



Town of Surfside
TOURIST BOARD MEETING
MINUTES

April 1, 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 Charles Kesl
Board Member Neil Goodman

Also present: Lindsay Fast, Tourism Director
Duncan Tavares, Assistant Town Manager
Haydee Sera, Town Attorney
Michael Karukin, Town Commission Liaison
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 introduced the new Board members and Town Commission Liaison.

Tourism Director Fast read a thank you note from resident Pamela O'Hagan for sponsoring the "Tails of Shoreside" radio comedy production.

3. Approval of Meeting Minutes: January 7, 2019
March 11, 2019

Vice Chair Lehman made a motion to approve the January 7, 2019 minutes. The motion received a second from Board Member Brilliant and all voted in favor.

Vice Chair Lehman made a motion to approve the March 11, 2019 minutes. 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 the receipts are on track.

Discussion Items:

5. Beach Renourishment Updated Pop-Up Beach Plan – Creative State

Tourism Director Fast presented some options to the board, as directed from the March 11, 2019 Special Tourist Board Meeting.

After questions and answers section and a brief discussion Vice Chair Lehman made a motion to approve option 2. Board Member Goodman seconded the motion.

Tourism Director Fast explained the process of expending reserve funds.

Board Member Kesl asked for a friendly amendment to Vice Chair Lehman's motion.

Vice Chair Lehman amended his motion at the suggestion of Board Member Charles Kesl to approve the Pop-Up Beach option number 2 excluding the launch event. Vice Chair Lehman accepted the amendment, and the motion received a second from Board Member Charles Kesl and all voted in favor.

After discussion regarding the launch event for the pop-up beach, Vice Chair Lehman made a motion to approve the \$10,000 for the launch event. Board Member Goodman seconded the motion and all voted in favor.

6. Paddletopia – Sara Liss + Creative State

Sara Liss from Friday Beach presented the item to the board.

After some discussion among the board members, Vice Chair Lehman made a motion to approve the \$20,000 budget for the Paddletopia event. The motion received a second from Board Member Goodman and all voted in favor.

7. National Travel & Tourism Week Ideas – Lindsay Fast, Tourism Director

Tourism Director Fast presented the item to the board.

She explained what was done last year during this week and how they celebrated the staff in the different hotels.

Vice Chair Lehman gave the Tourism Director a few ideas that he would like for her to consider.

Tourism Director Fast provided two new ideas for the board's consideration. Board Member Kesl also provided some ideas to consider.

Tourism Director Fast let the Board members know she would come back with a final recommendation at the May meeting.

8. Next Tourist Board Meeting: Monday, May 6, 2019 at 5:30pm

Chair Cohen announced and reminded everyone that the next meeting will take place on Monday, May 6, 2019.

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

Commissioner Michael Karukin speaking as a member of the public asked about kids-oriented activities on a more routine basis. He also spoke about the rack containing literature located in Town Hall, as well as art in public places, and adding more turtle sculptures.

Conversation took place regarding the turtle sculptures and the possibility of obtaining more. Tourism Director Fast stated they were very costly but she will look into it.

10. 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 Kesl and all voted in favor.

The meeting adjourned at 7:00 p.m.

Respectfully submitted:

Accepted this 6th day of May, 2019

Attest:



Sandra Novoa, MMC
Town Clerk



Barbara Cohen, Chair