



Town of Surfside

SPECIAL DOWNTOWN VISION ADVISORY COMMITTEE AGENDA

April 11, 2019 – 6:00 p.m.

Town Hall Commission Chambers –
9293 Harding Ave, 2nd Floor, Surfside, FL 33154

The following also applies to all Boards and Committees:

Rule 7.05 Decorum. Any person making impertinent or slanderous remarks or who becomes boisterous while addressing the commission shall be barred from further appearance before the commission by the presiding officer, unless permission to continue or again address the commission is granted by the majority vote of the commission members present. No clapping, applauding, heckling or verbal outbursts in support or opposition to a speaker or his or her remarks shall be permitted. Signs or placards may be disallowed in the commission chamber by the presiding officer. Persons exiting the commission chambers shall do so quietly.

Any person who received compensation, remuneration or expenses for conducting lobbying activities is required to register as a lobbyist with the Town Clerk prior to engaging in lobbying activities per Town Code Sec. 2-235. "Lobbyist" specifically includes the principal, as defined in this section, as well as any agent, officer or employee of a principal, regardless of whether such lobbying activities fall within the normal scope of employment of such agent, officer or employee. The term "lobbyist" specifically excludes any person who only appears as a representative of a not-for-profit corporation or entity (such as charitable organization, a trade association or trade union), without special compensation or reimbursement for the appearance, whether direct, indirect, or contingent, to express support or opposition to any item.

***If the public wishes to speak on a matter on this agenda they must inform the Town Clerk prior to the start of the meeting and they will be recognized to speak prior to the approval of the item. ***

Opening Items:

- 1. Call to Order/Roll Call**
- 2. Approval of Minutes: March 7, 2019**
- 3. Continuation of Discussion from March 7, 2019 Meeting: New Committee Short, Medium, Long-Term goals & Proposed Timeline**
- 4. Parking Lot Solutions**
- 5. Future Meeting Dates**
- 6. Adjournment**



Town of Surfside

DOWNTOWN VISION ADVISORY COMMITTEE MINUTES

March 7, 2019 – 6:00 p.m.

Town Hall Commission Chambers –
9293 Harding Ave, 2nd Floor, Surfside, FL 33154

Opening Items:

1. Call to Order/Roll Call

The meeting was called to order by Town Manager Olmedillo at 6:00 p.m.

The following Members introduced themselves:

Fred Landsman
Elliot Kula
Shaun Grenald
George Kousoulas
Marianne Meisheid
Asmaa Benkirane *Arrived at 6:30pm

Absent: Sandra Oliva

Also present: Guillermo Olmedillo, Town Manager
Kathy Mehaffey, Town Attorney
Jeff Lehman, Tourist Board Liaison
Lindsay Fast, Tourism Director
Frank Trigueros, Marketing & Special Projects Coordinator
Frantza Duval, Recording Clerk

2. New Committee Member Orientation

Kathy Mehaffey representing the Town Attorney's Office provided the members with important ethical requirements, Sunshine Law, Public Records Law and other state laws. All members were provided hard copies of all the laws applicable to them as members of this Committee.

3. Appointment of Officers

Marianne Meisheid made a motion to appoint Shaun Grenald as the Chair for the Downtown Vision Advisory Committee. The motion received a second from Fred Landsman and all voted in favor.

Newly elected Chair Grenald made a motion to nominate Elliot Kula as the Vice-Chair. The motion received a second from Fred Landsman and all voted in favor.

4. Previous Committee Short, Medium, Long-Term Plan and Accomplishments

Tourism Director Fast presented the item to the members and spoke about some of the issues that the previous Committee encountered.

Chair Grenald provided an overview of items discussed during the previous DVAC committee, as he was a member of that Committee.

5. New Committee Short, Medium, Long-Term goals & Proposed Timeline

Discussion took place regarding a tourism survey that is currently being conducted. The Committee discussed a possibility of including residents to these surveys and get some of their feedback as well. Tourism Director Fast explained that the current tourism survey has goals that are specific to tourism in Surfside and its visitors. A discussion for a possible online survey ensued with regards to downtown parking for both visitors and residents to respond to. The Committee discussed congestion and traffic and the possible solutions to alleviate these issues.

Lengthy discussion took place among the members of the Committee and their views for the Downtown area.

Chair Grenald explain to the committee what the Business Improvement District (BID) is about and what it does once approved by property owners.

Committee Member Kousoulas made a motion to extend the meeting till 8:30pm. The motion received a second from Vice Chair Kula and all voted in favor.

Tourism Director Fast stated that some of the items of importance so far are as follows:

- Parking
- Alleyways
- Traffic
- Hurricane Shutter issues
- Upper Landing on Building
- BID
- Tree Lighting
- Potential Pop Up Shops
- Alternative sidewalk café locations
- Less parallel parking

Committee Member Kousoulas asked to maybe have a Downtown schematic for the upcoming meeting. He stated that he will consider working on it himself. Discussion ensued regarding the construction of Bal harbor shops and how would it affect Surfside for the next 8 years.

Committee Member Kousoulas made a motion to extend the meeting five minutes. The motion received a second from Committee Member Landsman and all voted in favor.

6. Future Meeting Dates

- Thursday, June 6, 2019 – 6:00 pm
- Thursday, September 5, 2019 – 6:00 pm
- Thursday, December 5, 2019 – 6:00 pm

Committee Member Landsman made a motion to have a special meeting on April 11, 2019 from 6:00pm – 8:00pm, to solely continue the discussion item: New Committee Short, Medium, Long-Term goals & Proposed Timeline. The motion received a second from Committee Member Meischeid and all voted in favor.

7. Adjournment

Committee Member Landman made a motion to adjourn the meeting at 8:33 p.m. The motion received a second from Committee Member Meischeid and all voted in favor.

Respectfully submitted:

Accepted this _____ day of _____, 2019

Retta Logan, Chair

Attest:

Sandra Novoa, MMC
Town Clerk

THIS MEETING IS OPEN TO THE PUBLIC. IN ACCORDANCE WITH THE AMERICANS WITH DISABILITIES ACT OF 1990, ALL PERSONS THAT ARE DISABLED; WHO NEED SPECIAL ACCOMMODATIONS TO PARTICIPATE IN THIS MEETING BECAUSE OF THAT DISABILITY SHOULD CONTACT THE OFFICE OF THE TOWN CLERK AT 305-861-4863 EXT. 226 NO LATER THAN FOUR DAYS PRIOR TO SUCH PROCEEDING.

AGENDA ITEMS MAY BE VIEWED AT THE OFFICE OF THE TOWN CLERK, TOWN OF SURFSIDE TOWN HALL, 9293 HARDING AVENUE. ANYONE WISHING TO OBTAIN A COPY OF ANY AGENDA ITEM SHOULD CONTACT THE TOWN CLERK AT 305-861-4863. A COMPLETE AGENDA PACKET IS ALSO AVAILABLE ON THE TOWN WEBSITE AT www.townofsurfsidefl.gov.

TWO OR MORE MEMBERS OF TOWN COMMISSION OR OTHER TOWN BOARDS MAY ATTEND AND PARTICIPATE AT THIS MEETING.

THESE MEETINGS MAY BE CONDUCTED BY MEANS OF OR IN CONJUNCTION WITH COMMUNICATIONS MEDIA TECHNOLOGY, SPECIFICALLY, A TELEPHONE CONFERENCE CALL. THE LOCATION 9293 HARDING AVENUE, SURFSIDE, FL 33154, WHICH IS OPEN TO THE PUBLIC, SHALL SERVE AS AN ACCESS POINT FOR SUCH COMMUNICATION.



MEMORANDUM

To: Downtown Vision Advisory Committee

From: Lindsay Fast, Tourism Director

Date: 4/3/2019

Subject: Parking Lot Solutions

At the March 12, 2019 Town Commission Meeting, there was a discussion item to approve a modification of parking meter rates to a variable rate based system. The goal was to have an increase in parking rates based on time of day and location.

Police Chief Julio Yero presented the following issues:

- Influx of cars occupying limited number of parking spaces
- Lack of available spaces due to vehicles occupying spaces for extended periods of time
- Double parking on Harding Avenue

There were a number of public speakers:

Ellen Abramson: Expressed concerns about a 2-hour parking limit, that it wouldn't be enough time to do everything you need to do downtown, and felt it was counter productive to a growing business district. Cost also becomes prohibitive, and felt will dissuade people from coming to Surfside.

Sasha Plutno: Agreed with Ellen Abramson. Parking will become too expensive. There will be an unintended consequence of having people park in the residential district. He expressed he was against this approach.

Eliana Salzhauer: Agreed with Ellen and Sasha. Ok to raise rates a little bit, but a 2-hour time limit is prohibitive. Changes are important, but we need to be more flexible in the time limit.

Jennifer Rotker: Echoed the other speakers. Only drives down middle lane of Harding, because people are double parked. Uber drivers are blocking the street as well. Parking enforcement needs to be stricter, and that the Town shouldn't sacrifice Police resources for parking.

George Kousoulas: What are we trying to accomplish? If it's a for profit garage it's one thing, but that's not the goal here. Try to capture as many people and the most turnover in an appropriate way as possible.

Marianne Meisheid: Walks to Harding, as she worked downtown. Avoids driving there because it's too stressful. Puts too much of a burden on patrons as they would always having to be looking at their watch.

After much discussion between the Mayor, Vice Mayor, and Commissioners, the Town Commission approved a 2-hour limit to Harding Avenue parking spaces, enforceable between 10am to 4pm. Further direction was given to have the Downtown Vision Advisory Committee review the parking issue, and propose solutions to the off-street parking.

The Police Department proposed the following for off-street municipal parking lots:

Weekends / Holidays:

- \$3.00 / hour, for the first 2 hours
- \$4.00 / hour, after the first 2 hours

Weekdays:

- Between 11:00 AM - 3:00 PM \$3.00 / hour with a 2-hour limit *
- Between 3:00 PM-11:00 AM \$1.75 / hour with a 2-hour limit *

(* After the first 2 hours the parking space is not renewable and the vehicle will not be permitted to park in a Town municipal parking lot for the remainder of that day).

A Proposal or idea from DVAC for an off-street parking solution will be brought to the May 14, 2019 Town Commission Meeting.

Reviewed by

Prepared by