



**Town of Surfside**

**TOURIST BOARD MEETING  
MINUTES**

**9293 Harding Avenue, Surfside, FL 33154  
October 4, 2021– 5:30 p.m.**

**Opening Items:**

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

The meeting was called to order by Chair Herman at 5:32 p.m.

Present: Chair Lisa Herman

Absent: Board Member Robert Lisman  
Board Member Ian Mavorah  
Vice Chair Eli Tourgeman  
Board Member Clara Diaz-Leal

Also Present: Vice Mayor Tina Paul (arrived at 5:34 p.m.)  
Roger Pou, Town Attorney  
Andrew Hyatt, Town Manager  
Malarie Dauginikas, Community Services & Public  
Communications Director  
Frank Trigueros, Tourism Manager

Deputy Town Clerk Herbello stated that we will give a 15-minute grace period to allow Board Members to arrive due to the incident that is taking place in Bal Harbour.

Meeting Recessed at 5:32 p.m.

Meeting reconvened at 5:57 p.m.

Present: Chair Lisa Herman  
Board Member Robert Lisman  
Board Member Ian Mavorah

Absent: Vice Chair Eli Tourgeman  
Board Member Clara Diaz-Leal

Also present: Vice Mayor Tina Paul  
Roger Pou, Town Attorney  
Malarie Dauginikas, Community Services & Public  
Communications Director  
Frank Trigueros, Tourism Manager

## **2. Agenda and Order of Business**

Chair Herman spoke regarding the Farmer's Market and mentioned the upcoming event dates. She included the historical walking tours with dates in October and November.

## **3. Approval of Meeting Minutes: August 2, 2021**

A motion was made by Board Member Mavorah to approve the August 2, 2021 Tourist Board Meeting Minutes, seconded by Board Member Lisman. The motion carried with a 3-0 vote with Vice Chair Tourgeman and Board Member Diaz-Leal absent.

## **4. Resort Tax Collection and Vacancies Report**

Tourism Manager Trigueros gave an update on the Resort Tax Collection and presented two different charts – one covering a six-month period, the other for June and July to gauge the impact of the building collapse. Both charts showed increases when compared to 2019 pre COVID-19, indicating that the resort tax collection is going remarkably well.

## **5. PR Update and Passport Presentation**

Tourism Manager Trigueros spoke regarding public relations initiatives and explained that since Rachel Pinzur's contract expired in September, they will now work with her on a project basis if needed, but Pinzur will no longer be engaged via retainer service. Staff is following the Town Commission's wishes to bring tasks in house unless absolutely necessary. Manager Trigueros proceeded to walk the Board through the 'Surfy's Passport Adventure' booklet which has young participants venture out on a mini tour of Surfside while discovering its unique history and charming business district. He also showed the Board a feature article from journalist and resident Sara Liss on Surfside's culinary scene that ran in The Boca Raton Observer magazine.

## **6. Turtle Sculpture Update**

Tourism Manager Trigueros spoke regarding the item and provided a PowerPoint presentation with a concept for consideration. It is based on Native American symbology for turtles, which represented grandmother earth. Given that tie to sustainability and the environment and knowing that Surfside's first inhabitants were Tequesta Indians as indicated by historical and archeological data dating back to the 1920s, staff recommended having the turtle sculpture symbolize both a tribute to sustainability and a nod to the Tequesta Indians.

Tourism Manager Trigueros added that the vendor will need to decorate the sculpture given the requirement of specialty painting tools, but that the Board could choose the design.

Chair Herman asked if the Tequestas are an active tribe, and if we would need to get their permission.

Tourism Manager Trigueros stated the tribe is no longer around. The design would be informed by real artifacts recovered from different sites such as the Miami Circle in downtown Miami.

Chair Herman asked if the Board would be able to see the design prior to finalizing it.

Tourism Manager Trigueros stated that indeed they would be able to see the design before finalizing it.

Board Member Mavorah asked where the placement would be of the turtle.

Tourism Manager Trigueros stated that it would be placed in the circle at the beach entrance on 95<sup>th</sup> Street.

Board Member Mavorah asked if there were any other design options or ideas.

Tourism Manager Trigueros stated that in his opinion, others were not as impactful as this concept.

Board Member Mavorah stated that he likes the 10-foot size and would like to make sure the legalities of using the tribe design is looked at and make sure they are able to use them.

Town Attorney Pou stated that he will research the matter and get back to the Board and Tourism Manager Trigueros.

Board Member Mavorah stated that they would want to make sure the sculpture did not cause any issues and expressed hesitation at the Tequesta connection given conversations that are happening in the media; one example, the NFL and the Redskins team (recently renamed to Washington Football Team).

Tourism Manager Trigueros stated that the sustainability angle would still be front and center and that such conversations in the media are based on a different

premise altogether, which is overlooking or disrespecting cultures unlike what they are proposing which is to honor the Tequesta culture.

Board Member Lisman stated that his concern is that they know so little about the tribe that they would need more information. He asked about the designs depicted on the PowerPoint.

Tourism Manager Trigueros stated that they were for illustration purposes based on his research into the symbology of the turtle in Native American tribes.

Board Member Lisman stated that perhaps they could think of a design that would look towards the future and not be so focused on the past.

Tourism Manager Trigueros stated the sustainability tie is a nod to current and future efforts to protect the beach; however, they can go back to a straight forward turtle and not go with the tribe theme or design. He stated that he would need more specific direction from the Board if the design is to go in a new direction.

Board Member Mavorah asked if they are missing a bigger public relations push. He suggested going to the school and doing a contest for the children.

Tourism Manager Trigueros stated that they can reach out to educational institutions, but that they have already worked with Ruth K. Broad this past year on a design project and he feels that a sculpture this substantial requires a higher level of professional expertise. A traditional call to artists would then end up being the same concept of the original turtles some 10 years ago which would not be new and exciting from a public relations perspective.

Further discussion took place among the Board Members and Tourism Manager Trigueros regarding the different designs of the turtle.

Board Member Lisman asked if they could also look at the architecture of Surfside for inspiration.

Tourism Manager Trigueros said that they could certainly explore that suggestion and try and find design students who would be able to work on that design.

A motion was made by Board Member Mavorah to drop the tribe/Indian design and explore a different course of design direction and look at the architecture of Surfside, seconded by Board Member Lisman. The motion carried with a 3-0 vote with Vice Chair Tourgeman and Board Member Diaz-Leal absent.

## **7. Sustainably Surfside Contest**

Tourism Manager Trigueros spoke regarding the item, briefing the Board on the idea behind the contest which is to illustrate ways Surfsiders or Surfside visitors, exemplify sustainability in their day-to-day life.

## **8. 2021 Holiday Banners**

Tourism Manager Trigueros spoke regarding the item. He introduced the Town's new employee, Luiza Garcia, a Multimedia Communications Specialist who will be assisting with graphics and media.

Luiza Garcia presented a PowerPoint with different holiday banner options and spoke about the color scheme.

Chair Herman stated she likes elements from each presentation and prefers Happy Holidays as messaging; she provided suggestions for some of the designs.

Board Member Mavorah believes they are getting there with option 2 and noted that the turtle at the top gets lost. He asked if they have ever done bi-lingual banners in the past.

Tourism Manager Trigueros stated that they have not done a bi-lingual banner in the past.

Board Member Mavorah asked if they could mix and match and if they are two-sided.

Luiza Garcia stated that they are two sided and showed English/Spanish options.

Board Member Mavorah stated that blue coincides with winter and using pops of red and green as well as yellow might help. He does think the turtle is the way to go, but wanted to see a brand-new option for next time that would incorporate more holiday elements.

Vice Mayor Paul liked option 2 adding some red and green.

Chair Herman asked if they could add some more holiday-like elements.

Luiza Garcia stated that behind the turtle she added rocks, twinkles and stars to achieve a generic holiday look.

Further discussion took place regarding the different designs among the Board Members and Tourism Manager Trigueros who will revisions and a new design for the next meeting.

A motion was made by Board Member Lisman to bring back to the next meeting an alternative design as well as touch ups to option 2 along with more holiday colors, seconded by Chair Herman. The motion carried with a 3-0 vote with Vice Chair Tourgeman and Board Member Diaz-Leal absent.

## **9. Photography and Video**

Tourism Manager Trigueros spoke regarding the item.

Board Member Mavorah asked regarding the photography and Jacober.

Chair Herman also asked regarding the budget and Jacober.

Tourism Manager Trigueros stated that they will continue doing the photography and spoke regarding the budget and what they will be doing.

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

Tourism Manager Trigueros spoke regarding Surfside's participation at the virtual sales mission back in June. The event gave Surfside a great opportunity to showcase the destination to important travel agents and tour operators in the pivotal Canadian market.

## **11. FY 2021/22 Approved Budget**

Tourism Manager Trigueros covered an outline of the budget and focused on some of the special events and line items on the budget.

Chair Herman asked if the third Thursdays are produced by a vendor or in house.

Tourism Manager Trigueros stated that they typically work with a vendor; selection will take place at the November meeting. He spoke regarding the other events and which ones might be done inhouse.

Board Member Lisman commented on the popularity of events such as Movie Under the Stars and possibly doing multiple nights. He stated that the screen was transparent and was difficult to see.

Tourism Manager Trigueros stated that Movie Under the Stars is not a tourism event, but rather from Parks and Recreation; however, he noted improvements are in the works and he would share the screen quality comment with corresponding staff.

Tourism Manager Trigueros spoke regarding the historic tour.

## **12. Discussion Items:**

### **A. Rollover Initiatives**

Tourism Manager Trigueros spoke regarding the item which pertains to the items that they were not able to be executed due to the cancellation of several meetings for lack of quorum. He provided the different initiatives which is a turtle character on a bench for Downtown Surfside and the "Green" Parrot motion-activated receptacle. He wanted to know if they would like to continue engagement with the vendor.

Chair Herman stated that she would like to continue working with the vendor.

Board Member Lisman asked if it wasn't supposed to be the shark on the trash can.

Tourism Manager Trigueros stated it was, only because the first vendor was unable to recreate the parrot. The new vendor is able to.

Chair Herman stated that she sent Tourism Manager Trigueros another idea involving trash cans.

Tourism Manager Trigueros stated that he will check with the vendor regarding the cost of the receptacles and get more information on the project.

Chair Herman asked about the other ideas and vertical garden.

Tourism Manager Trigueros stated that unfortunately it appears there isn't good public wall space to be able to execute the project as the original Town Hall proposed location was turned down.

A motion was made by Board Member Lisman to continue exploring ideas with the vendor, seconded by Board Member Mavorah. The motion carried with a 3-0 vote with Vice Chair Tourgeman and Board Member Diaz-Leal absent.

**B. Next Meeting: Monday, November 1, 2021 at 5:30 p.m.**

Consensus was reached to hold the next meeting on November 1, 2021 starting at 5:30 p.m.

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

There were no public speakers.

**14. Adjournment**

There being no further business to discuss before the Tourist Board, Board Member Mavorah made a motion to adjourn the meeting at 6:53 p.m., seconded by Board Member Lisman. The motion carried with a 3-0 vote with Vice Chair Tourgeman and Board Member Diaz-Leal absent.

Respectfully submitted:

Accepted this 18 day of Nov, 2021.

  
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Lisa Herman, Chair

Attest:

  
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Evelyn Herbello  
Deputy Town Clerk