



Town of Surfside

**SPECIAL TOURIST BOARD MEETING
MINUTES
9293 Harding Avenue, Surfside, FL 33154
Commission Chambers
July 11, 2022– 5:30 p.m.**

Opening Items:

1. Call to Order/Roll Call

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

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

Also Present: Mayor Shlomo Danzinger
Andrew Hyatt, Town Manager
Danielle Cimo, Town Attorney
Frank Trigueros, Acting Community Services & Public
Communications Director

2. Agenda and Order of Business

Chair Tourgeman thanked the Board Members for attending the meeting.

Acting Community Services & Public Communications Director Trigueros stated that they will need to defer the fisherman presentation and the sponsorship will not be moving forward.

3. Approval of Meeting Minutes: May 2, 2022

A motion was made by Vice Chair Jacobson to approve the May 2, 2022 Tourist Board Meeting Minutes, seconded by Board Member Herman. The motion carried with a 5-0 vote.

Chair Tourgeman requested a point of privilege and spoke regarding the one-year Surfside remembrance events. He stated that there was a lot of programming that was in the works for many months and it went flawless thanks to the work

performed by Frank Trigueros. He thanked Frank for doing outstanding work and presented him with a plaque on behalf of the Tourist Board for his hard work. Acting Community Services & Public Communications Director Trigueros thanked the Board for the plaque and recognition. He thanked the Remembrance Committee, Town Manager Hyatt and Mayor Danzinger, noting their own contributions in the planning and execution of the events.

Chair Tourgeman thanked Mayor Danzinger for his work and Town Manager Hyatt, he welcomed them to the meeting along with Town Attorney Cimo.

4. Resort Tax Collection and Vacancies Report

Acting Community Services & Public Communications Director Trigueros provided an update on the item. He stated that the hotels stated that numbers are strong, but this summer may not be as strong as last summer, though it remains to be seen that data is still not available.

Chair Tourgeman stated that the hotels are doing very well and should continue to have strong occupancy through the summer months.

Vice Chair Jacobson asked regarding the first quarter collection and how will it be looking in the future.

Acting Community Services & Public Communications Director Trigueros stated that they will be on track for another record year.

Vice Chair Jacobson and Acting Community Services & Public Communications Director Trigueros spoke about this year's Resort Tax collection so far, which is very strong, as well as the annual forecast.

5. Ke Turtle Sculpture Launch, Public Works Recognition – Recognition by Chair Eli Tourgeman and Recap by Frank Trigueros

Acting Community Services & Public Communications Director Trigueros requested this item to be moved to the next meeting in August.

Consensus was reached to defer to the August meeting.

6. Event Recap: Paddletopia – Organizer Sara Liss

Sara Liss provided a recap of the paddletopia event and stated it was a successful weekend overall.

Board Member Singer attended the event and stated that it was a great event with plenty of activities that allowed him to interact with his neighbors and the community in new ways.

Vice Chair Jacobson asked if they could do it twice.

Acting Community Services & Public Communications Director Trigueros addressed the comments made by Vice Chair Jacobson noting challenges in facility availability.

The following individual from the public spoke:

Eliana Salzhauer suggested floating docks along other street ends on Bay Drive and spreading out recreational activities throughout the Town.

7. Summer Fridays Event Series – Organizer Sara Liss

Sara Liss provided an update on the item and stated they did a rebranding due to the altered schedule and stated they are trying to attract more residents.

Chair Tourgeman asked what they are planning to do to attract more residents.

Ms. Liss stated they are looking at the residents to promote it to their network of friends to attract more residents to the events.

Board Member Gonzalez stated that she saw very few people because of the extremely hot temperatures and suggested starting it a bit later, adding many people are also on vacation. She stated it is a lot of money to spend for the return in terms of attendees.

Board Member Herman asked about public relations promotion for the event since some residents had commented on being unaware of the event.

Ms. Liss stated that they can find someone to do the public relations on this and gave suggestions and stated they had a lot of momentum in the three years and then there was a break and gap.

Board Member Herman stated that the August date is right before school starts and then right before Labor Day which means both events should be well attended since everyone will be back in Town. She is in support of this event.

Ms. Liss stated that this is a tourism-focused event and not a resident-focused event and explained the reasoning behind the event hours.

Board Member Gonzalez stated that she had seen several notifications for the event on behalf of the Town in multiple channels including the website, Town

Gazette adding that those that are signed up for email notifications will receive them.

Ms. Liss addressed the comments regarding public relations and the attendance of the event.

Chair Tourgeman asked how many people attended the event.

Ms. Liss stated it could have been closer to 200 people. She also stated that the entire mini umbrella section filled up with attendees with others gathering under the big inflatable structures.

Acting Community Services & Public Communications Director Trigueros stated he estimated about 100, maybe more, but he was not there the entire time.

Vice Chair Jacobson stated that he has not been able to attend the event and does agree that 4:00 p.m. is a bit early. He stated that they need to be inclusive to the residents and tourists. He stated that he believes doing the event from 5:00 p.m. to 8:00 p.m. will have more attendees. He stated that Surfside should have more events.

Board Member Singer spoke regarding the marketing of the event adding he did not see it on social media and emails; he asked if the event budget included event promotion because he wanted to see a much bigger push.

Ms. Liss stated that the event budget covers the production, she added that the Tourist Bureau does not currently have an external public relations firm like they did in the past. She stated that she will speak with a public relations firm that she has used in the past and try to do her best to promote the event better.

Acting Community Services & Public Communications Director Trigueros stated that the Town will also increase promotional efforts on social media and other channels, and suggested adding a series of signs along the beach path and the Community Center. He will also do some public relations outreach.

The following individual from the public spoke:

Eliana Salzhauer stated that she attended this event and it was a great event that feels very much like Surfside. She went on to speak about keeping efforts internal and avoiding engaging costly outside firms. She made a comment about a previous PR contract the Tourist Bureau had considered.

Acting Community Services & Public Communications Director Trigueros clarified the comment made by Ms. Salzhauer, noting that it was an RFP for a full scope of PR services for \$3,000 a month that included unlimited press releases. Ms. Salzhauer had said the Tourist Bureau wanted to pay the firm \$5,000 for each press release which was demonstrably incorrect. The Tourist Bureau did not

engage the firm because they were due to sign in March 2020 when the pandemic started.

Chair Tourgeman asked if they are looking for an outside source for public relations.

Acting Community Services & Public Communications Director Trigueros stated that currently they are not.

Chair Tourgeman polled the Board and would be amicable to start the Summer Fridays at 5:00 p.m.

Chair Tourgeman reiterated that the 4:00 p.m. time was too early and attendance was minimal.

Further discussion took place among the Board Members regarding the start and end time as it pertains to the different months with the sunset time.

Consensus was reached by the Board to start the event at 5:00 p.m.

Ms. Liss stated that they can try doing it from 5:00 p.m. to 8:00 p.m.

Board Member Herman stated that in the past it started strong and then it changed.

Ms. Liss stated that they do not want to be breaking down the event equipment in the dark on the beach adding that it was a potential hazard.

Board Member Herman proposed not to change the time.

Ms. Liss stated that they can change the programing and skew it later in the event to accommodate the request. She provided suggestions.

Chair Tourgeman stated to Ms. Liss that he will leave it up to her to work on the schedule to see what will work better taking into account the Board's suggestions.

Board Member Singer stated that the promotional aspect was key as well.

8. Farmers Market Summer Music Sponsorship – Market Organizer Javier Valmana

Acting Community Services & Public Communications Director Trigueros introduced market organizer Javier Valmana.

Javier Valmana provided a presentation of the Farmer's Market Summer Music series and sponsorship, and requested funding support to keep this added entertainment feature through the summer.

Chair Tourgeman stated that he is not familiar with the Farmer's Market and would like to know if the Board is familiar with the Farmer's Market.

Board Member Gonzalez stated that she does see the Farmer's Market and the music, but has never attended.

Board Member Herman does go occasionally and stated it is a nice option to have.

Vice Chair Jacobson stated that he sees it from across the street, and sees some decent movement and attendance. He asked Mr. Valmana how many on average..

Mr. Valmana stated that it averages about 500 a Sunday and, in the summer, numbers decrease because how hot it gets down to about 250-300. He stated that they do get a lot of visitors as well.

Board Member Singer stated that as he is walking, he does see it and would like to know about the time and if more people could attend in the morning or later in the afternoon if the market had longer hours.

Mr. Valmana stated that it is harder getting people to attend later in the afternoon. He spoke regarding the numbers during the season and summer. He stated that when it comes to music it becomes difficult doing it earlier.

Chair Tourgeman spoke regarding the vendor mix of fruits and vegetables with others like accessories, clothing, jewelry.

Mr. Valmana stated he is strict with separating the vendors to ensure there is a variety spoke regarding the number of spaces and how he places the vendors to attract people coming. He stated that fruit vendors, which are farmers, are the most difficult to attain because they typically sell to larger providers like restaurants.

Chair Tourgeman spoke regarding the previous Farmer's Market and his biggest concern is what needs to be done to attract more vegetables and farmers.

Mr. Valmana explained what he does on his part to attract farmers and spoke regarding the different balance and it is important to have a good flow of individuals. He spoke regarding how he manages that portion.

Chair Tourgeman stated he is concerned with the music and the time of day and it is very hot, and many patrons will not stay due to the heat.

Mr. Valmana stated that the music helps retain those that come to the market to stay longer. He stated that they purchase umbrellas and fans which help with the heat.

Board Member Herman stated if the musicians are willing to play in the heat, it is a nice addition.

Board Member Gonzalez agrees with Board Member Herman and it is better to have music because it is another attraction.

Vice Chair Jacobson stated that if any single board member likes it, to jump on it, he also suggested a misting system on the fans.

Mr. Valmana stated that they do have the misters and the nozzles are getting clogged but they are working on getting that resolved. He stated that the musicians play under a tent and do have fans.

Vice Chair Jacobson is in favor of this and make sure everyone has water and different mister systems as long as everyone is taken care of.

Board Member Singer asked if they could have the musicians play in the mid-day as well.

Mr. Valmana stated that they would then have to pay the musicians for the whole day.

Board member Singer suggested when the guests are walking out of the beach they can experience the music.

Mr. Valmana addressed the comments made and stated the market opens at 9:00 a.m. and closes at 3:00 p.m.

The following individual from the public spoke:

Eliana Salzhauer stated it is a great event and has added a unique flavor to Surfside.

A motion was made by Vice Chair Jacobson to approve the sponsorship in the amount of \$1,800 to Javier Valmana, Farmer's Market, seconded by Board Member Herman. The motion carried with a 5-0 vote.

9. Additional Holiday Lighting, Palm Fronds

Acting Community Services & Public Communications Director Trigueros provided an update on the item, adding that palm fronds lighting could be a nice addition to the downtown district for the holiday season since last year's decorated turtle monument signs have become permanent. He provided the first proposal specifics from Christmas Designers which was straightforward white lighting of the fronds along Harding, 94th – 96th streets.

Board Member Herman asked regarding the time frame the lights will go up. The response was typically November through February.

Mr. Ollie, Miami Christmas Lights, provided a presentation of their palm fronds lighting options which is a new technology that allows for the colors of the fronds to be customizable.

Board Member Gonzalez asked if they can change the colors.

Acting Community Services & Public Communications Director Trigueros stated that the scope of the presentation is for the holiday season, not a permanent basis.

Mr. Ollie continued with the presentation and stated this quote is only for the holiday season.

Chair Tourgeman asked if they want to keep it for the rest of the year adding that the changing of colors is unique, and it is something that should be considered and obtaining a quote for a longer time period.

Further discussion took place among the Board Members regarding the cost involved to include the other holidays from March through November.

Vice Chair Jacobson asked how this lighting will affect the outdoor dining of the restaurants. He spoke regarding the trunks and what happens when the fronds fall off.

Mr. Ollie stated that they choose the strongest branch and they will only install on those and they will frequently be coming out. He stated they also send someone out to check since they have plenty of experience with that.

Chair Tourgeman stated he has a concern with the tree trimming and how it will affect this.

Mr. Ollie stated that the companies that do the palm fronds lighting do it seasonal.

Town Manager Hyatt stated that seasonal they will not have a problem and they will make sure it is trimmed.

Mayor Danzinger suggested having someone go out to determine which branches are stronger and asked how they determine which fronds are better for the lights.

Mr. Ollie explained the process.

Chair Tourgeman asked Town Manager Hyatt if they should just try seasonal for now to see how it works.

Town Manager Hyatt suggested to do it this year as a seasonal trial and try and see how it works out.

Board Member Gonzalez agrees to go with the seasonal option for now.

Board Member Herman agrees to go with the seasonal for now.

Vice Chair Jacobson agrees to go with the seasonal for now and see how it affects the outdoor dining and asked if they can control the lighting.

Mr. Ollie stated that they can control it and update the color of the fronds. He explained the different options you have with these lights.

Board Member Singer asked what happens if these trees go down due to a hurricane or something similar.

Town Manager Hyatt stated that the Town is insured.

Town Attorney Cimo stated that there will be terms of the agreement that will require the vendor to carry insurance and add the Town as an additional insured.

A motion was made by Board Member Gonzalez to direct the Town Manager to negotiate an agreement with Miami Christmas Lights for the holiday lighting and palm fronds lighting, seconded by Board Member Singer. The motion carried with a 5-0 vote.

A motion was made by Board Member Gonzalez to amend her previous motion to direct the Town Manager to negotiate an agreement in the amount of \$33,000 with Miami Christmas Lights for the holiday lighting and palm fronds lighting, seconded by Board Member Singer. The motion carried with a 5-0 vote.

10. Plastic Fisherman Sponsorship – FY 2023/2024

Acting Community Services & Public Communications Director Trigueros advised the Board that this sponsorship request was withdrawn, and the item will not be heard nor will it be moving forward.

11. Tourism Budget FY 2023-2024

Acting Community Services & Public Communications Director Trigueros provided an update on the Tourism Budget for FY 2023-2024 which was similar to the current budget, but with increases in events adding one more Summer Fridays, an additional Third Thursdays and two more Music On The Beach concerts to the annual lineup.

Board Member Herman asked about events and contingencies.

Vice Chair Jacobson spoke regarding the amount of funding coming in which is approximately \$3 million dollars and only \$600,000 is being spent currently. He stated that keeping spending that low prevents the Board from offering and doing more for the community. He stated that if they need a public relations person and a person on staff to make sure that the beach is clean, then they should have that in the budget. He spoke about adding even more events than proposed to make sure programming was expanded. He will not be in favor of voting for the budget until the proposed budget is at least \$1 or \$2 million.

Chair Tourgeman stated that any decision to add staff is up to the Town Manager to add staff.

Acting Community Services & Public Communications Director Trigueros addressed the comments made, noting that at the direction of the prior Town Commission, marketing and PR contracts with agencies were discontinued and it is challenging for a two-person team to cover that full scope.

Chair Tourgeman suggested bringing an outside vendor to do the public relations.

Vice Chair Jacobson stated that he is more interested in more events and explained what he is looking for out of the Tourist Board.

Board Member Gonzalez stated that it possibly is the way they are diversifying the events and they make it for the same type of people. She agreed that they should have more events that are more diversified and a variety. She suggested having other vendors providing different events.

Board Member Herman stated that in the past the vendors are having to work within a specific budget and does not believe it is a monopoly.

Acting Community Services & Public Communications Director Trigueros explained why Sara Liss is doing several events series, which is because she introduced First Fridays and Paddletopia to the Tourist Board, they are her original concepts. Regarding Third Thursdays, it was the Tourist Board who selected her among many other presenters last November. He added that the Board has the ability to diversify the lineup and work with new vendors by passing a budget for a summer event series, for example, instead of for First Fridays. They don't necessarily have to vote for existing events.

Chair Tourgeman stated that he agrees with Board Member Gonzalez of bringing new individuals and vendors with new ideas which will bring more variety.

Acting Community Services & Public Communications Director Trigueros addressed the comments by the Board Members. He added that the Board would be selecting a Third Thursday vendor this fall.

Further discussion took place among the Board Members regarding using different vendors for more events and with different ideas.

Vice Chair Jacobson asked how they could amend this budget to take into account the Board's recommendations. He requested to bring back to the Board with more events.

Acting Community Services & Public Communications Director Trigueros addressed the comments made and stated it is hard to come up with \$1 million dollars' worth of events in a short time frame.

Board Member Singer spoke about the importance of increasing the investment on social media and public relations in the budget.

Vice Chair Jacobson asked for suggestions and would like to consider weekly events.

Acting Community Services & Public Communications Director Trigueros stated that more events can be explored, but ideas would be needed.

Vice Chair Jacobson stated that a lot more people will be on the beaches with the beach chairs coming up that will be a huge change to the Town. He stated that this would allow the equality from the condominiums who will have chairs, the people in the houses will have chairs. He stated that there will be a lot more people on our beach because it will be much more accessible to them. He suggested maybe providing Surfside towels for everyone so when they come out, they will have a great towel experience or slushy on the beach. He asked the Town Manager if they could use part of their \$3 million dollar budget to give Acting Community Services & Public Communications Director Trigueros to get more staff in order to help him with these new special events.

Town Manager Hyatt stated that they are looking at getting more staffing and they are working on the budget.

Acting Community Services & Public Communications Director Trigueros asked the Board members to send him as many ideas as they can to see what events they can consider.

Further discussion took place among the Board Members and staff regarding possible new event ideas.

Acting Community Services & Public Communications Director Trigueros stated that he will come back with updated numbers as well as their suggested new event ideas at the August meeting.

Consensus was reached to submit ideas to Acting Community Services & Public Communications Director Trigueros, have him analyze and see what is feasible and bring it back to the Board at the August meeting.

12. Town Commission Recommendations – Vice Chair Ben Jacobson

Vice Chair Jacobson provided recommendations to go to the Town Commission for their consideration and read his memorandum that was provided to the Board Members. He stated that there were a lot of closed stores and now they are striving but there are individuals using our parking lots and not the patrons. He stated that they should suggest a smart parking system. He explained what the smart parking system is and how it works.

Chair Tourgeman stated that tourist dollars cannot be used for investing money into a smart parking system.

Vice Chair Jacobson stated that he does not believe the funding will come out of the tourist fund.

Board Member Gonzalez clarified it is a smart parking system. She thinks it is a great idea.

A motion was made by Vice Chair Jacobson to recommend to the Town Commission to consider creating a Smart Parking System in the downtown area for the patrons to use, seconded by Board Member Herman. The motion carried with a 5-0 vote.

Vice Chair Jacobson provided an idea or solution to standardize the awning system where the sidewalk is covered, which picture is in the packet provided to the Board members. It will make it look like an outdoor mall which will avoid slip and falls and lawsuits.

A motion was made by Vice Chair Jacobson to recommend to the Town Commission to consider some form of outdoor awning system similar to the one provided in the packet, seconded by Board Member Gonzalez.

Board Member Gonzalez stated that the streets are narrow and how it will be covered and will it be hurricane safe. She stated she has seen it in the airport but sees a problem if it is placed on Harding Avenue.

Vice Chair Jacobson stated that if the Town needs additional funding to complete the project, they will provide the additional funding. He stated that this is just a concept not a design. They will need to work the specifics of the design. His suggestion is to move forward with a uniformed awning system that will work for the Town.

Board Member Gonzalez stated that if they are removing some parking spaces, she is not in support of this idea.

Chair Tourgeman stated that this idea has been suggested before and studies have been conducted. He stated that the concern is the difference of the buildings. He stated that a uniformed awning was not feasible. He stated that the awnings that are there now, the Town has made sure that the awnings are in good condition. He stated that the individual type of building creates a nice and standardized look and something like this would not do justice for Surfside.

13. Meetings, Quorum and Attendance – Chair Eli Tourgeman

Chair Tourgeman spoke regarding meeting dates and obtaining quorum for those meetings. He also spoke and encouraged attendance by the members of the Tourist Board at those meetings. He states that any one meeting missed pushes them back. He spoke regarding a process of having a meeting without a quorum and was advised that they cannot have any type of meeting without a quorum. He stated that their attendance is very important.

Board Member Gonzalez agrees and suggested not changing the dates due to Jewish holidays and the last date she had to work and next month meeting she will be out of Town.

Chair Tourgeman stated that they will try their best and they do advise at each meeting the following month's meeting date. He stated that everyone's input is important.

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

There were no public speakers.

15. Next Meeting: August 1, 2022

Consensus was reached to hold the next meeting August 1, 2022.

16. Adjournment

There being no further business to discuss before the Tourist Board, Vice Chair Jacobson made a motion to adjourn the meeting at 7:44 p.m., seconded by Board Member Gonzalez. The motion carried with a 5-0 vote.

Respectfully submitted:

Accepted this 12 day of September, 2022.



Eli Tourgeman, Chair

Attest:


Evelyn Herbello
Deputy Town Clerk