



Town of Surfside
TOURIST BOARD MEETING
MINUTES

October 5, 2020– 5:30 p.m.

Opening Items:

1. Call to Order/Roll Call

The meeting was called to order by Chair Herman at 5:35 p.m.

Present: Chair Lisa Herman
Vice Chair Eli Tourgeman
Board Member Clara Diaz-Leal
Board Member Robert Lisman

Absent: Board Member Ian Marovath

Also present: Vice Mayor Tina Paul
Haydee Sera, Town Attorney
Evelyn Herbello, Deputy Town Clerk
Frank Trigueros, Interim Tourism Director

2. Agenda and Order of Business

3. Approval of Meeting Minutes: September 14, 2020

A motion was made by Vice Chair Tourgeman to approve the September 14, 2020 Tourist Board Meeting Minutes, seconded by Board Member Diaz-Leal. The motion carried with a 4-0 vote with Board Member Marovath absent.

4. Resort Tax Update

Tourism Director Trigueros gave an update of the Resort Tax.

Board Member Lisman asked if this type of revenue decrease has been seen in the past.

Tourism Director Trigueros stated that decrease has been exclusively due to COVID-19.

Board Member Diaz-Leal stated that this is to be expected due to COVID and that many companies that have been closing in recent times. She suggested having a plan in case businesses are ordered to close again that would include ways to help survive a second round so that tourists also have somewhere to dine.

Tourism Director Trigueros stated that he will speak with some of the hotels to see what their mitigation tactics are in anticipation of a second wave and how the Town could support the businesses.

Vice Chair Tourgeman spoke regarding some places and restaurants closing down, suggesting the Town look into accommodating extra outdoor dining space for restaurants by utilizing parking areas or lanes. He noted the FDOT would need to be contacted.

Tourism Director Trigueros stated that he will look into the possibility.

5. FY 2020/2021 Budget

Tourism Director Trigueros gave an update of the FY 2020/2021 Budget and which line items were reduced. He stated that the Commission reached consensus on having more Town events and shifted some of the funding under the Parks and Recreation portion of the Resort Tax in order to accomplish having more events. He stated that the budget will have to be amended due to an anticipated decrease in the cost for Holiday Lights.

Board Member Diaz-Leal asked if there was any desire for the Tourist Board to get other things moving forward that are COVID friendly like other communities have done. She also asked which items were moved from the Parks and Recreation portion of the budget.

Tourism Director Trigueros addressed the comments made by Board Member Diaz-Leal.

Chair Herman asked about the Halloween event and if there are monies that are being rolled over.

Tourism Director Frank Trigueros stated that any unused event funds will be rolled over to next year.

Further discussion took place among the Board members regarding specific line items on the budget and Pinzur Communications as well as having more diversity within Surfside's tourism demographic.

Vice Mayor Paul stated that what she would like to see from the Board is more involvement like the signage of the masks. She asked Tourism Director Frank Trigueros how much involvement this Board will have.

Tourism Director Frank Trigueros addressed the comments made by Vice Mayor Paul and stated that he welcomes the Board's participation and discussed the selection of street banners and having the Board involved and their feedback.

Board Member Diaz-Leal stated that they should look into the hotel's participation and have a possible Autumn in Surfside. She stated that staycation is how individuals will be vacationing for a while.

Vice Mayor Paul asked if the hotels offer certain happy hours for private outdoor parties. She also spoke regarding Lincoln Road doing an initiative of using empty storefronts for art shows since Art Basel is cancelled this year.

Tourism Director Frank Trigueros addressed the comments made and stated that he will check with the hotels if they are offering some type of similar experience or offers for the residents.

A motion was made by Board Member Diaz-Leal to approve the FY 2020/2021 Tourist Board Budget, seconded by Chair Herman. The motion carried with a 4-0 vote with Board Member Mavorah absent.

6. Support Local Update

Tourism Director Frank Trigueros gave an update of the item and stated that he is finalizing the details with Rachel Pinzur. He spoke regarding the anti-littering pamphlet and stated that Code Enforcement has a pamphlet that is handed out for anti-littering and turtle nesting which is circulated to the condominiums and placed in the Gazette.

Vice Chair Tourgeman stated that he would like to see year around pamphlet so visitors that come year-round are aware of protecting our beaches including the protection of the turtles and how the hotels can help the Tourist Board as well as the environment by educating the community at large.

Tourism Director Frank Trigueros stated that he will speak with Rachel Pinzur and look at discussing it with the hotels and feels they will be supportive. He stated that he will circle back on this item.

Tourism Director Frank Trigueros spoke regarding the small business grant application to receive funding from the CARES Act. He stated that it has been preapproved and pending the formal approval from the Miami Dade County Board of Commission.

Tourism Director Frank Trigueros stated that the hotel information has uploaded a link to their YouTube videos, special events page, the blog and the social media platform.

7. Sweet Portfolio Media Recap

Tourism Director Frank Trigueros gave a recap of the Sweet Portfolio Media and provided a presentation.

Bringing up new suggestions, Chair Herman stated that in front of the Community Center there used to be buckets available to pick up trash and clean up the beach. She asked if the hotels could do the same. She stated possibly having Surfside buckets to be placed along the beach.

Vice Mayor Paul stated that she did participate in some of the beach cleanup possibly a year and half ago.

Chair Herman stated that it was a pole with buckets that people would use to clean up the trash and then place the bucket back on the pole.

Vice Chair Tourgeman stated that is a great idea. He stated that it would be great to expand on those activities and educate the public.

Vice Mayor Paul stated that what is missing is the general public going to the beach and stated that they need better signage.

Chair Herman asked if Surfside has ever done Turtle Talks which is how the turtles hatch and the turtles would then be placed on the beach to go into the ocean.

Tourism Director Frank Trigueros stated that they have never done that but he could find out.

Chair Herman commented on the Surfside Letter during events could they have an Instagram frame that is there all the time as a branding for everyone to use.

Vice Mayor Paul stated that in Orlando they have a giant beach chair that one could pose at and thinks that is a good idea to place in certain street ends.

Board Member Diaz-Leal commented that there is a large chair like that one at the Southernmost Beach Hotel for individuals to sit and take pictures.

Vice Chair Tourgeman agreed with Chair Herman's ideas of the large letters to promote Surfside.

Further discussion took place among the Board members regarding different ideas of promoting Surfside with awareness of the turtles and for Tourism Director Frank Trigueros to come back with some ideas. Among them, the possibility of acquiring new Turtle Walk fiber glass decorated sculptures that could serve functional purposes.

Discussion Items:

1. Next Meeting: Monday, November 9, 2020 at 5:30 p.m.

Deputy Town Clerk Herbello commented on the next meeting date being November 9, 2020 due to primary elections being held on November 3, 2020 and the Chambers being used by Miami Dade County to set up for elections.

Board Member Diaz-Leal stated she will be out of town November 9, 2020 and will not be present at the meeting.

Vice Chair Tourgeman stated if they cannot secure safety and separation, he will not be attending any live meeting.

Assistant Town Attorney Sera stated that some governments have been holding hybrid meetings and stated that under State Law boards and committees need to achieve an in-person quorum. She stated the majority of the board has to be present but if the board members present agree to allow the other board members to appear virtually then they can conduct the meeting.

She stated that she will work with the Town Clerk's Office and Tourism Director Frank Trigueros to see how to achieve the in-person meeting with some attending virtually.

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

There were no public speakers.

3. Adjournment

There being no further business to discuss before the Tourist Board, Vice Chair Tourgeman made a motion to adjourn the meeting at 6:42 p.m., seconded by Board Member Diaz-Leal. The motion carried with a 4-0 vote with Board Member Mavorah absent.

Respectfully submitted:

Accepted this 9 day of NOV, 2020



Lisa Herman, Chair

Attest:



Evelyn Herbello
Deputy Town Clerk