



Town of Surfside

TOURIST BOARD MEETING MINUTES

February 3, 2020– 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 5:35 p.m.

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

Also present: Duncan Tavares, Assistant Town Manager
Haydee Sera, Town Attorney
Michael Karukin, Town Commission Liaison
Evelyn Herbello, Deputy Town Clerk
Frank Trigueros, Interim Tourism Director

2. Welcome– Chair Barbara Cohen

Chair Cohen introduced new Tourist Board Member Lisa Herman and gave a history of her experience.

Chair Cohen stated that Professor Paul George will be conducting historic tours 2/29, 3/29 5/3, she also thanked the Corps of engineers for the beach renourishment project

Assistant Town Manager Tavares gave a synopsis of the meeting with the RFP presenters and the part of the meeting will not broadcast due to Florida Statutes. He gave the Board instructions on their scoring and deliberation of the selection process.

3. Nomination and Selection of new Tourist Board Vice-Chair

Assistant Town Manager Tavares advised the vacancy was due to former Vice Chair Lehman's resignation.

A motion was made by Board Member Herman to appoint herself as the Tourist Board Vice-Chair. The motion received a second from Board Member Kesl. All voted in favor.

A motion was made by Board Member Kesl to add the item for DVAC Liaison to the agenda. The motion received a second from Vice-Chair Herman. All voted in favor.

A motion was made by Board Member Kesl to appoint himself as the DVAC Liaison representing the Tourist Board. The motion received a second from Vice Chair Herman. All voted in favor.

4. Approval of Meeting Minutes: December 9, 2019

A motion was made by Vice-Chair Herman to approve the December 9, 2019 minutes, seconded by Board Member Kesl. All voted in favor.

5. Resort Tax Revenue Accounts Receivable Report

Interim Tourism Director Trigueros along with Assistant Town Manager Tavares gave an update of the Resort Tax Revenue Accounts Receivable Report.

Discussion took place regarding short term rentals and compliance.

Assistant Town Manager Tavares answered the Board's questions regarding short term rentals and the Town's Code pertaining to that subject.

Commissioner Karukin advised the Board of the State's preemption and municipalities being able to restrict short term rentals.

6. RFP No. 2019-02 Public Relations Services for the Surfside Tourist Bureau.

PURSUANT TO SECTION 286.0113(2)(b)1., FLORIDA STATUTES, PORTIONS OF THE MEETING MAY INCLUDE ORAL PRESENTATIONS BY SHORT-LISTED PROPOSERS AND SAID PORTION OF THE MEETING IS EXEMPT FROM SECTION 286.011, FLORIDA STATUTES, AND SECTION 24(b), ART. 1 OF THE STATE CONSTITUTION.

The first proposer, Bertha Diaz, Account Supervisor and Holly Sawyer, Managing Director, Zapwater Communication gave their RFP presentation to the Tourism Board.

Zapwater Communications' presentation was followed by a question and answer session by the Tourist Board Members and Tourist Bureau where Ms. Diaz and Ms. Sawyer, addressed and answered questions from the Interim Tourism Director and the Tourist Board.

The second proposer, Amy Sedeno, Executive Director and Partner and Melanie Neff, Account Executive, Carolyn Izzo Integrated Communications (CIIC), gave their presentation to the Tourist Board.

The CIIC Communications presentation was followed by a question and answer session by the Tourist Board Members where Ms. Sedeno and Ms. Neff, addressed and answered questions from the Interim Tourism Director and members of the Tourist Board.

Chair Cohen requested a break at 6:48 p.m.
The meeting resumed at 6:55 p.m.

The third proposer, Rachel Pinzur, President, Pinzur Communications, presented to the Tourist Board.

The Pinzur Communications presentation was followed by a question and answer session by the Tourist Board Members where Ms. Pinzur, Pinzur Communication addressed and answered questions from the Interim Tourism Director and members of the Tourist Board.

The meeting was reopened to live broadcast and the public was able to speak on the item.

There were no individuals signed up to speak on the item.

Assistant Town Manager Tavares gave instructions on the deliberation process and answered the questions from the Tourist Board Members regarding the current contract Pinzur Communications has with the Town of Surfside as Public Information Officer.

The Tourist Board members commenced their deliberations and ranking of the proposers. The following were the rankings.

Board Member Kesl addressed the companies that presented and ranked Zapwater and CIIC and his top choices.

Board Member Samalia stated that everyone did a great presentation and agreed that Zapwater and CIIC have the most experience with destination marketing.

Board Member Goodman also agrees that both Zapwater and CIIC are the top companies with their experience.

Vice-Chair Herman stated that she does like Pinzur Communications because she knows the players and the Town. She likes the fact that she has the contacts and feels that you get lost with big companies but does like ideas and creativity that will catch the media's attention.

Chair Cohen asked if the contract is a 5 year or 3-year-contract and asked when the contract would be ready.

Assistant Town Manager Tavares answered Chair Cohen's question and stated that it is 3-year-contract with renewable terms. He stressed that the selected company will have to deliver on their initiatives from day one.

Town Attorney Sera stated that the contract is prepared and was made part of the RFP and the scope of services must be met as per the RFP.

Assistant Town Manager Tavares stated that staff will try to get a resolution ready for the February 11, 2020 Town Commission Meeting in order for the Commission to approve the Tourist Board's recommendation.

Board Member Kesl ranked CIIC Communication as his first option, Zapwater Communication as his second option and Pinzur Communications as his third option.

Board Member Samara ranked Zapwater Communications as her first option, CIIC Communications as her second option and Pinzur Communications as her third option.

Board Member Goodman ranked Zapwater Communication as his first option, CIIC Communication as his second option and Pinzur Communication as his third option.

Vice-Chair Herman ranked CIIC Communications as her first option, Pinzur Communication as her second option and Zapwater Communication as her third option.

Chair Cohen ranked CIIC Communications as her first option, Zapwater Communication as her second option and Pinzur Communications as her third option.

Assistant Town Manager Tavares and Deputy Town Clerk Herbello reviewed the Tourist Board's ranking sheets and calculated the scores.

Deputy Town Clerk Herbello read the ranking and scores into the record. CIIC Communications received 7 points, Pinzur Communications received 14 points and Zapwater Communications received 9 points. Proposers were ranked in order of preference with number 1 indicating the top choice, therefore the lowest tabulated number indicated the winner.

A motion was made by Vice-Chair Herman to choose CIIC Communications as the Tourist Board Public Relations Firm based on the ranking sheet tabulations. The motion received a second from Board Member Kesl. All voted in favor.

A subsequent motion was made by Board Member Kesl to go with the second choice of the Tourist Board, Zapwater Communications, if CIIC Communications does not meet the requirements of the RFP and Agreement. The motion received a second from Board Member Goodman. All voted in favor.

Discussion Items:

1. Competition, Maximizing ROI – Board Member Charles Kesl

Chair Cohen stated that she did not have an opportunity to review the information provided by Board Member Kesl on this item and requested a motion to defer this item to the March 2, 2020 Tourist Board Meeting.

A motion was made by Board Member Samara to defer this item to the March 2, 2020 Tourist Board Meeting. The motion received a second from Vice Chair Herman. The motion carried with a 4-1 vote with Board Member Kesl voting against.

2. Quality Control, Quality Assurance – Board Member Charles Kesl

Chair Cohen stated that she did not have an opportunity to review the information provided by Board Member Kesl on this item and requested a motion to defer this item to the March 2, 2020 Tourist Board Meeting.

A motion was made by Board Member Samar to defer this item to the March 2, 2020 Tourist Board Meeting. The motion received a second from Vice Chair Herman. The motion carried with a 4-1 vote with Board Member Kesl voting against.

3. Next Meeting: Monday, March 2, 2020 at 5:30 p.m. Jacober Creative's First Quarter FY 19/20 Presentation and the Mission/Vision Statement.

Assistant Town Manager Tavares stated that at the March meeting Jacober Creative would be presenting their FY 19/20 Presentation and the Board would be working on their revised Mission/Vision statement.

Interim Tourism Director Trigueros handed out to the Tourist Board Members information and examples on destination Mission and Vision Statements in order for the Board to bring suggestions for the March 2, 2020 meeting.

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

A motion was made by Board Member Samara to allow Board Member Kesl's guest, Ania Rodriguez from Keylime from Interactive, to speak regarding quality control. The motion received a second from Vice Chair Herman. All voted in favor.

Ania Rodriguez, Keylime Interactive, spoke about quality control and provided recommendations on what the Board should look for in a Public Relations firm.

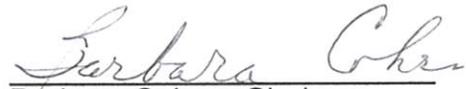
5. Adjournment

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

The meeting adjourned at 8:09 p.m.

Respectfully submitted:

Accepted this 2nd day of March, 2020


Barbara Cohen, Chair

Attest:



Evelyn Herbello
Deputy Town Clerk