



**Town of Surfside
Tourist Board
MINUTES
August 7, 2023
5:30 PM
Town Commission Chambers**

1. Call to Order/Roll Call

Chair Tourgeman called the meeting to order at 5:31 p.m.

Deputy Town Clerk Herbello called the roll with the following members present.

Present: Chair Eli Tourgeman, Vice Chair Ben Jacobson and Board Member David Karp.

Absent: Board Member Diana Gonzalez and Board Member Ezequiel Singer.

Also Present: Town Manager Hector Gomez, Town Attorney Daniella Cimo and Commission Liaison Mayor Shlomo Danzinger.

2. Agenda and Order of Business

Chair Tourgeman would like to have a motion to defer items 6C (Surfside Art Market, Festival and Event Update), 6E (Collins Avenue Monument Sign, Updated Proposal), 6F (Special Events Consultant Update), 6G (Surfside Letters Installation Update) and 6H (Food Trucks Event).

A motion was made by Vice Chair Jacobson to defer items 6C (Surfside Art Market, Festival and Event Update), 6E (Collins Avenue Monument Sign, Updated Proposal), 6F (Special Events Consultant Update), 6G (Surfside Letters Installation Update) and 6H (Food Trucks Event), seconded by Chair Tourgeman. The motion carried with a 3-0 vote.

3. Town Commission Liaison Report

Mayor Danzinger was absent therefore there was no Commission Liaison Report.

4. Approval of Minutes

4.A July 10, 2023 Tourist Board Meeting Minutes - Evelyn Herbello, Deputy Town Clerk

A motion was made by Vice Chair Jacobson to approve the July 10, 2023 Tourist

Board Meeting Minutes, seconded by Chair Tourgeman. The motion carried with a 3-0 vote.

[July 10, 2023 Tourist Board Meeting Minutes.pdf](#)

5. Resort Tax Collection and Vacancies Report

5.A August Vacancies and Resort Tax Report - Frank Trigueros, Communications and Tourist Director

Communications and Tourism Director Frank Trigueros provided the August Vacancies and Resort Tax Report, an update and overview of the item. He provided the numbers comparing to 2019 and they are down 16% in food and beverage and 14% in the accommodation side.

Vice Chair Jacobson asked for an update on the report at the next meeting.

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

6. Discussion Items and Action Items

6.A Surfcastle Royale Event Recap - ACT Productions - Frank Trigueros, Communications and Tourism Director

Barbara Goigochea, ACT Productions, provided a presentation and recap of the Surfcastle Royale 2023.

Vice Chair Jacobson stated it was a great upscale event from beginning to end.

Board Member Karp stated it was a great event and all the food items were amazing. He suggested having more contests in between.

Ms. Goigochea addressed the comments made and she usually has these events more for adults than children, but they were able to team them together.

Board Member Karp asked to possibly supply more digging tools. He suggested a kosher corn dog, but she did address everything perfectly.

Ms. Goigochea stated that they did supply more digging tools as more children showed up.

Vice Chair Jacobson suggested Ms. Goigochea to come up with some different ideas for events.

Chair Tourgeman suggested Ms. Goigochea meet with Communications and Tourism Director Trigueros to come up with some other event ideas.

Chair Tourgeman stated that in the past they would always have the Tourism Director to attend the events from beginning to end to make sure the vendors comply with what they are supposed to do and that has not been done. He would like that to take place in order to avoid any of the problems.

Board Member Karp also agrees with that and provided examples of what he encountered at this past event.

Town Manager Gomez stated they do not need a vote for that and he will make sure that will be addressed and make sure staff will be more responsive to that matters and make sure the vendors stick to their contract obligations.

[Recap Surfcastle Royale Event](#)

6.B August 6 Summer Sundays with Festival & Event, Inc. Recap - Mario Pi, Festival & Event, Inc. - Frank Trigueros, Communications and Tourism Director

Mario Pi, Festival & Event, Inc. provided an update of the event and understands the miscommunication with his vendor regarding the styrofoam and they are addressing that issue.

Chair Tourgeman asked if he was aware of the requirements.

Mr. Pi addressed the comments made by Chair Tourgeman as it pertains to the issue with the styrofoam.

Chair Tourgeman stated that he will never allow him to be a vendor with this Town and this is a huge mistake.

Mr. Pi stated that everyone makes mistakes and stated that his reputation and his company looks terrible. He believes it is the wrong decision and would request the Chair to reconsider. He stated that the other issue they encountered was that they had no kosher food. He also addressed the issue of not having enough water and running out of water at the event.

Vice Chair Jacobson would like to say a couple of words before public comments.

Chair Tourgeman opened the floor to public comments.

The following individuals from the public spoke:

Eliana Salzhauer apologized to the vendor and would like to say she was at yesterday's event and made everyone aware of the styrofoam issue.

George Kousoulas stated the issues presented at the event.

Chair Tourgeman closed the floor to public comments.

Vice Chair Jacobson stated you have to work with people that understand the community and style. He addressed the issue with the styrofoam and it should have never been there. He is not in favor of plastics on the beach and wants to protect the environment. He stated this event had so many failings across the board. He stated that when an event is run with a new vendor, staff should be hand walking the vendor. He stated there was a massive line to get food when that has never happened before. He also spoke regarding an activation that never took place. He also spoke regarding not having kosher food. He spoke regarding carts on the beach. He stated there was a culmination of many issues and it wasn't the right flavor for our neighborhood. He stated he never asked for bottled water but a

hydration station. He was very disappointed. He said at this point this vendor does not have the right vibe and looking in retrospect they acted too hastily with Sara Liss and all her events the vibe and feeling was there. He stated that their fault was that they did not work with her to fix the issues they saw. He would like to reinstate Sara Liss and go through the items to give her the chance to work on them for the upcoming events with Sara Liss. He suggested having a checklist to make sure the vendors are abiding by the rules.

Board Member Karp stated he was not aware of many things. He stated he was there from 4:30 p.m. on and was having a good time and the people coming up to him about the party. He did see a huge line, but people did not get out of it and the spread of food was beautiful. He had friends that really enjoyed the food and atmosphere, and the kids loved the face painting. He spoke regarding a check list and what transpired at the event. He was sad about not having kosher food. He would like to recommend a check list from Communications and Tourism Director Trigueros for all vendors.

Chair Tourgeman made his statements during the presentation and unfortunately, he was not at the event but if he was at the event, this would not have happened. He stated that nine years ago he made it a point not to allow styrofoam in Town. He stated it doesn't matter what religion you are, you should know what kosher is and by saying that he does not know what kosher was, it leaves a lot to be desired. He does not appreciate the chastisement from certain members of the public without knowing the reasoning behind their decision. He stated that lately this Town has had the pleasure of murdering everyone without having facts. He stated it is about time to take ownership and stop belittling the Board.

Vice Chair Jacobson stated that he would like to reinstate Sara Liss but would like to go over some of their concerns in order to have it rectified.

A motion was made by Vice Chair Jacobson to reinstate Sara Liss' contract for the upcoming September 3, 2023 event, seconded by Chair Tourgeman. The motion carried with a 3-0 vote.

Town Attorney Cimo stated that they need to make a motion to recommend to the Town Manager to terminate the contract with Mr. Mario Pi.

A motion was made by Chair Tourgeman to recommend that the Town Manager terminate the contract with Festival & Event, Inc., seconded by Vice Chair Jacobson. The motion carried with a 3-0 vote.

Sara Liss thanks the Board with the vote of confidence and did not anticipate another event because they were clear on the cancellation. She stated that she will not be able to come back to do a single event. She makes plans for multiple events and not a la carte events. She stated if she will move forward with the Board she will need a commitment with more beach events rather than just the one what was given to her in the past. She would like for the commitment from the Board to extend the series. She stated that this is a great opportunity for a reset and spoke regarding the budget and have the budget consistent in levels.

Vice Chair Jacobson asked how many events is she looking for the Board to give her.

Sara Liss would like to do 3 more events.

Vice Chair Jacobson asked if she would like to do September, October and November. He spoke regarding music on the beach and why it is shorter.

Ms. Liss stated the problem comes with what is expected from the vendor. She suggested 1 hour.

Chair Tourgeman stated that he would like her to continue with one event and for the future have the full board present. He understands that if she can fulfill it they will honor that. He stated for future events they need to have a full Board.

Ms. Liss stated the way that this Board is handling vendors she cannot move forward with only 1 event.

Chair Tourgeman cannot move forward with only 1 event and the door has been opened and if she cannot honor their request, that is fine.

Vice Chair Jacobson understands it takes some time to put the events together and if she could put this one event together then she will have a good foothold for the future events once the entire board is present.

Chair Tourgeman stated he is surprised that the issues they had with Ms. Liss with the water situation she did not rectify it.

Ms. Liss stated that the water situation was addressed and corrected.

Communications and Tourism Director Trigueros stated that it was corrected.

Chair Tourgeman stated that they will discuss this further at the next meeting and see if she will be in agreement with continuing to work with the Board.

6.C Surfside Art Market, Festival and Event Update - Chair Eli Tourgeman - Chair Eli Tourgeman

Item deferred to the September 11, 2023 meeting.

6.D Promotional Items Budget - Frank Trigueros, Communications and Tourism Director - Frank Trigueros, Communications and Tourism Director

Communications and Tourism Director Trigueros went over the promotional items budget and the events that have been added. He spoke regarding the t-shirts for sale and that purchase created a deficit. He stated they are looking at \$10,000 to replenish that budget in order to purchase the additional promotional items.

Chair Tourgeman opened the floor to public comments.

The following individuals from the public spoke.

Eliana Salzhauer spoke regarding the promotional items and some they are still using until this day. She stated that the cooler that was given out recently did not last. She suggested using a different company and not be in haste to purchase the items and by doing that you are diluting the quality.

George Kousoulas echoed Ms. Salzhauer's comments and quality over quantity. He provided examples.

Chair Tourgeman closed the floor to public comments.

Board Member Karp asked Communications and Tourism Director Trigueros if they are over the budget for the giveaway items.

Communications and Tourism Director Trigueros stated that they are in the deficit \$7,500 and the additional \$2,500 requested is to get through the rest of the events.

Board Member Karp stated he understands that people like the giveaways and how many to give out.

Vice Chair Jacobson asked who has been doing the promotional items.

Communications and Tourism Director Trigueros stated that they pick what type of promotional items to give away and they look at what they can give away that they have not given away before while staying environmentally friendly.

Vice Chair Jacobson spoke regarding what they need, and quality is better than quantity and suggested bringing samples to see them before being ordered and see what is more popular.

Chair Tourgeman agrees that for promotional items the Board should have a say in it and quantity over quality is very important.

Communications and Tourism Director Trigueros stated that they can make the promotional items as part of the recap so they can give their suggestions.

Town Manager Gomez asked if they would like a list of different options and place it as a discussion item and have them pre-pick them and take advantage of buying in bulk selectively through maybe one company with different quality options.

A motion was made by Vice Chair Jacobson to approve an additional \$12,500 to replenish the account towards promotional items coming out of the discretionary funds, seconded by Chair Tourgeman. The motion carried with a 3-0 vote.

6.E Collins Avenue Monument Sign, Updated Proposal - Chair Eli Tourgeman -
Chair Eli Tourgeman

Item deferred to the September 11, 2023 meeting.

[Attachment A - Don Bell Updated Surfside Deck.pdf](#)

[Attachment B - Collins Avenue Mock Ups](#)

Attachment C - Monument Sign Don Bell Quote

6.F Special Events Consultant Update - Frank Trigueros, Communications and Tourism Director - Frank Trigueros, Communications and Tourism Director

Item deferred to the September 11, 2023 meeting.

6.G Surfside Letters Installation Update - Hector Gomez, Town Manager - Hector Gomez, Town Manager

Item deferred to the September 11, 2023 meeting.

6.H Food Trucks Event - Chair Eli Tourgeman - Chair Eli Tourgeman

Item deferred to the September 11, 2023 meeting.

6.I Harding Avenue Storefront Lighting and Walkability - Chair Eli Tourgeman - Chair Eli Tourgeman

Chair Tourgeman provided a summary of the item and stated that in the past when stores would close, Harding Avenue would go black. He stated that they would light up the window area and about 98% complied. He suggested possibly looking to see which storefronts are not lit up at night and approach them and entice them to do so.

Board Member Karp asked if this would also be all stores.

Chair Tourgeman stated all stores because it invites walkability.

Board Member Karp asked if the stores that are empty are responsible to do the same.

Chair Tourgeman stated the stores that are empty, the windows are covered. He stated this is a recommendation from this Board to encourage the operators of the stores to not go dark at night.

Chair Tourgeman opened the floor to public comments.

The following individual from the public spoke:

George Kousoulas stated he agrees 100% with that and it is important for walkability and car traffic. He suggested adding that into the code.

Chair Tourgeman closed the floor to public comments.

Board Member Karp agrees with the Chair and Mr. Kousoulas. He stated it might be stronger coming from the Commission.

Further discussion took place among the Board regarding the item. Some of the stores would complain about the electricity bill if they would do so but now there are LED lights and there should not be an excuse. Suggestion regarding possibly making it part of the code and suggesting for the Commission to make an ordinance as it

relates to that.

Town Manager Gomez stated he understands what the intent is and the positivity of having lights at night. He stated they would send them a recommendation from the Tourist Board and further have a discussion before the Town Commission in September to see if they want to move forward with an ordinance.

Chair Tourgeman stated it is not a volume of stores it is only a few that they are speaking about.

Town Manager Gomez stated that some of the stores have not changed their frontage and provided suggestions.

A motion was made by Vice Chair Jacobson as it pertains to walkability and lighting to send out a notice on behalf of the Tourist Board to all the stores to light up their stores windows at night and to recommend to the Town Commission to turn this into an actual ordinance, seconded by Chair Tourgeman. The motion carried with a 3-0 vote.

7. Public Comments

Chair Tourgeman opened the floor to public comments.

The following individual from the public spoke:

George Kousolas spoke regarding store front lighting and display.

Chair Tourgeman closed the floor to public comments.

Chair Tourgeman wanted to apologize that he did not recognize Commissioner Meischeid who was present during the entirety of this meeting.

8. Board Member Comments

Chair Tourgeman stated it has been a very productive meeting.

Board Member Karp asked regarding the bid folders they received.

Chair Tourgeman explained to Board Member Karp that those are the bids for the Special Events Consultant and an RFP was sent out and those are the bids that were received. He explained what that position would entail. He stated he postponed the discussion on that because he would like to have the full board present.

Vice Chair Jacobson explained in detail what the RFP was and the specifics of this position. He stated that Board Member Karp needs to read the two bid proposals in order to be ready to discuss at the next meeting.

Town Attorney Cimo made it clear that there is a cone of silence in place and explained

what that entails.

Chair Tourgeman wanted to bring to the attention of the Board a request he had made previously which is that he wanted them to send out a letter to the store owners, operators and a survey.

Town Manager Gomez stated that they are finalizing it and will be ready to be released and ear marked for September.

Chair Tourgeman would like to include that they could email their suggestions and if the activities they are doing is bringing business to their stores. He also would like to have a media connection update on tying their activities with the news channels. He also spoke regarding having A Taste of Surfside on the next agenda.

Communications and Tourism Director Trigueros stated that he has spoken with Alan Andai regarding A Taste of Surfside for a fall date.

Town Manager Gomez stated that the next meeting is the last meeting of the fiscal year and anything funded for A Taste of Surfside will come from the new fiscal year.

Vice Chair Jacobson asked regarding the update of the ADA roll out of the beach mats.

Town Manager Gomez addressed the comments made and some have asked if they could enter into a payment plan and he provided the condominiums that have responded.

9. Next Meeting

9.A Next Meeting Date: September 11, 2023 at 5: 30 p.m. - Evelyn Herbello, Deputy Town Clerk

Deputy Town Clerk Herbello advised the Board Members that the date of the next meeting will be September 11, 2023 since the original meeting date of September 4, 2023 falls on a holiday.

Consensus was reached by the Board Members to hold the meeting on September 11, 2023.

10. Adjournment

There being no further business to discuss before the Board, a motion was made by Vice Chair Jacobson to adjourn the meeting at 7:26 p.m., seconded by Board Member Karp. The motion carried with a 3-0 vote.

Accepted this _____ day of _____, 2023.

Eli Tourgeman, Chair

Attest:

Evelyn Herbello, CMC
Deputy Town Clerk