



**Town of Surfside**

**TOURIST BOARD MEETING  
MINUTES**

**9293 Harding Avenue, Surfside, FL 33154  
Commission Chambers  
May 2, 2022– 5:30 p.m.**

**Opening Items:**

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

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

Present: Board Member Lisa Herman  
Board Member Eli Tourgeman  
Board Member Diana Gonzalez  
Board Member Ben Jacobson  
Board Member Ezequiel Singer

Absent: Mayor Shlomo Danzinger

Also Present: Andrew Hyatt, Town Manager  
Daniela Cimo, Town Attorney  
Frank Trigueros, Acting Community Services & Public  
Communications Director

**2. Agenda and Order of Business**

**3. Attendance and Decorum – Board Member Eli Tourgeman**

Board Member Tourgeman welcomed the new members of the Board and stated that he is happy to see this Board complete. He stated that what is even more important is having proper decorum and spoke regarding the issues that took place in the last 2 years in the Town Commission. He wanted to make sure that decorum is followed and for this Board to become familiar with the decorum statement.

He stated that one issue they had with the past Board was attendance which caused meetings to be cancelled for lack of quorum. He spoke about the importance of being mindful of attendance in order for meetings to move projects forward.

Town Manager Hyatt provided a message from Mayor Danzinger since he was unable to attend the meeting due to a scheduling conflict and read the Mayor's message.

Board Member Jacobson spoke regarding the Tourist Board's budget wanting to make sure that this Board does not operate the way the Town Commission did in the past, and utilizing the budget to help build a great Surfside.

#### **4. Appointment of Chair**

Board Member Tourgeman stated that he was interested in being Chair.

Board Member Herman stated that she was interested in being Chair.

Board Member Gonzalez stated that she was interested in being Chair.

A motion was made by Board Member Tourgeman to appoint himself as Chair of the Tourist Board, seconded by Board Member Jacobson. The motion carried with a 5-0 vote.

#### **5. Appointment of Vice Chair**

Board Member Herman stated that she was interested in being Vice Chair.

Board Member Gonzalez stated that she was interested in being Vice Chair.

A motion was made by Chair Tourgeman to appoint Board Member Jacobson as Vice Chair of the Tourist Board, seconded by Board Member Jacobson. The motion carried with a 3-2 vote with Board Member Herman and Board Member Gonzalez voting in opposition.

#### **6. Approval of Meeting Minutes: March 7, 2022**

A motion was made by Board Member Herman to approve the March 7, 2022 Tourist Board Meeting Minutes, seconded by Vice Chair Jacobson. The motion carried with a 5-0 vote.

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

Acting Community Services & Public Communications Director Trigueros provided an update on the item. He pointed out noticeable increases in both the Accommodations and Food and Beverage categories highlighting strong percentage increases compared to pre pandemic 2019.

When speaking about incoming businesses, Chair Tourgeman stated that a jewelry store would be opening next to the new Dominos Pizza.

Board Member Gonzalez praised the recent Jazz On The Beach event adding that she would like to see more of those types of events.

Chair Tourgeman commented on the different events he requested the previous season including Jazz On The Beach.

Acting Community Services & Public Communications Director Trigueros commented on the success of the jazz event, noting it was thoroughly enjoyed by all.

## **8. Tourism FY 2021 2022 Status Update**

Acting Community Services & Public Communications Director Trigueros provided an update on the item which covered the current budget and special events held so far.

Chair Tourgeman encouraged the Board to bring ideas for different activities. He stated that the activities are generated by their ideas and what the public would like.

Board Member Singer asked if we have demographics of individuals that are being targeted for visiting Surfside.

Acting Community Services & Public Communications Director Trigueros stated that they do not have recent research, but they do have data from 2019 in addition to informal conversations with the hotels. He stated that he would send the previous research documents to the Board.

Vice Chair Jacobson spoke about offering different existing activities on a more consistent basis wondering if staff has the bandwidth to expand series like Third Thursdays.

Acting Community Services & Public Communications Director Trigueros stated that they use event production vendors like Ms. Liss and if facilities are taken care of, they can likely work to add events, but they must make arrangements with the event producer.

Vice Chair Jacobson suggested a variety of events.

Board Member Gonzalez suggested a combination of musical events that will be a fit for everyone.

Chair Tourgeman provided an idea of possibly having a sculpture event as well as Shakespeare on the Beach.

Vice Chair Jacobson stated that if they need funding for additional staffing to advise the Board in order to get these events in place.

Discussion took place among the Board Members regarding the different activities and ideas on the beach as well as possibly having multiple events.

Acting Community Services & Public Communications Director Trigueros advised the Board regarding the new turtle sculpture and gave the Board an update on the shipment of the accompanying sign which has been delayed.

Chair Tourgeman asked Acting Community Services & Public Communications Director Trigueros to provide an update on the turtle sculpture.

Acting Community Services & Public Communications Director Trigueros provided an overview and update of the turtle sculpture to the newly appointed Board Members.

Board Member Singer asked if there will be an official event for the turtle sculpture.

Acting Community Services & Public Communications Director Trigueros stated that there will be an unveiling event but he will wait until they have a confirmed date for the signage before working on the launch event.

Chair Tourgeman wanted to make sure that the current and former Board Members were invited to the launch, and that the previous Tourist Board was mentioned in the signage given that they sponsored the project.

Acting Community Services & Public Communications Director Trigueros gave a recap of the previous years as it pertains to the budget. He spoke about different ideas that will be coming to future meetings and encouraged the Board Members to think of what they would like to see happen. He added that the pending media budget could be best saved for late summer given the sad events that will be taking place over the coming months with the one-year-anniversary of the building collapse.

Vice Chair Jacobson stated that from the tourism side they should recognize those that came to help during the collapse and honor those that came out to help and add it to CTS anniversary.

Acting Community Services & Public Communications Director Trigueros spoke about business district incentives and providing offers to residents.

Chair Tourgeman provided an overview to the newly appointed members regarding a suggested coupon book.

Board Member Gonzalez stated that some individuals requested discounts and asked for clarification. She stated that residents should also have the same benefits as tourists.

Chair Tourgeman stated that they need to keep in mind that the activities are geared towards tourists.

Vice Chair Jacobson stated that this Board cannot give residents discounts given the Resort Tax contributions.

Chair Tourgeman stated that they cannot have activities strictly for residents. The activities they sponsor must be open to all.

Acting Community Services & Public Communications Director Trigueros added initiatives should be open to all, after all, many patrons on Harding Avenue come from other parts of Miami. He explained that the Board sets the Tourist Bureau budget for marketing and special events, but they cannot budget for broad Town initiatives beyond that scope. However, they can certainly make official recommendations to the Town Commission as a Board.

Board Member Gonzalez stated that she would like to see more music on the beach. She recommends having at least six music events a year.

Chair Tourgeman reiterated the importance of bringing forth ideas to the Board.

Board Member Singer asked regarding the promotion of events on the tourist side and how do they measure the success of the event.

Acting Community Services & Public Communications Director Trigueros addressed the comments made regarding the events from the Board members pointing to social media engagement and estimated attendance. He spoke regarding the upcoming classic car event which like Jazz On The Beach, is new this year.

Chair Tourgeman spoke regarding the events, advertising and marketing the events.

Acting Community Services & Public Communications Director Trigueros spoke regarding the marketing and advertising of the events including paddeltopia.

Board Member Herman asked if the budget for photo and media is for new things and ideas.

Acting Community Services & Public Communications Director Trigueros stated that the photo/video budget line item is for new assets for the new visitor website which will be in the works later this fiscal year.

Board Member Singer added that he wanted to familiarize himself further with the materials presented and current budget before coming back with new recommendations for next fiscal year at the June meeting.

Acting Community Services & Public Communications Director Trigueros added that all content creation had be brought in house over the last few years and that all work seeks to portray Surfside as a luxury, family-friendly destination with its own identity compared to surrounding areas.

## **9. Uptown Beachtown Tourism Slogan**

Chair Tourgeman spoke regarding the different slogans from the past like "Simply Surfside" and believes it is important with this new Board to start thinking if they want to keep, omit or redo the slogan.

Acting Community Services & Public Communications Director Trigueros stated that they do not necessarily have to have a slogan and it is up to the Board. He stated that he included some of the presentation from the past when it was first introduced and the concept behind it.

Essentially, Uptown Beachtown captured the duality of Surfside as a destination. Approachable luxury. Upscale, but relaxed.

Board Member Gonzalez stated that many do not know about the slogan and she herself was unaware of it.

Further discussion took place regarding the slogan.

A motion was made by Vice Chair Jacobson to keep the current Uptown Beachtown tourism slogan, seconded by Board Member Gonzalez. The motion carried with a 5-0 vote.

## **10. Third Thursdays 2022 Series Recap**

Acting Community Services & Public Communications Director Trigueros provided an update on the item.

Sara Liss, Friday Beach Community Organization, provided a recap of the Third Thursdays events highlighting successes and covering each theme.

Vice Chair Jacobson thanked Ms. Liss for her work and he asked if she would have the capability of making the series monthly year-round.

Ms. Liss stated that if this Board desires more, she would need to know how many dates and the scale and budget available, so she could plan accordingly.

Board Member Herman asked how many First Fridays events will be held this year.

Ms. Liss stated that there are three scheduled. She explained how the event series first came about during a time when Third Thursdays were the only events. She stated that the Town can determine how many block parties they want, but that the extreme heat is something to be mindful of and it also makes beach events more appealing.

Vice Chair Jacobson asked about block parties on the beach.

Ms. Liss suggested the possibility of Third Thursdays in the fall.

Chair Tourgeman stated that they tried it in the past, but November and December dates were unsuccessful given so many holidays.

Chair Tourgeman acknowledged the attendance of Town Manager Hyatt and Town Attorney Cimo.

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

No public comments.

Board Member Gonzalez asked regarding events for the future and suggested having different selections of vendors.

Acting Community Services & Public Communications Director Trigueros explained that at the next meeting they can determine what events they want and then discuss the budget. He also stated the success with the vendors they have been using.

Board Member Herman asked regarding paddeltopia.

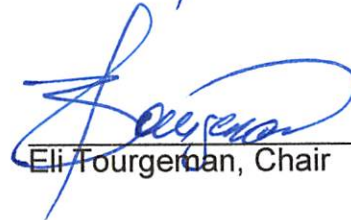
Acting Community Services & Public Communications Director Trigueros stated that they are working on paddeltopia.

## 12. Adjournment

There being no further business to discuss before the Tourist Board, Board Member Gonzalez made a motion to adjourn the meeting at 7:02 p.m., seconded by Vice Chair Jacobson. The motion carried with a 5-0 vote.

Respectfully submitted:

Accepted this 11 day of July, 2022.

  
\_\_\_\_\_  
Eli Tourgenan, Chair

Attest:

  
\_\_\_\_\_  
Evelyn Herbello  
Deputy Town Clerk