



Town of Surfside

TOURIST BOARD MEETING MINUTES

January 7, 2019 – 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.

Present: Chair Barbara Cohen
Vice Chair Jeff Lehman
Board Member Jennifer Brilliant
Board Member MaryAnna Estomba

Absent: Board Member Bera Kalhan

Also present: Lindsay Fast, Tourism Director
Duncan Tavares, Assistant Town Manager
Haydee Sera, 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: December 12, 2018**

Board Member Estomba 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)**

Tourism Director Fast provided the Board with the A/R resort tax spreadsheet, and she noted that the November accommodations receivables had not yet been received at the time of the report.

Discussion Items:

5. **LGBTQ Tourism Forum Recap – Frank Trigueros, Marketing & Special Projects Coordinator**

Frank Trigueros, Marketing & Special Projects Coordinator provided a presentation overview of the LGTBQ tourism forum and answered questions from the Board.

The Board requested to receive more information including costs.

6. Historian Report – Dr. Paul George

Tourism Director Fast commented that Dr. George could not attend the meeting tonight. She provided the Board with a report from Dr. George and is working to incorporate it into the website and Insider's Guide. She said that his first tour is completely booked and the second tour is half booked. She is looking at the budget to see if a third tour will be possible since the first event had been so popular.

7. Third Thursdays Event Plan – Creative State + AA Musicians

Lindsay McAllister of Creative State and Alan Andai of AA Musicians provided a presentation of the Third Thursdays event plan and answered questions from the Board.

Discussion ensued regarding what was learned from last year's events and how those changes will be implemented this year.

8. Recommended Changes to the Sponsorship Application Form – Lindsay Fast, Tourism Director

Tourism Director Fast provided a sponsorship application form to the Board for their review.

Vice Chair Lehman was pleased with the form.

9. Next Tourist Board Meeting: February 4, 2019 at 5:30pm

Chair Barbara Cohen advised the Board that the next meeting is on February 4, 2019 at 5:30 p.m.

10. Public Comments

There were no public comments.

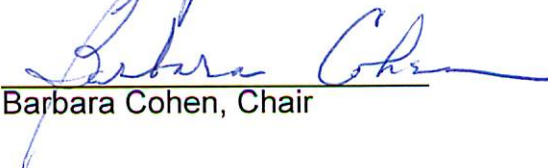
11. Adjournment

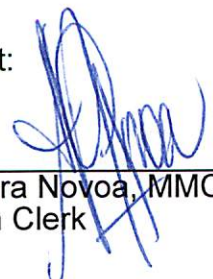
There being no further business to discuss, Vice Chair Lehman made a motion to adjourn the meeting. The motion was seconded by Board Member Brilliant and all voted in favor.

The meeting adjourned at 6:06 p.m.

Respectfully submitted:

Accepted this 1st day of April, 2019


Barbara Cohen, Chair

Attest: 

Sandra Novoa, MMC
Town Clerk