



**Town of Surfside
Tourist Board
MINUTES
October 3, 2022
5:30 PM**
Town Commission Chambers

1. Call to Order/Roll Call

Chair Tourgeman called the meeting to order at 5:32 p.m.

Deputy Town Clerk Herbello called the roll and the following members of the Board were present.

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

Also Present: Commission Liaison Mayor Shlomo Danzinger, Town Manager Andrew Hyatt, Town Attorney Roger Pou, and Tourism and Communications Director Frank Trigueros.

2. Agenda and Order of Business

Chair Tourgeman introduced Bal Harbour Mayor Gabe Groisman.

Mayor Groisman provided a presentation on the project that Bal Harbour Village is doing at the 96th Street boarder and gateway. He stated that it would be an approximate cost of \$1.5 million for the Town and the same amount for Bal Harbour.

Board Member Gonzalez asked how wide the boarder would be.

Mayor Groisman addressed the comment made by Board Member Gonzalez and stated that they must still comply with the emergency access.

Board Member Herman asked if they have seating on both sides and how many people could sit.

Mayor Groisman stated that there is seating on both sides, but is not sure the amount it would hold. He spoke regarding the design aspect and having enough seating.

Vice Chair Jacobson asked regarding having a system to avoid the homeless using it and possibly expanding it to the road space for the events. He asked if there will be restrictive access in some sections. He asked if there is a way of making it a restrictive use street for official business use. He believes it is an amazing project and supports it.

Mayor Groisman stated that they will have to place something like signage and not allow vehicles going on the sand. He stated that they could restrict the use. He spoke regarding the different ways of looking at a project and then you determine how to regulate it.

Board Member Gonzalez discussed the issue of controlling the homeless and road to sand to make sure there is vehicular safety.

Board Member Singer asked regarding the lighting.

Mayor Groisman stated there is some lighting under the canopy.

Chair Tourgeman spoke regarding the spacing in order to hold joint events.

Vice Chair Jacobson stated it is the same size with what they currently have on 95th Street. He stated that they could always do something on the beach. He asked if they could possibly use the area where the dunes meet the sand.

Mayor Groisman stated that they are planning on replanting some natives in the dunes and it would be a different project. He stated you cannot touch the dunes or go further in. He thanked the Board Members for their time.

3. Approval of Minutes

3A September 12, 2022 Tourist Board Meeting Minutes - Deputy Town Clerk Evelyn Herbello

A motion was made by Board Member Gonzalez to approve the September 12, 2022 Tourist Board Meeting Minutes, seconded by Vice Chair Jacobson. The motion carried with a 5-0 vote.

[09-12-2022 Tourist Board Meeting Minutes.pdf](#)

4. Resort Tax Collection and Vacancies Report

Tourism and Communications Director Trigueros provided an overview of the Resort Tax and Vacancies Report. He provided data from additional years to give context to the recent decreases, which are historically small compared to previous seasons.

Chair Tourgeman stated that even though they have a decrease they are still ahead from last year.

5. Special Event Presentations

Items 5A (Third Thursdays Vendor Selection) and 5B (Vendors for New Events) are being heard together.

Tourism and Communications Director Trigueros introduced the different vendors.

The following vendors provided their presentation.

Bruce Orosz & Team, ACT Productions, provided a presentation for their special event propositions for 2022-2023. Ideas presented were Movie on the Beach (3rd Sunday of each month (December through March 2023) with a rough estimated budget is \$19,500.00 per event and 95th Street corridor as the location for this event. A Sand Castle Competition (March 2023) was presented with a rough estimated budget of \$25,000.00. A large-scale Music Festival & Fashion Show (Spring and Fall 2023) was presented with a rough estimated budget of \$100,000.

Chair Tourgeman asked if they would do the promotion of the events.

Mr. Orosz stated that they will get with the Town to see how they can support promotion Board Member Singer asked to have those individuals use hotels from Surfside.

Board Member Gonzalez asked regarding the price for the budget for the last event. She also asked if they could pick different options for the fashion shows because this is a family event.

Mr. Orosz stated it is an estimated budget of \$100,000 per event and they would take their proposals and it would be a family-friendly event.

Vice Chair Jacobson spoke regarding the different options and budget. He spoke regarding the different events and it is a great idea to have more possibilities and options.

Board Member Gonzalez believes the movies event is a great idea. She spoke regarding the other two events.

Chair Tourgeman stated that the Town has done smaller events on the beach. He stated that he has been pushing for a series of events on the beach.

Chair Tourgeman asked if they do not move forward with some of the events they approved could they use the money for other events.

Town Attorney Pou stated that they would have to look at the budget and see if it could be amended by switching the funds to another event.

Vice Chair Jacobson stated that moving the funds from event to event should be fine. Chair Tourgeman spoke regarding moving the funding to be used for another event.

Marla Warrington & the Event Rhythm Team provided a presentation for special events for 2022-2023. She presented a photography exhibit that would utilize storage lined and decorated with themed photography.

Chair Tourgeman asked regarding the containers. He stated that they are beautiful and asked if they would stay for a specific time.

Ms. Warrington stated that it depends on the Town and the amount time the Town would want to rent the containers for.

Board Member Singer asked if they are air conditioned.

Mr. Deon stated that they could have fans and they could also have domes that are dropped.

Chair Tourgeman asked the size of the containers. Mr. Deon provided the dimensions of the containers.

Chair Tourgeman asked Tourism and Communications Director Trigueros if this is similar to art on the beach.

Tourism and Communications Director Trigueros stated it would be a form of art on the beach.

Board Member Gonzalez asked what the price for this project would be.

Ms. Warrington stated it depends how many containers and for how long they would want the containers to stay. She suggested not having it for less than a week.

Mr. Deon stated that the concept was to host it and pay for the fabrication and it is about \$18,000 per container.

Vice Chair Jacobson stated that the residents are complaining about beach chairs and he knows that the residents will complain about having these containers on the beach.

Ms. Warrington stated that they prefer a flat surface and does not suggest having it on the beach. She stated that you also have to consider the security of the containers.

Chair Tourgeman stated his concern is location, placing the containers in Town parking lots would deplete parking in Town.

Tourism and Communications Director Trigueros stated the issue is the location and suggested possibly the 96th Street Park.

Mr. Deon stated that the containers have to be done in grouping and possibly could be done in grouping of 3.

Board Member Herman asked if it is possible to put them in green spaces in Town.

Tourism and Communications Director Trigueros stated he will check with the Public Works Director.

Vice Chair Jacobson spoke regarding the cost of this project being roughly \$55,000. Mr. Deon spoke regarding the structure of the doors.

Sara Liss, Friday Beach LLC provided a presentation for special events for 2022-2023. She presented her ideas for the 2023 Third Thursday series.

Board Member Herman stated she wants something that will entertain attendees of all ages and should be well rounded.

Vice Chair Jacobson stated that the people are the ones that keep the event going.

Ms. Liss continued with the presentation and spoke about a new adult lounge for the Third Thursday events.

She provided theme suggestions for the different Third Thursdays events: Taste of Surfside on January 19, Shell-A-Bration on February 16, and World Beats on March 16 and the budget for these events would be \$24,500.

Vice Chair Jacobson asked regarding the food and beverage.

Ms. Liss stated that the food and beverage are in kind contributions or they can purchase the food from the vendors.

Ms. Liss continued her presentation now focusing on new event ideas, starting with Surfside Winter Village which is 10 days in Winter 2023 on the 93rd Street Parking Lot. She stated that they could have a synthetic skating rink for 10 days of programming emphasis on the weekends. She continued with the overview of the different events and location.

Board Member Herman asked if they would charge for the skating.

Ms. Liss stated that it is up to the Town if they want to charge and stated the main cost is the rink. She provided the budget for that event at \$98,000 which you can divide into 10 days of programming.

Vice Chair Jacobson stated possibly doing half of the parking lot during the week because business has to be conducted at Town Hall.

Board Member Gonzalez is seeing the same problem with the containers and asked when it would be taking place.

Ms. Liss stated that it would be during the 7 or 5 days of the holiday time. Chair Tourgeman suggested using the green space at the Community Center. Vice Chair Jacobson stated that the green space is not leveled.

Further discussion took place among the Board and Ms. Liss regarding the location for the rink using the tennis courts or the 96th Street Park.

Ms. Liss continued with the presentation and the next idea was the Surfside Pop-Up Shop in the business district.

Board Member Gonzalez asked if the Tourist Board would be renting a space.

Ms. Liss stated yes, they would activate and rent a space for about 3 months. The monthly estimate would be \$14,000.

Vice Chair Jacobson believes that is a bit cheap and not sure if staffing will be an issue. Board Member Herman believes people would jump on this idea.

Ms. Liss then presented the last idea of the night, the Green Feast with one evening as a proposed date on 93rd Street and 95th Street with a focus on sustainable food. The cost for this event would be \$22,000. She stated the table would be set for about 400 seats.

Board Member Singer suggested using somewhere closer to the beach or on the sand instead of the parking lot.

Ms. Liss stated there is a logistical hurdle for a stable ground and lighting.

Town Manager Hyatt stated that there might be an issue with the vendor at the Community Center.

Further discussion took place regarding the cost of the event and possible fee of the event.

Alan Andai, AA Musicians Entertainment provided a presentation for special events for 2022-2023 starting with his pitch for the Third Thursdays events. He proposed many theme ideas beyond the four that are needed for the Board to select from.

He also presented the following additional event ideas: a karaoke live block party, Surfside Carnival Fair, Surfside 007 Casino Royale. Tropical Caribbean Night, Luau Night, and Surf's Art Party Celebration which is similar to painting with a twist. He also proposed a Surfside Food Pavilion which would feature platters of food from different local restaurants. He also spoke about a pavilion for games and entertainment.

Vice Chair Jacobson asked about the designated parking lot.

Mr. Andai continued covering the different ideas pitched and enhancements to existing events.

Board Member Gonzalez stated that activities like the children's pavilion are very important.

A motion was made by Vice Chair Jacobson to have a five-minute recess at 7:55 p.m., seconded by Board Member Gonzalez. The motion carried with a 5-0 vote.

The meeting resumed at 8:02 p.m.

Mr. Andai continued with another presentation for a Surfside Social series on 95th Street and movies on the beach.

Board Member Herman asked what would be the difference between his movie event and the previous vendor's movie event.

Mr. Andai explained how that event would take place on a monthly basis. He presented the different proposals. He stated that his different events proposal would add up to the \$380,000 which is budgeted.

Vice Chair Jacobson asked if he would be able to break down the cost per individual event, so the Board can pick and choose.

Mr. Andai addressed the question by Vice Chair Jacobson adding that he could do that for the next meeting.

Board Member Herman asked if he would be open to customizing the events they choose.

Vice Chair Jacobson stated that they will need a breakdown to determine how to proceed.

Tourism and Communications Director Trigueros stated that they could pick a la carte once the individual pricing is established.

Chair Tourgeman commented on a fitness event from years past which included the participation of the Miami Dolphins cheerleaders and asked if they had any connections to invite them for the event.

Mr. Andai stated he can use his resources to see if that is possible.

Board Member Singer said if he could bring some sports team or players that would be great.

Board Member Gonzalez thanked all the presenters. She wanted to know the process.

Tourism and Communications Director Trigueros suggested going with one vendor per event to make it fair and even. He explained that in the past they tried using multiple vendors for Third Thursdays and it did not work as well.

Vice Chair Jacobson suggested changing the name from Third Thursdays to Thursdays and you can alternate the Thursdays events between both vendors. He would like to also see the additional enhancements and they could request the additional funds.

Chair Tourgeman asked if this is similar to what they were talking about and the budget being one just for Third Thursdays.

Board Member Gonzalez stated that she likes all the options that Mr. Andai provided.

Vice Chair Jacobson suggested going with both Ms. Liss and Mr. Andai and double the events on Thursdays.

Board Member Singer suggested Saturdays and it will promote more people coming into Surfside and see what day works out best.

After a lengthy discussion regarding the vendors and their proposals the following motion was made.

Chair Tourgeman passed the gavel.

A motion was made by Chair Tourgeman directing Tourism and Communications Director Trigueros to negotiate with Alan Andai for the Third Thursdays events and present to the

Board at the next meeting, seconded by Board Member Gonzalez. The motion carried with a 4-1 vote with Board Member Herman voting in opposition.

Ms. Liss requested clarification for the Saturday events.

Vice Chair Jacobson provided clarification of the events to be on Saturdays like the ones she proposed for Thursdays.

Further discussion took place regarding the Saturday event. After clarification, which was to create a similar event to Third Thursdays earlier on a Saturday during the same months, a motion was made by Vice Chair Jacobson for purposes of discussion, seconded by Board Member Singer.

Mr. Andai stated he will come back at the next meeting with more information to see which events the Board wants to move forward with.

Chair Tourgeman wants to make sure that the events will be all inclusive.

Vice Chair Jacobson suggested for Mr. Andai to send Tourism and Communications Director Trigueros a list of the cost for each event so they can decide which ones they would like.

A motion was made by Vice Chair Jacobson directing Tourism and Communications Director Trigueros to negotiate a contract with Alan Andai for Thursdays and Sara Liss for Saturdays and come up with a list of itemized events and pricing, seconded by Board Member Herman. The motion carried with a 5-0 vote.

Chair Tourgeman spoke regarding the pop-up shop event proposed by Ms. Liss and is not in favor of that idea noting that the business district actually does not have that many vacancies when compared to other areas. He was not convinced the idea would be successful since many of the retailers on Harding Avenue struggle compared to food and beverage establishments.

Sara Liss provided more information on that idea, adding that the shop would feature products from Surfside locals.

Board Member Gonzalez spoke regarding the Tourist Board paying \$14,000 for this event plus the vendors will sell their products.

Ms. Liss stated that they could work with a rent share idea.

Vice Chair Jacobson is not in agreement with businesses doing business and selling their

products and using Tourist money to pay for the rent.

Ms. Liss stated that she can come back with more information.

Further discussion regarding the pop-up event and concerns regarding that idea took place among the Board.

A motion was made by Vice Chair Jacobson directing Tourism and Communications Director Trigueros to work with Sara Liss on the pop-up shop event idea and bring back to the Board at the next meeting, seconded by Board Member Singer. The motion carried with 4-1 vote with Chair Tourgeman voting in opposition.

Tourism and Communications Director Trigueros asked about the previous ideas pitched earlier in the afternoon by the outside vendors, ACT Productions and Event Rhythm.

Consensus from the Board was to not move further with the other two vendors.

5A Third Thursdays Vendor Selection - Tourism and Communications Director Frank Trigueros

Item 5A (Third Thursdays Vendor Selection) was heard together with item 5B (Vendors for New Events) under Item 5 (Special Event Presentations).

5B Vendors for New Events - Tourism and Communications Director Frank Trigueros

Item 5A (Third Thursdays Vendor Selection) was heard together with item 5B (Vendors for New Events) under Item 5 (Special Event Presentations).

6. Holiday Banners 2022 Season

6A 2021 Holiday Banner Designs - Tourism and Communications Director Frank Trigueros

Tourism and Communications Director Trigueros provided an overview of the holiday banners design presentation and also included images of some of the designs that were not selected last year as additional options.

Chair Tourgeman liked the green turtle banner idea from last year. He also likes version V1.2 from this year's designs.

Vice Chair Jacobson likes V1.2 from this year's designs.

Board Member Gonzalez likes V6 from this year's designs.

Board Member Singer likes V1.2 from this year's designs.

Board Member Herman likes V6 from this year's designs.

A motion was made by Board Member Gonzalez to move forward with design V6 style for the holiday banners, seconded by Vice Chair Jacobson. The motion carried with a 5-0 vote.

[Surfside_Holiday Banners 2021.pdf](#)

7. Public Comments

There were no public speakers.

Board Member Gonzalez spoke regarding the homeless issue at 96th Street Park.

Vice Chair Jacobson spoke regarding the proposal presented by Bal Harbour Mayor Groisman. He is requesting to put it on the next agenda.

8. Next Meeting

8A Next Meeting: November 7, 2022 at 5:30 p.m. - Deputy Town Clerk Evelyn Herbello

Consensus was reached by the Board Members to hold the next meeting on November 7, 2022 at 5:30 p.m.

9. Adjournment

There being no further business to conduct before the Board a motion was made by Board Member Gonzalez to adjourn the meeting without objection at 9:19 p.m., seconded by Vice Chair Jacobson. The motion carried with a 5-0 vote.

Respectfully submitted:

Accepted this _____ day of _____, 2022.

Eli Tourgeman, Chair

Attest:

Evelyn Herbello, BS, CMC
Deputy Town Clerk