



Town of Surfside

TOURIST BOARD MEETING MINUTES

December 9, 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 Cornelia Samara
Board Member Neil Goodman (arrived at 5:35 pm)*

Absent: Vice Chair Jeff Lehman

Also present: Duncan Tavares, Assistant Town Manager
Lily 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 spoke regarding the resignation of Vice Chair Lehman.

Assistant Town Manager Tavares requested to have an add on item to the agenda regarding Christmas lights from Kurt Stange, Miami Christmas Lights.

A motion was made by Board Member Kesl to approve the add on item of the Holiday Lights, seconded by Board Member Samara. All voted in favor.

*Board Member Goodman arrived at 5:35 p.m. after the motion was made and voted to add on the item requested by Assistant Town Manager Tavares.

3. Approval of Meeting Minutes: November 13, 2019

A motion was made by Board Member Kesl to approve the November 13, 2019 minutes, seconded by Board Member Samara. All voted in favor.

Discussion Items:

****1.A - Add on discussion item by Assistant Manager Tavares – Holiday Lights**

Kurt Stange, Miami Christmas Lights discussed the issues of theft the company has been experiencing and another issue with some of the lights not turning on. He also stated the steps they are taking to take care of those issues.

Assistant Manager Tavares stated that a Police Report has been filed following the theft of certain lighting equipment, and staff is working with Mr. Stange to mitigate the issue and help prevent any additional theft.

Board member Kesl asked if there were any issues with the GFIs.

Mr. Stange stated that the missing equipment would soon be replaced and his company is conducting regular checks twice a week.

Board Chair commented on the color of this year's lights and she believed that they were white.

Mr. Stange answered Chair Cohen's questions regarding the color of the lights and the variations of colors.

Board member Kesl also commented on the different variation and temperature of the color of the lights and suggested security solutions.

1. VISIT FLORIDA Tourism Forum – Frank Trigueros, Marketing and Special Projects Coordinator

Tourist Marketing and Special Events Coordinator Trigueros gave an update on the VISIT Florida Tourism Conference which he attended and the Henry Flagler Award in the Category of the Website/Booking Portal which the Town of Surfside won; he congratulated Jacober Creative for their work on the website.

Tourist Marketing and Special Events Coordinator Trigueros then stated that the Town also won the Bronze Award for their Promotional Materials.

Chair Cohen commented on the Resort Tax Collection and the change in numbers through the years.

Assistant Town Manager Tavares spoke regarding the update on the Resort Tax Collection.

Commissioner Karukin also congratulated the Tourism Department on the amount they have collected and how it assists with the funding of the Community Center.

2. Marketing Year in Review Presentation – Luisa Jimenez, Jacober Creative

Luisa Jimenez, Jacober Creative gave a comprehensive presentation of their FY 18/19 Cumulative Marketing Year Plan which recaps all marketing efforts for the past fiscal year.

Chair Cohen thanked Ms. Jimenez for her presentation.

Board member Kesl asked if there is anyone who specializes in communication design and research to ensure industry and market goals are targeted for better effectiveness.

Ms. Jimenez answered Board member Kesl's question noting Jacober Creative's extensive research conducted earlier in the year in support of the Strategic Plan.

Greg Shanase, Jacober Creative, also answered Board member Kesl's questions on his different suggestions and stated that they are always looking at different variables and what would work best when it comes to Pay Per Click (PPC) advertising strategy.

Assistant Town Manager Tavares stated that staff can reach out to neighboring municipalities to see if they can share some of their reports and find out how they present their numbers.

Discussion among the Board and Administrative Staff took place regarding other entities and their reportings.

3. Public Relations Year in Review Presentation – Claire Kunzman, Anything But Advertising

Claire Kunzman, Anything But Advertising gave the presentation of their 2018-2019 Public Relations Recap Year in Review.

Board member Kesl commended them for their great work and their presentation.

Board members commented on the presentation.

Ms. Kunzman answered the questions asked by the Board Members on the presentation.

- 4. Tourist Bureau Mission Statement and Vision Statement**– Duncan Tavares, Assistant Town Manager and Frank Trigueros, Marketing and Special Projects Coordinator – Item was deferred at the November 13, 2019 Meeting

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 spoke regarding the item.

Board member Kesl suggested for the Board to brain storm in the next month and email them to Staff.

Frank stated that he could gather some of the examples and put them in a chart.

Commissioner Karukin asked if they are going to develop language for vision and mission statements to keep in mind to strike the balance of tourism with the quality of life for the residents.

Assistant Town Manager Tavares will give the Board members the deadline to receive the information in order for the Staff to compile.

- 5. User Generated Content (UGC) Platform Update** – Duncan Tavares, Assistant Town Manager and Frank Trigueros, Marketing and Special Projects Coordinator

Frank Trigueros gave an update on the item and the user generated content and how it is being used in our social media posts.

Board member Kesl asked if someone has a problem with an image, how do they report it. He also asked the cost on promotion of posts.

Frank Trigueros answered Board member Kesl's question noting that staff and the creative agency have authority over which posts are featured and included.

Assistant Town Manager Tavares also answered Board member Kesl's questions.

6. Downtown Vision Advisory Committee (DVAC) Update - Duncan Tavares, Assistant Town Manager and Frank Trigueros, Marketing and Special Projects Coordinator

Assistant Town Manager Tavares supplied the Board with an update from DVAC and stated that the liaison was Vice Chair Lehman who resigned. Assistant Town Manager Tavares is requesting someone who would like to become the Tourist Board Liaison to attend the DVAC meetings.

Board Member Kesl asked when they meet.

Assistant Town Manager Tavares stated that they meet the third Thursday of the month and the Committee meets quarterly. He will bring this up again next month in order to give the Board members time to select a Liaison.

Board member Kesl would like the minutes sent to him because he is interested in becoming the Liaison.

Assistant Town Manager Tavares continued discussion DVAC agenda items including the downtown sidewalk refurbishments, and legislation that was proposed to address the condition of current vacancies that would introduce standards for recently vacated properties.

Commissioner Karukin commented on the poor condition of many of the vacant properties in Town.

Assistant Town Manager Tavares commented on addressing the Commission to authorize art in public spaces. He spoke regarding window coverings for vacant window spaces and the possibility of introducing a new aesthetic from the campaign images currently being used. The suggestion made to DVAC was to create a window display that was more of a mural, incorporating arts in public spaces and showed some of the window display examples.

Board member Kesl stated that he likes the design but finds it so different from the current design and is not sure if it would hold up.

Assistant Town Manager Tavares stated that they did consider that when introducing these new aesthetics.

Chair Cohen would like to recommend banners on Collins for additional décor.

Assistant Town Manager Tavares stated that having the banners exclusively on Harding Avenue was a budgetary decision given that it would be considerably more expensive to have them on Collins Avenue as well.

Further discussion took place regarding the banners, designs and times of when the banners should be up continued among the Board and staff.

Assistant Town Manager Tavares stated that he will do the next tourist board review at the next DVAC meeting.

7. Appointment of Tourist Board Member for Interviews of Prospective Tourism Director Candidates – Duncan Tavares, Assistant Town Manager

Assistant Town Manager Tavares requested a representative from the Board be appointed to be part of the interview committee for prospective candidates for the position of Tourism Director and gave an update of what it entails.

Chair Cohen nominated herself.

Town Attorney Arango read the Code section mentioning the potential role of a Tourist Board representative in the selection process.

Board member Kesl stated that he was also interested and would nominate himself.

Town Attorney gave the instruction on how to proceed with the selection and explained that if there is no board member selected, the Town Manager would proceed without a representative of the Tourist Board.

A motion was as made by Chair Cohen to nominate herself as the representative. The motion died for lack of a second.

A motion was made by Board member Kesl to nominate himself as the representative. The motion died for lack of a second.

8. Next Meeting: Monday, January 6, 2020 at 5:30 p.m.

Chair Cohen advised the Board of the next meeting taking place on January 6, 2020 at 5:30 p.m.

Assistant Manager Tavares explained that Vice Chair Lehman was Vice Mayor Gielchinsky' s appointment and it might be able to be addressed tomorrow and they will send the Vice Mayor the application.

Assistant Manager Tavares went over the 2020 future dates for Tourist Board Meetings as follows and the list will be sent out to the Board members and if they have any conflicts, they can let us know. Send Calendar invite to Cornelia Samala.

January 6, 2020
February 3, 2020
March 2, 2020
April 6, 2020
May 4, 2020
June 1, 2020
July 6, 2020
August 3, 2020
September 14, 2020
October 5, 2020
November 9, 2020
December 7, 2020

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

There were no public comments.

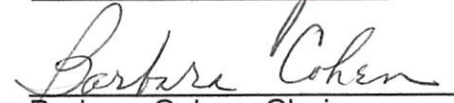
10. Adjournment

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

The meeting adjourned at 7:49 p.m.

Respectfully submitted:

Accepted this 3rd day of February, 2020


Barbara Cohen, Chair

Attest:


Evelyn Herbello
Deputy Town Clerk