



Town of Surfside

TOURIST BOARD MEETING MINUTES

November 13, 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 5:32 p.m.

Present: Chair, Barbara Cohen
Board Member, Charles Kesl
Board Member, Neil Goodman
Board Member Cornelia Samara

Absent: Vice Chair Jeff Lehman

Also present: Duncan Tavares, Assistant Town Manager
Lilian Arango, Town Attorney
Michael Karukin, Town Commission Liaison
Evelyn Herbello, Deputy Town Clerk
Frank Trigueros, Marketing and Special Projects
Coordinator

2. Welcome– Chair Barbara Cohen

Chair Cohen welcomed new Board Member Samara and asked her to introduce herself.

Board Member Samara introduced herself and gave a history of her experience.

Assistant Manager Tavares congratulated Board Member Samara on her hotel receiving the award of being the number one (1) hotel in Florida, number three (3) hotel in the US and the number five (5) hotel in the world on the Conde Nast Traveler's Reader's Choice Awards. He also commended her on receiving the LEED Certification for the Project of the Year for her Building.

Board Member Kesl requested to have an add on item to the agenda having to do with the website's user experience and content.

Town Attorney Arango stated that Chair Cohen would need to entertain a motion to add Board Member Kesl's add-on item to the agenda.

A motion was made by Board Member Kesl to add-on an item to the agenda regarding the website's user experience and content to be heard as the first item under Discussion, which was seconded by Board Member Samara. All voted in favor.

****For purposes of these minutes, the add-on agenda item will be heard before Item 1 under Discussion but will be numbered as Item 1.A.****

3. Approval of Meeting Minutes: October 7, 2019

A motion was made by Board Member Kesl to approve the October 7, 2019 minutes, seconded by Board Member Samara. All voted in favor.

4. Resort Tax Revenue Accounts Receivable Report

Assistant Town Manager Tavares provided a second update on the item and explained that they are unaudited numbers.

Discussion Items:

****1.A - Add on discussion item by Board member Kesl: User Generated Platform**

Board member Kesl expressed his desire to achieve a reliable social media policy that complemented the new user generated content platform (UGC) platform, Crowdriff. He also mentioned wanting to look at ongoing software and website maintenance costs.

Tourist Marketing and Special Events Coordinator Trigueros gave some clarification to the public regarding the UGC platform Crowdriff's filtering process.

A motion was made by Board member Kesl to assess the long-term cost of the software expenses, the investment committed, as well as if the current marketing agency has a process for maintaining links to business listings currently featured on the website. There being no second to the motion, the motion failed.

Assistant Town Manager Tavares explained the process and costs related to the Tourist Bureau's software budget. He stated that he will gather the information and forward a copy to the Board members for potential discussion at next month's meeting.

Assistant Town Manager Tavares stated that he is meeting with the legal department on the social media policy in order to see if it needs to be revised due to this platform, and he would like the policy to reflect any changes that may be needed.

Assistant Town Manager Tavares also commented on the website, stating that any outdated content and broken links would be addressed. He also stated that the Bureau is working on individual detail pages for Town businesses, which are being rolled out periodically.

Board member Kesl asked why is there an extra charge for video production if it is already part of the marketing agency contract.

Assistant Town Manager Tavares answered Board member Kesl's question regarding video production costs, clarifying that video production is a specific project with a separate budget, which actually comes in at a lower cost given that Jacober Creative can leverage their production partnerships to get a better price, and also include still photography at the same shoot. He stated that the focus for last summer's Something for Everyone video was primarily on Harding Avenue businesses given the beach renourishment project.

The Board proceeded to discuss the Something for Everyone video, and plans for next year's video post beach renourishment.

Marketing and Special Events Coordinator Trigueros stated that he will send Board member Goodman a copy of the video that used different businesses.

Assistant Town Manager Tavares showed the Board and the public the Jacober Scope of Service which was competitively bid and clarified any misconceptions there might have been.

Board member Samara asked about the term and extensions of the Jacober contract.

Assistant Town Manager Tavares answered Board member Samara's question regarding the specifics, noting it is a three-year contract.

1. Third Thursdays 2019 Event Series Presentation – Lindsay McAllister & Creative State Marketing

Lindsay McAllister, Director of Strategy & Client Relations for Creative State Marketing and Kimberly Saavedra, Creative State Marketing, gave a presentation of suggested event themes and programming activities.

Board members commented on the presentation, and the services and opportunities available for Town businesses and restaurants.

Board Member Goodman spoke regarding his highly successful participation and experience with the Third Thursday events.

Staff responded to the Board members questions and possibly including the Farmer's Market.

Chair Cohen also suggested business owners keep their store lights turned on during these events and stated its importance as well as lighting on the ground. She also encouraged the public to attend this event.

Board member Samara asked if any hotels had participated in previous years. Assistant Town Manager Tavares stated that the Residence Inn had a vendor table their first year, but no other hotel property has participated since then.

Marketing and Special Projects Coordinator Trigueros added that the Tourist Bureau did communicate the event information to hotel concierges so it could be promoted to hotel guests.

Commissioner Karukin spoke regarding the local businesses participating and mentioned that the reason why they do not participate is because they are mostly mom and pop stores and they do not have the staffing.

A motion was made by Board member Kesl to move forward with the event, seconded by Board member Goodman. All voted in favor.

2. Salem K. Theatre Corp. Sponsorship Application –Duncan Tavares, Assistant Town Manager and Frank Trigueros, Marketing and Special Projects Coordinator

Pamela Salem, owner of Salem K. Theatre gave a presentation of what her theater group does and spoke regarding her sponsorship application request.

Chair Cohen stated that Ms. Salem completed the application and asked staff how much is in the budget for sponsorships.

Tourist Marketing and Special Events Coordinator Trigueros answered Chair Cohen's question by stating that there is \$12,000 in the budget for sponsorships but some of those monies have been allocated to other applicants.

Board member Kesl asked Ms. Salem where the show takes place, how many individuals attend and the cost.

Ms. Salem stated that the show takes place at the Community Center and approximately 62 individuals attend. She said that the cost is \$10.00 per person.

A motion was made by Board member Kesl to approve the sponsorship application in the amount of \$1,500, seconded by Board member Samara. All voted in favor.

3. 2019 Holiday Banners' Design Options – Duncan Tavares, Assistant Town Manager and Frank Trigueros, Marketing and Special Projects Coordinator

Marketing and Special Events Coordinator Trigueros presented the item and the banner options.

Discussion among the Board members and staff took place on the different banner options, color options, and changes in design of the banners.

A motion was made by Board member Kesl to modify the flower design augmented to be curvy and nongeometric similar to the lighting fixtures on the Town monument signs, and having the banners in all 3 colors alternated. The motion was seconded by Board member Samara. All voted in favor.

4. Tourist Bureau Mission Statement and Vision Statement– Duncan Tavares, Assistant Town Manager and Frank Trigueros, Marketing and Special Projects Coordinator

Current statement: Encourage patronage of Surfside's hotels and restaurants through cooperative events, promotional activities, marketing, public relations and advertising opportunities. Assist in the improvement of the Surfside Business District by functioning as a promotional partner, advisor and advocate on initiatives.

Assistant Town Manager Tavares introduced the item.
Chair Cohen requested this item be deferred to next month.

Board member Kesl requested a mission statement and a vision statement that ties into what the Town is doing now. He gave a sample of his business mission and vision statements.

Assistant Town Manager Tavares asked the Board members to send in their mission and vision statements so staff can look into it.

A motion was made by Board member Kesl to defer the item to the next meeting, seconded by Board member Goodman. All voted in favor.

5. GMCVB Miami Begins With Me LGBTQ Sensitivity Training Recap – Duncan Tavares, Assistant Town Manager and Frank Trigueros, Marketing and Special Projects Coordinator

Tourist Marketing and Special Events Coordinator Trigueros gave a recap of the training that took place with staff and the local business district.

Assistant Town Manager Tavares spoke regarding the partnership they have with the local businesses.

6. Restored Beach Promotion, Community Sensitivity – Duncan Tavares, Assistant Town Manager and Frank Trigueros, Marketing and Special Projects Coordinator

Assistant Town Manager Tavares introduced the item and what the Board's feedback is regarding how to promote the beach while staying sensitive to the Community with keeping Surfside small and the quality of life. He stated that this is the time for the Board to set the tone of what they would like.

Board member Kesl stated that the ideal tourist is demographically similar to residents. He stated that he agrees with Assistant Town Manager Tavares in correcting the misconceptions and misinformation. He suggested reaching out to hotels for help since they have powerful marketing teams and suggested an eco-friendly angle.

Commissioner Karukin encouraged members of the Board to attend the Commission meetings. He stated that it would give the Board members a good opportunity to give the Commission and the public an update on what the Tourist Board is working on. He stated that at last night's meeting there were some misconceptions on the use of resort tax dollars and 2/3 going to pay for the Community Center.

Board member Kesl responded to Commissioner Karukin's suggestion of having a board member attend the commission meetings and he would encourage it as well. Board member Samara spoke regarding the impact of the beach renourishment project on her hotel's guests and stated that they do have opportunities to fill the hotel in lower season and believes if the renourished beach should be showcased not only for the benefit of the hotels but also for the Town.

Marketing and Special Events Coordinator Trigueros gave examples for potential terminology to stay away from and sought direction from the Board on how to communicate the message and set the tone.

The Board requested some suggestions and staff will check with the hotels and work with the Board members.

Assistant Town Manager Tavares stated that the Administration will set the tone on how they will promote the beach and the language used. They will work with the hotels individually will come back to the Board with some suggestions and feedback from the hotels at a future meeting.

Commissioner Karukin stated that at the Commission level, regarding residents' attitude towards tourism, they hear from both sides. Some do not want hotels while businesses and hotels want more tourism.

7. DVAC update – Duncan Tavares, Assistant Town Manager

Assistant Town Manager Tavares suggested that the DVAC Committee have a standing item on the Tourist Board Agenda and vice versa in order to have more synergy and gave some examples.

Board member Kesl stated that they should look into the maintenance of window coverings and the cost. He suggested utilizing independent partnerships with other business districts and towns and obtain ideas from the challenges they have encountered.

George Kousoulas, former Committee member of DVAC, stated that the DVAC Committee is looking into different challenges as it comes to Harding, the alleys, how to use the alleys and the businesses still be able to use the alleys. He gave suggestions of possibly upgrading the alleys and visibility of storefronts. He also gave other examples and how the Boards can work together.

Assistant Town Manager Tavares stated that they are trying to keep everyone involved in order to have unity.

Chair Cohen asked if Surfside can look into a Business Improvement District (BID).

Assistant Town Manager Tavares stated that a BID is a taxing district and spoke regarding the process of how BIDs work.

Marianne Merscheid, DVAC member, stated that although they are a committee, they have no resources and that is why they are trying to tag team with the Tourist Board. She stated that at last night's Commission meeting she explained to the public where the tourist dollars come from. She suggested having someone from the Tourist Board attend the Commission meetings in order to educate the public.

Assistant Town Manager Tavares suggested that Tourist Marketing and Special Events Coordinator Trigueros look into placing information regarding the Tourist Board and the work they are doing in the Gazette.

Assistant Town Manager Tavares asked if someone from the Tourist Board could attend in place of Board Member Lehman because he is unable to attend.

Tourist Marketing and Special Events Coordinator Trigueros read the email from Shana Douglas.

8. Next Meeting: Monday, December 9, 2019 at 5:30 p.m.

Chair Cohen advised the Board of the next meeting taking place on December 9, 2019 at 5:30 p.m.

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

George Kousoulas spoke regarding educating the community because they do not understand the work being done. He also commented on the language about the beach and how it needs to be taken seriously due to some individuals giving misinformation.

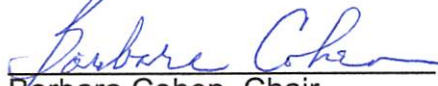
10. Adjournment

There being no further business to discuss before the Tourist Board, Board member Samara made a motion to adjourn the meeting, seconded by Board Member Kesl. All voted in favor.

The meeting adjourned at 7:51 p.m.

Respectfully submitted:

Accepted this 9th day of December, 2019


Barbara Cohen, Chair

Attest:



Evelyn Herbello
Deputy Town Clerk