



## Town of Surfside

### TOURIST BOARD MEETING MINUTES

9293 Harding Avenue, Surfside, FL 33154  
Commission Chambers  
March 7, 2022– 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 Diana Gonzalez  
Board Member Ian Mavorah

Also Present: Vice Mayor Tina Paul (arrived at 5:38 p.m.)  
Andrew Hyatt, Town Manager  
Roger Pou, Town Attorney  
Malarie Dauginikas, Community Services & Public  
Communications Director  
Frank Trigueros, Tourism Manager

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

Chair Herman commented on the upcoming Third Thursdays event in her opening remarks and told viewers and participants the information could be found on the Town website. She also spoke about the 2022 Visitor Guide and where copies are available for pickup. She wished a happy birthday to Vice Mayor Paul.

##### 3. Board Member Recognition 2020-2022

Town Manager Hyatt presented the Board members with a certificate of recognition for their service and thanked them for the work they have provided to the Town.

Vice Chair Tourgeman wanted to thank all the Board Members as well as Deputy Town Clerk Herbello for her hard work and her very detailed minutes.

Board Member Gonzalez thanked Tourism Manager Trigueros for the excellent work that went into the new Visitor Guide, noting it was a high-quality publication.

Tourism Manager Trigueros thanked the Board and wanted to recognize Multimedia Specialist Luiza Garcia for her work on the project.

Board Member Mavorah asked how often the guide is updated.

Tourism Manager Trigueros stated that it gets printed two or three times a year.

Vice Chair Tourgeman spoke regarding the upcoming election and wanted to make sure that the current Tourist Board is recognized whenever the new Ke turtle sculpture is unveiled.

Vice Mayor Paul thanked the Board Members for their service.

#### **4. Approval of Meeting Minutes: January 3, 2022 and February 7, 2022**

A motion was made by Vice Chair Tourgeman to approve the January 3, 2022 and February 7, 2022 Tourist Board Meeting Minutes, seconded by Board Member Gonzalez. The motion carried with a 4-0 vote.

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

Tourism Manager Trigueros provided an update on the collection and compared the percentages before and during the pandemic for the month of November. He noted very strong increases year over year. He spoke about the businesses that closed recently as well as upcoming openings.

#### **6. Jazz On The Beach**

Tourism Manager Trigueros provided an update and introduced Alan Andai with AA Musicians.

Mr. Andai provided a presentation for the jazz event idea which included an overview and two different options. Option one is a minimal footprint where attendees bring their own blankets or chairs. The budget would allow for two events in the minimal footprint option, or one larger scale event.

Tourism Manager Trigueros stated that they could explore the idea of partnering with the Plastic Fisherman for a beach cleanup if litter from the event is a concern. He provided April 24, 2022 and June 4, 2022 as possible dates. He also provided a calendar for the remaining special events for the year.

Vice Chair Tourgeman asked regarding the beach furniture and option two, which has a larger footprint and more furniture.

Mr. Andai addressed the comment made by Vice Chair Tourgeman and gave an explanation of the type of beach furniture that would be used and that it could also serve as a VIP area.

Chair Herman asked regarding the time and location of the event.

Mr. Andai addressed the comment made and stated that it will be right on the beach behind the Community Center and there will be a skirted stage and platform on the sand.

Tourism Manager Trigueros stated that it will take place late afternoon.

Board Member Mavorah asked about the different options of furniture.

Mr. Andai stated that they will do outreach to area hotels and businesses.

Vice Chair Tourgeman spoke regarding the events that had taken place on the beach in the past. He also spoke about drawing inspiration from the Calle Ocho festival event, which eventually led to the creation of the Third Thursdays series.

Board Member Gonzalez spoke regarding movies on the beach.

Chair Herman asked if it would make sense of having this event to be part of First Fridays.

Vice Mayor Paul does not like the VIP idea but she is fine with having seating for the guests.

Board Member Gonzalez stated that she does not like the VIP idea and would like it to be the same for everyone.

Mr. Andai stated that it is not really VIP, more so reserved seating, but he understands the Board's request.

Discussion continued on the benefit of the smaller footprint versus the larger scale events.

A motion was made by Vice Chair Tourgeman to hold two events and have limited seating available and for the events to be held on April 24, 2022 and June 12, 2022, seconded by Board Member Gonzalez. The motion carried with a 4-0 vote.

## **7. Surfside Antique Car Show**

Tourism Manager Trigueros provided an update and provided a presentation and suggested location for the event – the Town Hall municipal parking lot.

Mr. Andai, who is also associated with this event, provided an overview and the number and types of cars that would be participating.

Vice Chair Tourgeman asked regarding the closure of the streets.

Mr. Andai addressed the comment made by Vice Chair Tourgeman.

Tourism Manager Trigueros continued with an overview of the event and provided a presentation which included a site map. It indicated that 93<sup>rd</sup> Street would be closed for the event, allowing for additional space for attendees and vendors.

Mr. Andai spoke about the company providing the vehicles, the awards and other logistics.

Tourism Manager Trigueros stated that the budget would be \$10,000 and the organizer has Sunday of Memorial Weekend (May 29, 2022) available. As an alternative, he suggests holding off until September.

Mr. Andai stated that this will be a very well-attended event given the timing. He stated that September weather could potentially be an issue.

Vice Chair Tourgeman stated that May sounds good.

Chair Herman asked about visitors attending.

Mr. Andai addressed the comment made by Chair Herman, noting they want to ensure the whole community is included.

A motion was made by Vice Chair Tourgeman to authorize the expenditure of no more than \$10,000 for the May 29, 2022 date for the event, seconded by Board Member Mavorah. The motion carried with a 4-0 vote.

## **8. Paddletopia**

Sara Liss provided an overview and presentation of the event, which had already been approved during the budget cycle, that utilizes 96<sup>th</sup> Street Park and includes a custom temporary paddle board dock. She stated it is a two-day event, weekend of May 21, 2022 and May 22, 2022 from 10:00 a.m. to 2:00 p.m.

Tourism Manager Trigueros spoke regarding the past Paddletopias adding that they dealt with horrible weather during the first year.

Board Member Gonzalez asked regarding the overall event cost and how Surfside residents could be prioritized.

Ms. Liss addressed the comments made by Board Member Gonzalez noting the budget had already been set and that the paddle board reservations will be fair and give everyone an equal chance to sign up.

Board Member Mavorah likes the event and asked regarding parking and whether 95<sup>th</sup> and Bay are blocked off. That is his primary concern.

Chair Herman asked about a golf cart shuttle which was used for the event in the past.

Ms. Liss addressed the comments noting it did not have high ridership therefore it would not be of great value. She stated that parking was never much of an issue in the past, but that parking officers would be on site to assist with traffic flow and drop offs.

Chair Herman asked about the vehicles Miami Beach uses.

Ms. Liss stated that those are sponsored by brands and she can look into obtaining a brand that might be interested.

Vice Mayor Paul asked regarding utilizing the minibus the Town has.

Tourism Manager Trigueros stated that the shuttle will not be available during that time.

Further discussion among the Board, staff and Ms. Liss took place regarding parking and the use of a shuttle.

Vice Chair Tourgeman gave the idea of providing coupon books promoting businesses at special events.

## **9. Turtle Sculpture Final Steps**

Tourism Manager Trigueros provided an update on the final steps needed to execute the sculpture. He stated it is ready to go and will be placed in a storage facility. The historical information has been received by the historian and will be used to develop its accompanying sign. He stated that remaining expenditures are \$2,500 for the historical component, \$1,500 for lighting, \$5,000 for a launch event and \$2,000 for the movement and storage of the turtle sculpture. He stated it looks like late April or May for the unveiling. Staff is hoping to have everything executed within the next month.

Vice Chair Tourgeman asked if they approved some of the expenditure. He asked if they have accommodated this amount in the budget. He stated this will be a beautiful thing for the Town.

Tourism Manager Trigueros stated that what was approved was the actual cost of the turtle which was pulled from the last fiscal year's budget. The additional costs which add up to \$13,000 would come from the current year's Impactful Art Display line item which would still have funding left after completion.

A motion was made by Vice Chair Tourgeman to approve the expenditure of \$13,000 for the final steps which includes the historical component, the lighting, launch event and movement of the sculpture, seconded by Board Member Gonzalez. The motion carried with a 4-0 vote.

#### **10. Glenn Douglas Winter Chamber Music Concert: Free Performance Venue Update**

Tourism Manager Trigueros provided an update explaining that if the Board would like a free community concert, then an additional expenditure of \$5,000 would be needed for things like seating, a stage/platform, décor etc.

Vice Chair Tourgeman asked if this was the music event that was previously presented to the Board by the organizer and had some uncertain details.

Vice Mayor Paul asked about the amount originally allocated.

Tourism Manager Trigueros stated that the awarded sponsorship funding covers their logistics, travel arrangements and things like that. He stated that the amount that was originally approved was \$4,000. He stated the suggested date for the event is April 2, 2022.

Board Member Mavorah asked regarding the original \$4,000 and what it entailed.

Tourism Manager Trigueros addressed the question by Board Member Mavorah.

Vice Chair Tourgeman stated that is the issue he has is the uncertainty.

Tourism Manager Trigueros stated that if the Board wants the free concert for the residents and will be at 96<sup>th</sup> Street Park on April 2, 2022. He will need authorization for the \$5,000.

Vice Chair Tourgeman would prefer Sunday.

Board Member Mavorah would also prefer Sunday.

Tourism Manager Trigueros he will check if they can have the event on Sunday and check if the park is available on April 3, 2022.

Town Attorney Pou reiterated the motion that was to be made.

A motion was made by Board Member Mavorah to authorize the \$5,000 for the free event if April 3, 2022 is available at 96<sup>th</sup> Street Park, seconded by Vice Chair Tourgeman. The motion carried with a 4-0 vote.

#### **11. GMCVB Destination Advertising Co Op.**

Tourism Manager Trigueros stated that this item will be paused until next year because of timing issues.

Vice Chair Tourgeman stated that the Turtle Walk Town Hall banners are very faded and need to be changed.

Discussion among the Board took place regarding the banners and having them replaced.

Town Attorney Pou stated that the Tourist Board is able to purchase banners as long as it is for tourist needs.

Vice Chair Tourgeman requested to allocate funds for the immediate availability to purchase banners.

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


There were no public speakers.

#### **13. Adjournment**

There being no further business to discuss before the Tourist Board, Board Member Mavorah made a motion to adjourn the meeting at 6:44 p.m., seconded by Vice Chair Tourgeman. The motion carried with a 4-0 vote.

Respectfully submitted:

Accepted this 2nd day of May, 2022.



---

Eli Tourgeman, Chair

Attest:



---

Evelyn Herbello  
Deputy Town Clerk