



Town of Surfside

TOURIST BOARD MEETING MINUTES

October 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 5:34 p.m.

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

Absent Board Member, Neil Goodman
Board Member Cornelia Samara

Also present: Lindsay Fast, Tourism Director
Duncan Tavares, Assistant Town Manager
Haydee Sera, Town Attorney
Michael Karukin, Town Commission Liaison
Frantza Duval, Recording Clerk
Evelyn Herbello, Deputy Town Clerk
Frank Trigueros, Marketing and Special Projects Coordinator

2. Welcome– Chair Barbara Cohen

Chair Cohen welcomed the new addition to the turtle walk and the library table installed and she gave a synopsis of the art exhibit and thanked Frank Trigueros, Marketing and Special Projects Coordinator for the work he did on this art exhibit.

3. Approval of Meeting Minutes: July 1, 2019

A motion was made by Vice Chair Lehman to approve the July 1, 2019 minutes. The motion received a second from Board Member Kesl. All voted in favor.

4. Resort Tax Revenue Accounts Receivable Report

Tourism Director Fast gave an overview and update on the item.

A motion was made by Vice Chair Lehman to move Item 8 to be heard after Item 6. The motion received a second from Board member Kesl. All voted in favor.

Discussion Items:

5. PR RFP for FY 2019/2020 & Anything But Advertising Agreement Extension until Dec 31, 2019– Lindsay Fast, Tourism Director

Tourism Director Fast gave an update regarding the concerns of hotels on the beach renourishment project and other events taking place. She also answered different questions asked by the Board.

The Tourist Board Attorney Sera gave an explanation to the Board of the RFP process. She also spoke regarding obtaining consent forms for the use of the user generated content/photos.

Assistant Town Manager Tavares also explained to the Board the RFP Process and being presented to the Board in January and then to the Town Commission.

Vice Chair Lehman asked why this item is being brought to the Board so late.

Tourism Director Fast explained that the Tourist Board has not met in several months and that is why the item is being heard now.

Board Member Kesl stated his concerns with the list of projects.

Assistant Town Manager Tavares answered Board Member Kesl's concerns regarding the project list and advised the Board that those issues have been addressed and clarified that there is a plan in place.

Tourism Director Fast stated that there will be a need for a Board liaison for the RFP Evaluating Committee.

Chair Cohen stated that she would be the Board's representative.

A motion was made by Vice Chair Lehman to approve an extension of Anything But Advertising Agreement until January 31, 2020. The motion received a second by Board Member Kesl. All voted in favor.

The Board also suggested that at the end of January the RFP should go before the Commission.

6. Media Housing Update from Paddletopia – Claire Kunzman, Anything But Advertising.

Claire Kunzman from Anything But Advertising gave a presentation of the item, the objectives and the deliverables.

Board Member Kesl asked how much the Tourist Board contributes and how business partners are chosen.

Tourism Director Fast answered Board Member Kesl's question and Ms. Kunzman stated that they work with other partners who they have worked with in the past.

Chair Cohen asked about the media feedback and requested information from Ms. Kunzman.

Ms. Kunzman advised the Board that she will forward a report to Tourism Director Fast to pass along to the Board members.

Assistant Town Manager Tavares spoke regarding the event and the comments he heard from the attendees.

Board Member Kesl asked if more downtown businesses could get involved in the event.

Tourism Director Fast stated that there was a good presence at the event from different hotels and downtown businesses. She also advised the Board that she will resend a recap report of the event to them.

Ms. Kunzman stated that for next year's event she will circulate a reminder of the event.

7. New Uptown Beachtown Video- Jacober Creative

Daniel Peralta and Luisa Jimenez from Jacober Creative showed the newly produced Something for Everyone video and addressed comments made by the Board members.

Board Member Kesl asked if it will also be on social media.

Tourism Director Fast stated that it will be on social media.

Tourism Director Fast answered questions from the Board regarding the video.

8. Strategic Plan Appendix 1: Year 1 Update & FY 2019 / 2020 Marketing Plan – Jacober Creative

Tourism Director Fast introduced representatives from Jacober Creative, Daniel Peralta and Luisa Jimenez who gave a presentation of the item.

Discussion among the Board members, staff and representatives of Jacober Creative took place regarding visitors staying in local hotels and those visitors staying with friends and family as well as other areas of the plan.

Meeting went into recess at 7:10 p.m.

Meeting resumed at 7:14 p.m.

Tourism Director Fast also gave an overview of the FY 2019/2020 Budget and the marketing plan was presented.

Commissioner Karukin commented on the marketing plan and the current website.

After a lengthy discussion among the Board members and staff regarding the budget and marketing plan, questions were addressed by staff and the following motion was made.

A motion was made by Vice Chair Lehman to approve the Marketing Plan as presented and move forward with the budget. The motion received a second from Board Member Kesl. All voted in favor.

9. Sponsorship Application – Winter Chamber Music Festival

Tourism Director Fast introduced the item and gave an overview of the festival and the applicant's request for a \$7,000 sponsorship.

Board Member Kesl asked if this sponsorship could be made available to more individuals. He stated that it would be a good statement for it to be available to everyone instead of the limited 50 seats.

Assistant Town Manager Tavares responded to Board Member Kesl's question and stated that the rehearsal of the event is available to everyone and the residents. He stated that they will work with them to see if they can do more.

A motion was made by Vice Chair Lehman to approve the sponsorship application for \$7,000. The motion received a second from Board Member Kesl. All voted in favor.

10. Move December Tourist Board Meeting from December 2 to December 9, 2019.

Assistant Town Manager Tavares requested the Board to change the November and December meetings due to conflicts with his schedule.

The Board agreed by consensus to move the December 2, 2019 Tourist Board Meeting to December 9, 2019.

11. Next Meeting: Monday, November 4 at 5:30 p.m.

The Board agreed by consensus to move the November 4, 2019 Tourist Board Meeting to November 13, 2019.

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

There were no public speakers.

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 Kesl and all voted in favor.

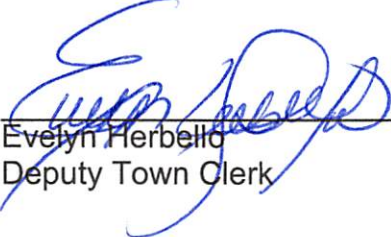
The meeting adjourned at 7:59 p.m.

Respectfully submitted:

Accepted this 13 day of November, 2019


Barbara Cohen, Chair

Attest:


Evelyn Herbello
Deputy Town Clerk