



## Town of Surfside

### SPECIAL TOURIST BOARD MEETING MINUTES

**March 11, 2019 – 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  
Vice Chair Jeff Lehman  
Board Member Jennifer Brilliant

Also present: Lindsay Fast, Tourism Director  
Duncan Tavares, Assistant Town Manager  
Mitch Bierman, Town Attorney  
Barry Cohen, Town Commission Liaison \*\*Arrived at 5:54pm  
Frank Trigueros, Marketing and Special Projects Coordinator  
Frantza Duval, Recording Clerk

**2. Welcome – Chair Barbara Cohen**

Chair Barbara Cohen welcomed everyone to the meeting. She stated that there had been issues obtaining a quorum and for that reason the originally scheduled meeting had not been held.

She also stated that Board Member MaryAnna Estomba and Board Member Bera Kalhan had resigned and thanked them for their service.

**3. Approval of Meeting Minutes: January 7, 2019**

Chair Barbara Cohen made a motion to defer. The motion received a second from 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 stated that they are on a good track.

**Discussion Items:**

**5. First Quarter Results – Jacober Creative + Anything But Advertising**

Representatives from Jacober Creative and Anything But Advertising-provided a presentation to the members of the Tourist Board for the months of October through December 2018.

Questions were answered by members of the professional team.

Commissioner Cohen arrived at 5:54pm.

Jacober Creative is currently making appointments with all the businesses in Town and taking professional photos, creating a website pages within VisitSurfsideFL.com for each local business. It is a service provided to each of these businesses which they can use to advertise their business. The photos taken are also provided to each business which they may use for any promotional material of their choice. Assistant Town Manager Tavares suggested that the Tourist Board Liaison bring some of this information to the Downtown Vision Advisory Committee to show the value that the Tourist Board brings to the Downtown.

Chair Barbara Cohen took a moment to introduce Commissioner Barry Cohen and members of the Town Administration and Town Staff.

**6. Beach Renourishment Crisis Communication Plan – Jacober Creative + Anything But Advertising + Creative State**

Tourism Director Lindsay Fast presented the item and gave an overview of the beach renourishment project estimated to start in the summer of 2019.

Assistant Town Manager Tavares stated that the Town does not control the process and we will not have any new information until the BID documents are released.

Jacober Creative and Anything But Advertising provided an overview of their communications strategy regarding this upcoming project; and Creative State presented the Beach Pop-Up location and details of the concept.

Vice Chair Lehman asked how questions regarding hurricane season and the beach project will be handled since the media usually looks for the negative headline. Anything But Advertising responded that even if Surfside is mentioned in a big story, the bigger focus will be the bigger beach as an outcome for the visitors and the environment.

Chair Barbara Cohen asked if there will be renderings available from before and how the beach would eventually look. Tourism Director Fast responded affirmatively. Chair Barbara Cohen asked about the possibility to seek inclusion in emails mentioning the best beaches in the world.

Tourism Director Fast introduced the Beach Pop-up initiative. Creative State provided a presentation on the initiative as to where would the hotel guest and locals will go while the beach renourishment project is in effect. These services will be available on Fridays and Saturdays at no cost to guests and locals. Tourism Director Fast stated that the ID process to validate Surfside guest and residents will have to be worked out and opened it up for the Boards recommendations.

Vice Chair Lehman stated that Friday and Saturdays may confuse people and that the area being proposed is not the most appropriate location for Surfside.

The total amount of funds that is being requested from reserves for this initiative is \$135,000. It will include the paid media campaign, pop-up beach, pop-up beach launch event, beach shuttle and public relations.

Board Member Brilliant expressed her dislike of the Pop-up beach. She stated that she likes the shuttle and the idea of taking people to a designated area. She believes that the hotels should handle the chairs for their guests. She would eliminate the pop-up beach and the launch event from the proposal. Further comments were made from Vice Chair Lehman relating to this initiative.

After extensive discussion Vice Chair Lehman made a motion to use the \$135,000 from reserves and to further investigate Haulover or Miami Beach and bring back an alternate proposal to the Board. The motion received a second from Board Member Brilliant and all voted in favor.

**7. Glenn Douglas Winter Chamber Music Recap & Continuation in 2019 –  
Lindsay Fast, Tourism Director + Barbara Cohen, Tourist Board  
Chairwoman**

Chair Barbara Cohen presented a PowerPoint presentation with a recap of the event with Tourism Director Fast's assistance.

Vice Chair Lehman asked if the Board has ever looked into local talent for a similar event. Tourism Director stated that she was thinking of having a similar event with local artists once the beach renourishment has been completed.

**8. New York Times Travel Show Recap – Lindsay Fast, Tourism Director**

Tourism Director Fast presented the item to the Board Members. She shared some data from the event.

**9. Bootcamp & Brews Recap - Lindsay Fast, Tourism Director**

Tourism Director Fast presented the item to the Board. She shared a video that was used to promote the event and photos taken during the event. She also provided data collected during the event.

**10. Uride Recap - Lindsay Fast, Tourism Director**

Tourism Director Fast presented the item to the Board and stated the two-month test period has ended. She presented the data collected during this period. There were 194 residents ride and 622 visitors who took advantage of URide. The cost was for the service was \$4500 per month.

**11. Holiday Lights – Lindsay Fast, Tourism Director**

Tourism Director Fast presented the item to the Board and stated that the lights will be removed during the next couple of weeks. The current contract has expired and there are no more extensions available. The question was posed to the Board if there is a consensus to release an RFP for these services.

After some discussion Vice Chair Lehman made a motion to move forward with an RFP for the holiday lights for holiday season 2019 and beyond. The motion received a second from Board Member Brilliant and all voted in favor.

**12. Downtown Vision Advisory Committee Update – Lindsay Fast, Tourism Director**

Tourism Director Fast presented the item to the Board and stated that DVAC met during the past week and the next meeting will be held on April 11, 2019 and invited everyone to attend.

Vice Chair Lehman spoke about his role and his wishes of the Downtown Vision Advisory Committee.

**13. First Reading Code of Ethics Ordinance Enhancement and Amendment – Lindsay Fast, Tourism Director**

Tourism Director Fast presented the item to the Board Members and stated that the second reading of the ordinance will be on the Regular Town Commission meeting of March 12, 2019. The ordinance will affect all boards and committee members and the intent is to create disclosure and more transparency.

**14. Next Tourist Board Meeting: Monday, April 1, 2019 at 5:30pm**

Chair Barbara Cohen advised the Board that the next meeting is on April 1, 2019 at 5:30 p.m.

**15. Public Comment – 3-minute time limit each, please**

No public comments under this item.

**16. 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 7:54 p.m.

Respectfully submitted:

Accepted this 1<sup>st</sup> day of April, 2019

  
Barbara Cohen, Chair

Attest:

  
\_\_\_\_\_  
Sandra Novoa, MMC  
Town Clerk