



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

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

Chair Tourgeman called the meeting to order at 5:33 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 Lisa Herman and Board Member Ezequiel Singer.

Absent: Board Member Diana Gonzalez

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

**2. Town Commission Liaison Report**

Mayor Danzinger provided his Commission Liaison report and spoke regarding the last commission meeting which discussed the multi-year agreements. He requested for those items to be deferred because the Tourist Board was unable to meet and wanted to give this Board an opportunity to discuss. He stated that there was confusion pertaining to the multiyear contracts, but since the Commission trusts Board members and does not want to micro manage, they will allow the Board to determine when they want to approach the Commission for multiyear agreements.

Chair Tourgeman has a concern because one of the reasons why they have been appointed to the Board is because they are confident that they will do a good job on this Board. His concern is that unless there is something unusual that then it should be up to this Board to make the determinations. He stated that this item was to approve the multi-year contracts.

Mayor Danzinger stated that it was deferred to the Board to make the determination on the

contracts and the majority of the Commission agrees with the same sentiment.

Chair Tourgeman stated that they are adamant on having programs and spending the funding for those projects.

Mayor Danzinger spoke regarding the agenda and the different projects proposed, adding that some ideas may be more cost effective if executed internally. He mentioned the possibility of adding a special events position to the department to handle the events and suggested adding a discussion item to the January agenda.

Chair Tourgeman stated that a lot of them have not been approved yet just chosen for further research.

Board Member Singer spoke regarding the comments made by Mayor Danzinger.

Vice Chair Jacobson addressed the comments made regarding the multi-year contracts and the reasoning for that recommendation.

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

A motion was made by Vice Chair Jacobson to move item 6C (96th Street Concept Design-Bal Harbour Village) to be heard before item 6A (Third Thursdays Series Agreement), seconded by Board Member Herman. The motion carried with a 4-0 vote with Board Member Gonzalez absent.

### **4. Approval of Minutes**

#### **4.A October 3, 2022 Tourist Board Meeting Minutes** - Deputy Town Clerk Evelyn Herbello

A motion was made by Board Member Herman to approve the October 3, 2022 Tourist Board Meeting Minutes, seconded by Board Member Singer. The motion carried with a 4-0 vote with Board Member Gonzalez absent.

[10-03-2022 Tourist Board Meeting Minutes.pdf](#)

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

#### **5.A Vacancies and Resort Tax Report** - Tourism and Communications Director Frank Trigueros

Tourism and Communications Director Trigueros provided an overview of the Resort Tax and Vacancies Report.

[November Vacancies and Resort Tax Report.pdf](#)

### **6. Discussion Items**

#### **6.A Third Thursdays Series Agreement** - Tourism and Communications Director

Frank Trigueros

Tourism and Communications Director Trigueros introduced the item.

A motion was made by Vice Chair Jacobson to approve the contract for one year, seconded by Board Member Singer. The motion carried with a 3-1 vote with Board Member Herman voting in opposition and Board Member Gonzalez absent.

**6.B Music on the Beach Series Agreement - Tourism and Communications Director Frank Trigueros**

Tourism and Communications Director Trigueros introduced the item.

Board Member Herman asked if the weather is bad would it be rescheduled.

Alan Andai addressed the comment made and said they would try rescheduling if possible with the amount of time given.

A motion was made by Vice Chair Jacobson to approve the contract for one year and to grant Tourism and Communications Director Trigueros the flexibility to reschedule in the event of inclement weather and pay rescheduling fees, seconded by Board Member Singer. The motion carried with a 4-0 vote with Board Member Gonzalez absent.

**6.C 96th Street Concept Design - Bal Harbour Village - Vice Chair Ben Jacobson - Vice Chair Ben Jacobson**

Recommend to the Town Commission to move forward with a partnership with the Village of Bal Harbour to beautify 96th Street between Collins Avenue and the water.

Assistant Town Manager Greene provided a summary of the item and the funding involved. He spoke regarding the concern of the ownership and that needs to be locked down in order to go to the Commission. He stated that the recommendation would be to use the reserves and they would need a more solid number of the cost. He stated that it will be the Commission's decision to approve the funding. He also stated that this is not one of the capital improvement projects currently in their five-year plan.

Chair Tourgeman asked regarding the funding of this joint venture and if the funding would come strictly from the Tourist Fund.

Assistant Town Manager Greene stated that it would be coming from the Tourist Fund reserves.

Vice Chair Jacobson asked what is the maximum by law that the Tourist Fund must have in their reserves.

Assistant Town Manager Greene stated that he is not aware if there is a cap placed.

Vice Chair Jacobson spoke regarding the architects and design team of this project.

He spoke regarding only possibly funding this project and not the design portion of the project.

Assistant Town Manager Greene addressed the comments made and that his understanding is that the request is to split the project.

Mayor Danzinger stated that they met with Bal Harbour and stated that they would come back to the Town with a project price.

Further discussion took place regarding the specifics of funding and the conversations that took place among the Town and Bal Harbour as it pertains to this project.

A motion was made by Vice Chair Jacobson to direct the Town Administration to have Bal Harbour come back to the Tourist Board with more concrete information and funding for this project, seconded by Board Member Singer. The motion carried with a 4-0 vote with Board Member Gonzalez absent.

[96 Street Concept Design.pdf](#)

**6.D Officer Mike's Birthday Event** - Frank Trigueros, Tourism and Communications Director

Tourism and Communications Director Trigueros introduced the item to request some funding for Officer Mike's birthday party event.

Chair Tourgeman believes that \$3,000 is too much but does like that the event is coordinated with the Farmer's Market. He is willing to go up to \$2,000.

A motion was made by Vice Chair Jacobson to approve up to \$2,000 from Tourist Fund to promote Officer Mike's Birthday Event, seconded by Board Member Herman. The motion carried with a 4-0 vote with Board Member Gonzalez absent.

**6.E Third Thursdays Theme Selection** - Frank Trigueros, Tourism and Communications Director

Tourism and Communications Director Trigueros introduced the item.

The Board Members discussed the different events and chose the ones they would like to see offered.

After a lengthy discussion to Board reached consensus on the selection of the following events: Latin Cultural Music Festival, Roll Around the Decades, which may potentially be enhanced, Tropical Caribbean Night and Luau Night.

[Third Thursdays 2023 Theme Options.pdf](#)

**6.F Alan Andai Additional Events** - Frank Trigueros, Tourism and Communications Director

Tourism and Communications Director Trigueros introduced the item.

Alan Andai provided a summary and overview of the different events.

The Board Members had discussion regarding the events presented and agreed to have the following events come back with detailed proposals and pricing: 1) Karaoke Night; 2) Mixology Tasting; 3) Game Night; 4) Casino Royale; 5) Explore Additional Movie Nights; 6) Carnival Fair Event at an adjusted budget of \$25,000; 7) Seafood Festival/Fishing Experience; 8) Poker Texas Hold'Em Tournament; and 9) Taste of Surfside.

Mr. Andai stated that he will be returning with full proposals for the ideas by the Board.

Tourism and Communications Director Trigueros will work Parks and Recreation Director Milian and Assistant Parks and Recreation Director Hernandez to determine the viability of the Community Center greenspace as a suggested location given that the capacity is not too high.

[Alan Andai Additional Events.pdf](#)

**6.G Surfside Under the Stars** - Frank Trigueros, Tourism and Communications Director

Tourism and Communications Director Trigueros introduced the item.

Susan Liss provided an overview of the project and item which depicted a similar block party event series to Third Thursdays but held at 93rd Street instead, January through April on the first Saturday of the month.

A motion was made by Vice Chair Jacobson to approve the series as presented, seconded by Board Member Herman. The motion carried with a 4-0 vote with Board Member Gonzalez absent.

**6.H Summer Fridays/Sundays Events 2023** - Tourism and Communications Director Frank Trigueros

Tourism and Communications Director Trigueros introduced the item. He requested from the Board to select the date to move forward with this event.

Chair Tourgeman suggested Sundays would be better.

Consensus was reached by the Board to move forward with holding the 2023 events on Sundays.

**6.I November Paddletopia Recap** - Tourism and Communications Director Frank Trigueros

Tourism and Communications Director Trigueros introduced the item.

Sara Liss provided a recap of the Paddletopia event which proved very successful despite the unfortunate crane barge incident the night before.

No discussion took place.

**6.J Public Relations Update - Tourism and Communications Director Frank Trigueros**

Tourism and Communications Director Trigueros introduced the item which included the coverage results secured by the CIIC PR team for Paddletopia. Overall, \$44,000 worth of coverage was secured across various platforms and channels including NBC's 6 in the Mix.

Tourism and Communications Director Trigueros also spoke about an additional PR initiative executed internally, which was a group press dinner at The Surf Club Restaurant organized in partnership with VISIT FLORIDA and the Greater Miami Convention & Visitors Bureau (GMCVB) to highlight Florida's new Michelin guide. Journalists from top publications and cross markets including Food and Wine Espanol participated and were highly impressed with the experience. Coverage results will be shared with the Board once available.

Overall the Board was very pleased with the CIIC team's results from Paddletopia; however, there was no direction to engage them further for now. This may be revisited once new events come online.

**7. Board Member Comments**

There were no Board Member comments.

**8. Public Comments**

There were no public speakers.

**9. Next Meeting**

**9.A Next Meeting: January 9, 2023.** - Deputy Town Clerk Evelyn Herbello

Consensus was reached by the Board to hold the next meeting on January 9, 2023 since the originally scheduled dates of January 2, 2023 is a holiday.

**10. Adjournment**

There being no further business to conduct before the Board, a motion was made by Vice Chair Jacobson to adjourn the meeting without objection at 7:48 p.m., seconded by Board Member Herman. The motion carried with a 4-0 vote with Board Member Gonzalez absent.

Respectfully submitted:

Accepted this \_\_\_\_\_ day of \_\_\_\_\_, 2022.

\_\_\_\_\_  
Eli Tourgeman, Chair

Attest:

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Evelyn Herbello, BS, CMC  
Deputy Town Clerk