



Town of Surfside

TOURIST BOARD MEETING MINUTES

April 5, 2021– 5:30 p.m.

Opening Items:

1. Call to Order/Roll Call

The meeting was called to order by Chair Herman at 5:33 p.m.

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

Absent: Board Member Ian Mavorah

Also present: Vice Mayor Tina Paul
Haydee Sera, Town Attorney
Andrew Hyatt, Town Manager
Evelyn Herbello, Deputy Town Clerk
Malarie Dauginikas, Community Services & Public
Communications Director
Frank Trigueros, Tourism Manager

2. Agenda and Order of Business

Chair Herman commented on the Farmer's Market and asked everyone to come out and support the Farmer's Market.

3. Approval of Meeting Minutes: March 1, 2021

A motion was made by Vice Chair Tourgeman to approve the March 1, 2021 Tourist Board Meeting Minutes, seconded by Board Member Lisman. The motion carried with a 4-0 vote with Board Member Mavorah absent.

4. Resort Tax Collection

Tourism Manager Trigueros gave an update on the first five months of the current fiscal year (October – February), noting decreases in the percentage differentials versus the previous year.

Vice Chair Tourgeman asked about hotel numbers and occupancy.

Tourism Manager Trigueros added that all three of the Town's main hotels have been almost at capacity in recent months given strong domestic travel.

5. Aeythr Agency: Turtle Walk Downtown Passport Campaign

Tourism Manager Trigueros introduced the item and the Aeythr Agency representative.

Zac Courtney, Aeythr Creative Agency, introduced himself and gave an overview of his company and began walking the Board through his Turtle Walk Passport campaign idea.

Vice Chair Tourgeman intervened adding that this may be in conflict with the Uptown Beachtown branding, and if that would be going away.

Mr. Courtney stated that any existing branding could be integrated into the campaign.

Tourism Manager Trigueros stated that this campaign is separate and specific to the downtown district, and that it would not replace current branding. He also noted Uptown Beachtown has not been used over the past year given mixed feelings by the Town Commission. The goal of this project is to increase social media engagement via selfie campaign while driving traffic to downtown businesses.

Board Member Lisman stated that purpose of branding is to create and maintain an identity, and that this project would not to interfere with that. This is a targeted project with specific goals in mind that can leverage Surfside's angle as a family-friendly destination.

The Uptown Beachtown discussion continued with Board Member Diaz-Leal adding that she liked the premise behind the campaign, but wondered if Town staff would be able to keep the project going, and how the process would work between internal staff and contractors.

Mr. Courtney responded to the questions and comments made by the Board members and continued through the presentation adding visual branding would

be very important in onboarding the businesses. He noted the campaign would target hotels and restaurants, but wondered about additional businesses.

Board Member Diaz-Leal stated that it would be a good idea to add other businesses like retail, salons, services and have inclusivity.

Vice Mayor Paul asked the Board to be mindful when presenting ideas involving influencers to the Town Commission because they could potentially be problematic, citing some examples from the past like the VIP section at the First Fridays events a few years ago with invited influencers.

Board Member Diaz-Leal stated that influencers can be properly vetted for followers, campaign, and to ensure that they will promote Surfside effectively to identified target audiences.

Board Member Lisman agreed with her comment,

Chair Herman asked Tourism Manager Trigueros if he thought this could be successful given that historically, Surfside businesses have not always been so responsive in providing offers and content for marketing campaigns.

Tourism Manager Trigueros stated that indeed that has been the case; however, some businesses do participate and that if Zac can get strong participation numbers and offers from all of the businesses, that this could indeed be a big success. However, he also added that the Board should consider that the Town Commission currently very little desire to approve any spending on contractors, and that was expressed at the recent Budget Workshop. He added that travel and business traffic is picking up organically as we move through the pandemic.

Chair Herman spoke regarding the selfie campaign and how this idea could help incentivize that. Item discussion continued.

Tourism Manager Trigueros stated that if this item is approved it would have to go before the Town Commission for funding approval.

Mr. Courtney spoke regarding the specifics in activating the selfie and offers via QR code (or similar) at the Turtle Walk statues.

Town Attorney Sera stated that the legal team would need to look into the artist agreement to see whether the sculptures can be modified in any way.

A motion was made by Board Member Diaz-Leal to move forward and present to the Town Commission and bring forth an agreement for Mr. Courtney's, company, Aethyr Agency, based on the proposal for four months (\$16,000) with the possibility to extend. It was seconded by Board Member Lisman. The motion carried with a 3-1 vote with Vice Chair Tourgeman voting in opposition and Board Member Mavorah absent.

6. DVAC Update: Downtown Survey Results & More

Malarie gave the update, walking the Board through the survey results and its findings.

Tourism Manager Trigueros stated that they will compile the information and share it with businesses and property owners.

Vice Chair Tourgeman asked how they put the idea into motion and make a difference, for example by widening the sidewalks along Harding Avenue.

Malarie addressed the comment made by Vice Chair Tourgeman noting that DVAC made that recommendation at their March 18 meeting.

The following individual from the public spoke:
Jeff Rose.

Vice Chair Tourgeman stated that he agreed with Mr. Rose's comments and suggestions of having the Tourist Board reinforce DVAC's recommendations to the Town Commission on downtown walkability, which could be a major-scale, lengthy project. He added that George Kousoulas presented two interesting ideas during the DVAC meeting to limit parallel parking on Harding to gain extra space for sidewalk cafes.

Vice Chair Tourgeman stated that it is important to support the idea given the walkability challenges downtown. He requested that Tourism Manager share Mr. Kousoulas recommendations with the Board.

A motion was made by Vice Chair Tourgeman for to support the DVAC recommendation on walkability, and for the Town Commission to consider Mr. Kousoulas' recommendations. It was seconded by Chair Herman. The motion carried with a 3-0 vote with Board Member Diaz-Leal and Board Member Mavorah absent.

7. Public Relations Update

Rachel Pinzur gave a presentation on the public relations update walking them through a number of different journalists who are interested in visiting Surfside over the coming months.

No discussion from the Board.

8. Live Webcam

Tourism Director Trigueros gave a verbal update on the live destination webcam noting that he has approached the Bluegreen Soalara Surfside resort for potential placement at their property. It is located on 88th and Collins and would showcase the Town's quiet, southern shore beautifully. They liked the idea and are running it by the corporate office.

Board Member Lisman stated that the spot is an excellent suggestion adding that he lives close by and knows the views well.

9. Discussion Items:

A. Beach Responsibility Pamphlet

Tourism Director Trigueros presented the draft pamphlet requested by the Board. It features artwork by the 2021 Anti-Litter campaign contest winner and information on keeping beaches clean, and best practices for turtle safety.

Vice Mayor Paul asked if this is done in conjunction with Fish and Wildlife. Tourism Manager stated that all the information has been vetted and taken from reputable sources.

Vice Chair Tourgeman asked about the layout. Tourism Manager responded that it would be a tri-fold.

Vice Mayor Paul requested staff add mention of the importance of smoothing out the sand after building castles or making any holes, as these can be perilous hurdles for new hatchlings. The Board liked the design and execution and had no further comments.

B. Next Meeting: Monday, May X, 2021 at 5:30 p.m.

Consensus was reached by the Board to hold the next meeting at May 3, 2021 at 5:30 p.m.

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


There were no public speakers.

11. Adjournment

There being no further business to discuss before the Tourist Board, Vice Chair Tourgeman made a motion to adjourn the meeting at 7:11 p.m., seconded by Chair Herman. The motion carried with a 3-0 vote with Board Member Diaz-Leal and Board Member Mavorah absent.

Respectfully submitted:

Accepted this 3rd day of May, 2021.



Lisa Herman, Chair

Attest:



Evelyn Herbelo
Deputy Town Clerk