



**Town of Surfside**  
**TOURIST BOARD MEETING**  
**MINUTES**

**May 3, 2021– 5:30 p.m.**

**Opening Items:**

**1. Call to Order/Roll Call**

The meeting was called to order by Chair Herman at 5:30 p.m.

Present: Chair Lisa Herman  
Vice Chair Eli Tourgeman  
Board Member Ian Mavorah

Absent: Board Member Robert Lisman  
Board Member Clara Diaz-Leal

Also present: Vice Mayor Tina Paul  
Roger Pou, 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**

**3. Approval of Meeting Minutes: April 5, 2021**

A motion was made by Vice Chair Tourgeman to approve the April 5, 2021 Tourist Board Meeting Minutes, seconded by Board Member Mavorah. The motion carried with a 3-0 vote with Board Member Lisman and Board Member Diaz-Leal absent.

**4. Resort Tax Collection**

Tourism Manager Trigueros gave an update on the Resort Tax Collection comparing collections for January and February year over year. He commented on the strengthening numbers noting F&B collection was actually up one percent.

Vice Chair Tourgeman stated that it is very encouraging that the resort tax for tourism is going up and that is a considerable improvement.

Before proceeding onto the budget, Chair Herman mentioned the Turtle Walk campaign idea that was approved at the previous meeting noting that given the considerable expense to the Town, she would prefer to make a motion to table it for the time being.

Vice Chair Tourgeman stated that he would like to motion to reconsider given that he voted no at the last meeting believing it is unnecessary to bring in outside contractors for this initiative.

Tourism Manager Trigueros stated that he had concerns at the last meeting on the feasibility of the proposal and ultimate return on investment to the Town given the significant cost involved. He mentioned that due to those concerns, the initiative is not being presented as part of the staff recommended budget for the next fiscal year. He informed the Board that they were still able to proceed with their vote and approval should they want to, but that they would need to advocate for the project before the Town Commission at a future Budget Workshop given that it was not staff recommended.

Rachel Pinzur spoke to state that her original Passport Campaign idea involving the hotels would prove valuable and engaging and require very little spending from the Town to execute.

Town Attorney Pou stated that a motion to reconsider must be made by a member of the Board who was present at the meeting.

A motion was made by Chair Herman to reconsider the Aethyr Agency proposal approved at the last meeting, Vice Chair Tourgeman seconded the motion. The motion carried with a 3-0 vote with Board Member Lisman and Board Member Diaz-Leal absent.

## **5. Proposed FY 2021/22 Marketing & Events Budget**

Tourism Manager Trigueros walked the Board through the proposed budget which had an accompanying MEMO describing each line item.

Vice Chair Tourgeman commented on the importance of ensuring that the funds are used properly per the Resort Tax Charter.

Tourism Manager Trigueros responded assuring them that initiatives such as the local resident events series are also open to Surfside hotel guest with proof of stay.

Board Member Mavorah asked if there are any new activities. Staff responded noting some new event ideas and initiatives that are included in the budget.

Further discussion took place regarding the events budget and promotional activities.

Chair Herman asked when the Third Thursday events would be returning.

Staff addressed the question by Chair Herman noting the series usually takes place January through March, but that it may be possible to return to events starting this fall with some of the Historical Walking Tours.

Discussion continued on promotional activities and the budget.

Board Member Mavorah asked about regarding the line item for photography and video as well as the website, which was the highest number.

Communications Director Dauginikas spoke about the platform research that is currently underway to renew both the Town website and the visitor site noting the Town Commission's vision to merge both into one platform, or having them interact more seamlessly.

Discussion took place regarding the website and its platform and options available.

Vice Chair Tourgeman asked that they need to be separated because there are different interests in venue and that will reroute them to the new tourism website.

Malarie stated that they would ultimately be two different sites, but they may share a platform.

Further discussion took place regarding budget and possible options.

Vice Mayor Paul spoke regarding the budget commending Frank and staff on successfully explaining each item in a transparent manner noting that the proposal looked good on her end.

A motion was made by Board Member Mavorah to approve the budget, seconded by Chair Herman. The motion carried with a 3-0 vote with Board Member Diaz-Leal and Board Member Lisman absent.

## **6. GMCVB Canada Virtual Sales Mission**

Tourism Manager Trigueros gave a presentation on the item noting the Board had approved a line item for a virtual trade show as part of the Marketing Recovery Plan a few months prior. Canada is a huge market for South Florida, and with GMCVB organizing appointments and logistics, this presents an excellent opportunity for the destination at a low cost.

A motion was made by Board Member Mavorah to approve the item, seconded by Chair Herman. The motion carried with a 3-0 vote with Board Member Diaz-Leal and Board Member Lisman absent.

## **7. Town's 86th Anniversary Activation**

Tourism Manager Trigueros gave a presentation on the item which involves an activation using oversized Surfside letters to display around Town encouraging photos, and promoting the Town's history as well as special offers from business partners.

Chair Herman spoke regarding the large letters being too horizontal for Instagram.

Tourism Manager Trigueros addressed the comments made by Chair Herman noting the letters were not originally intended for Instagram and that despite their large size, they would still be engaging.

Board Member Mavorah asked if they are letters that are stackable. Staff mentioned that they are not since they are fixed on metal rails.

Vice Mayor Paul asked if they will be doing a brochure with information on the Town's history.

Frank addressed the comments made by Vice Mayor Paul noting a brochure may not be possible given the short time frame, but they would find a way to integrate that information.

Board Member Mavorah stated that they might be able to do something with the 86<sup>th</sup> theme with different business partners.

Tourism Manager Trigueros stated that staff could brainstorm ways to activate the '86' component which refers to changing a particular habit or behavior, in the Town's case for this initiative, in favor of a more sustainable alternative

A motion was made by Board Member Mavorah to approve the item, seconded by Chair Herman. The motion carried with a 3-0 vote with Board Member Diaz-Leal and Board Member Lisman absent.

## **8. Welcome Bag for New Residents**

Tourism Manager Trigueros gave an update on the item and the specifics.

## **9. Public Relations Update**

Rachel Pinzur gave a public relations update and PowerPoint presentation.

**10. Discussion Items:**

**A. Next Meeting: Monday, June 7, 2021 at 5:30 p.m.**

Consensus was reached to hold the next meeting on June 7, 2021.

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

There were no public comments.

**12. Adjournment**

There being no further business to discuss before the Tourist Board, Vice Chair Tourgeman made a motion to adjourn the meeting at 6:40 p.m., seconded by board Member Mavorah. The motion carried with a 3-0 vote with Board Member Lisman and Board Member Diaz-Leal absent.

Respectfully submitted:

Accepted this 2 day of August, 2021.

  
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Lisa Herman, Chair

Attest:

  
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Evelyn Herbello  
Deputy Town Clerk