 2019 at 5:30 p.m.

**11. Public Comments**

George Kousoulas spoke regarding the budget and holiday lights. Town Commission Liaison Cohen commented that the Tourist Board needs to bring ideas and be more participatory due to the current environment.

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**12. Adjournment**

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

The meeting adjourned at 6:15 p.m.

Respectfully submitted:

Accepted this 7<sup>th</sup> day of January, 2019

  
Barbara Cohen, Chair

Attest:

  
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Elora Riera, CMC  
Deputy Town Clerk