



Town of Surfside

TOURIST BOARD MEETING MINUTES

June 3, 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 5:34 p.m.

Present: Chair, Barbara Cohen
Vice Chair, Jeff Lehman
Board Member, Jennifer Brilliant
Board Member, Charles Kesl

Absent Board Member, Neil Goodman

Also present: Lindsay Fast, Tourism Director
Duncan Tavares, Assistant Town Manager
Haydee Sera, Town Attorney
Michael Karukin, Town Commission Liaison
Frantza Duval, Recording Clerk

2. Welcome – Chair Barbara Cohen

Chair Barbara Cohen welcomed everyone to the Tourist Board meeting.

3. Approval of Meeting Minutes: May 6, 2019

Board Member Kesl made a motion to approve the minutes. The motion received a second from Board Member Brilliant and all voted in favor.

4. A/R (Resort Tax)

Report was provided and there were no questions.

Discussion Items:

5. RFP 2019-01 Holiday Lights for the Town of Surfside - Lindsay Fast, Tourism Director

Tourism Director Fast presented the item and introduced Miami Christmas Lights to present.

Kurt Stange representing Miami Christmas Lights provided a presentation of each option of the project to the members of the Tourist Board.

Mr. Stange answered questions from members of the Board upon completion of his presentation.

The following members of the public spoke on this item:
Sasha Plutno

Tourism Director Fast stated that the other company was scheduled to present at 6:30pm and asked the Board to advance to the next item and they will come back to this item once the other company is ready to present.

The following presentation occurred after completion of item 7.

Joe Campbell representing Christmas Designers presented their project options to the Board. He provided some visual examples of the lighting that will be used if they were to be selected.

Mr. Campbell answered questions from the Board during the presentation.

There was some discussion among the Board members relating to the two companies that presented.

Board Member Brilliant asked the Board to consider the cost of both companies. Tourism Director Fast stated that the maximum budgeted amount for this project is about \$90,000. Chair Barbara Cohen asked how much the cost was the previous year. Tourism Director Fast stated \$82,000.

Board Member Kesl stated that he will be okay with any of the companies. He likes all the design but would not go with the first turtles. He further stated that he likes the turtles versus the art deco design.

Board Member Brilliant stated she likes the turtle design from the second proposer but that her favorite design was the one with the chandeliers from the first proposer. She clarified that she liked everything but the chandeliers on that design. She is not convinced that the version with the flowers will look nice once they have been installed. She would prefer it to look clean and classic. She stated that if the Board decides to go with a turtle design, she prefers the design from the second proposers.

Vice Chair Lehman stated that they should not be lighting the fronds because it is bad for the trees. He stated that he liked the rose design but he is shy based on how they presented art deco and how it came out because it did not look how it was supposed to. He stated that he would go back to something simpler which will be the elegant chandelier design without the chandelier. He stated that it seems that the Board is leaning toward Miami Christmas Lights.

Chair Barbara Cohen stated that she liked the turtle design from the second proposers.

Board Member Kesl asked the Board about their feeling of spending more money to explore the design if good, better or best design options.

Board Member Brilliant would like to see more about the design they will be choosing and the prices of what they will be choosing.

Vice Chair Lehman believes that the first step should be selecting a company they can work with.

Board Member Kesl made a motion to choose Christmas Designers for the turtle concept. To begin with the good proposal and consider the better. Motion died for a lack of second.

Vice Chair Lehman made a motion to go with the first company Miami Christmas Lights. Board Member Brilliant seconded the motion.

Vice Chair Lehman stated that he likes the "Elegant Rose" and the "Champagne Chandeliers" concepts without the chandeliers and that this company has the capability to do what it is what the Board wants.

The motion carried 4-0 with Board Member Goodman absent.

Board Member Brilliant likes the Chandelier concept without the chandelier. She likes the palms fronds and other features from the design.

Some discussion took place between the Board (inaudible at times) regarding the different options from Miami Christmas Lights.

Vice Chair Lehman made a motion to go with the Champagne Chandelier concept without the chandeliers but would like to get a price on that. The motion received a second from Board Member Brilliant and the motion carried 4-0.

6. National Travel and Tourism Week Recap – Anything but Advertising + Lindsay Fast, Tourism Director

Tourism Director Fast provided a presentation and gave an overview of what the Tourism Department did during National Travel and Tourism Week. She spoke about the postcard that was also provided based on the Board's recommendation. She provided statistics from the website, the post and the blog.

7. Paddletopia Recap – Sara Liss, Friday Beach + Lindsay Fast, Tourism Director

Sara Liss provided a presentation regarding Paddletopia. She stated that the event achieved full potential thanks to the good weather. She showed photographs taken during the event.

There were some questions from the Board regarding the influencers that attended the event and how they promoted Paddletopia.

Tourism Director Fast provided an overview of the stats from the webpages social media outlets and also provided a side-to-side comparison with stats from 2018 versus the 2019 events. She stated that Paddletopia was a successful second annual event.

There were some comments and discussion amongst the members of the Board.

At this time the board continued with item 6 and the presentation from Christmas Designers.

8. Israel Innovation Expo Recap – Lindsay Fast, Tourism Director

Chair Barbara Cohen stated that she attended the event and she thought that it went very well and was impressed with the venue's capability.

Tourism Director Fast provided an overview of the event with some statistics collected during the two-day event.

Chair Barbara Cohen added that Mayor Dietch did a fine job in his welcoming speech.

9. Capital Improvements with Tourist Board Funds – Charles Kesl, Tourist Board Member

Board Member Kesl presented his item to the board and provide the following ideas for the Board to brainstorm:

- Directional signage for people to know where to go and where offices and places of interest are located;
- Make Surfside more walkable friendly;
- Signage to provide some education to the residents and tourist;
- Event sign to provide residents and guest with events information;
- Tourist Kiosk to provide tourists with information;
- Tourism office clearly marked;
- Visit Surfside website link should be placed on the top of the Town of Surfside's webpage so it's more visible;
- Art installation on street ends;
- A permanent floating dock accessible to the public;
- Events at the Community Center pool or on the tennis courts;
- Pop up stores;
- Partnering with environmental outreach companies, photographer, etc.
- Better lighting which may be a more permanent solution to the Town.

Chair Barbara Cohen stated that there was a lot of information in the presentation and the Board should take the time to review and she would like to continue with the rest of the agenda. The Board agreed.

10. Budget Ideas and Requests for Fiscal Year 2019 / 2020 – Lindsay Fast, Tourism Director

Tourism Director Fast presented the item.

Vice Chair Lehman had some questions that were addressed by Tourism Director Fast. He offered to provide Tourist Board Director Fast with how the budget is presented in the City of Miami Beach.

Assistant Town Manager Tavares encouraged the Board to request what they would like to see if it is different from what is being currently presented to them. Vice Chair Lehman mentioned financial performance on a month to month basis from October to September with a comparison of what they projected and to a comparison to the previous year.

Commission Liaison Karukin spoke about the budget process and how it works. He also stated that the Board may request more information if that is the desire of the Board. He suggested requesting last years proposed budget to compare it with the adopted budget. He also mentioned that a matrix might be best so that the Board can see the various vendors and what they are involved in.

There was a lengthy discussion on this item.

More information will be provided by the Tourism Director.

11. Next Tourist Board Meeting: Monday, July 1, 2019 at 5:30pm

Next Tourist Board meeting is scheduled for Monday, July 1, 2019.

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

There were no public comments.

13. 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 8:27 p.m.

Respectfully submitted:

Accepted this 1st day of July, 2019


Barbara Cohen, Chair

Attest:



Sandra Novoa, MMC
Town Clerk