



Town of Surfside

TOURIST BOARD MEETING AGENDA

September 5, 2018 – 5:30 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.

Opening Items:

- 1. Call to Order/Roll Call**
- 2. Welcome – Chair Barbara Cohen**
- 3. Approval of Meeting Minutes: August 6, 2018**
- 4. A/R (Resort Tax)**

Discussion Items:

- 5. Re-cap of Recent Familiarization Tours (Brazil Group, GMCVB #FoundinMiami Tour & Romance Latin America Group) - Pinzur Communications**
- 6. ESTO Conference Re-cap – Lindsay Fast, Tourism Director**
- 7. Downtown Business Photoshoot Recap & Business Page Update – Jacober Creative**
- 8. Historian Paul S. George Proposal**

9. Additional Tourist Board Meeting October 22nd at 5:30pm to present Fiscal Year 2018/2019 Marketing Plan

10. Next Tourist Board Meeting: Wednesday, October 8, 2018 at 5:30pm

11. Public Comments

12. Adjournment

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.



Town of Surfside

TOURIST BOARD MEETING MINUTES

August 6, 2018 – 5:30 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 Chair Barbara Cohen at 5:32 p.m.

The following were present: Chair Barbara Cohen
 Vice Chair Jeff Lehman
 Board Member Jennifer Brilliant
 Board Member Bera Kalhan

Absent: Board Member MaryAnna Estomba
 Commission Barry Cohen, Board Liaison

Also present: Duncan Tavares, Assistant Town Manager
 Lindsay Fast, Tourism Director
 Lilian Arango, Town Attorney
 Frank Trigueros, Marketing & Special Projects Coordinator
 Elora Riera, Deputy Town Clerk

2. Welcome – Chair Barbara Cohen

Chair Barbara Cohen welcomed everyone to the meeting. Tourism Director Fast let everyone know that liaison Commissioner Cohen was regrettably unable to join for the meeting.

3. Approval of Minutes: July 9, 2018

Board Member Brilliant made a motion to approve the minutes as written. The motion was seconded by Board Member Kalhan and all voted in favor.

4. A/R (Resort Tax)

The A/R resort tax spreadsheets were provided to the Board for their information.

Discussion Items

5. AWE Conference Re-Cap: Frank Trigueros

Marketing and Special Projects Coordinator Frank Trigueros presented a PowerPoint of his experience and what he learned at the Augmented World Expo. He provided insight on new virtual reality features that would be a benefit to the Town in the future. He answered any questions by the Board.

6. RFP 2018-04 Marketing Services for the Town of Surfside Tourist Bureau Recommendation

Tourism Director Fast provided an overview of the RFP and the Selection Committee process that took place for determining their proposed recommendation to the Board. She explained that after extensive deliberation from the Committee, they unanimously agreed upon selecting Jacober Creative.

After some discussion, Vice Chair Lehman made a motion to select and award the agreement to Jacober Creative and direct Tourism Director Fast to negotiate with Jacober Creative and negotiate an agreement that would be acceptable to the Town. The motion was seconded by Board Member Kalhan which carried 4-0 on roll call vote.

Tourism Director Fast announced that the Tourism Department has been honored by Visit Florida as finalists for the Flagler Awards and staff will be attending the Governors Conference in September. The Tourism Department has been nominated in two categories; social media and promotional materials.

7. Holiday Lights Recommendation: Miami Christmas Lights

Tourism Director Fast and Randy Meyerson of Miami Christmas Lights provided a PowerPoint presentation of the proposed holiday lights. Three style options were provided as well as two entrance options.

After some discussion, Board Member Kalhan made a motion to accept and move forward with the third option with the enhanced features. The motion was seconded by Vice Chair Lehman which carried 4-0 on roll call vote.

By consensus, the Board agreed upon selecting the second option for the entrance lighting.

8. Next Tourist Board Meeting: Monday, September 5, 2018 at 5:30pm

Chair Barbara Cohen advised the Board that the next meeting is on September 5, 2018 at 5:30 p.m.

9. Public Comments

George Kousoulas of 9225 Collins Avenue spoke regarding allowing public comments on each agenda item.

10. Adjournment

There being no further business to discuss, Vice Chair Lehman made a motion to adjourn the meeting. The motion was seconded by Board Member Kalhan and all voted in favor.

The meeting adjourned at 6:04 p.m.

Respectfully submitted:

Accepted this _____ day of _____, 2018

Barbara Cohen, Chair

Attest:

Elora Riera, CMC
Deputy Town Clerk

TOWN OF SURFSIDE RESORT TAX CUMULATIVE REPORT			
	FY 2016-17*	FY 2017-2018^	% change
2% FOOD/BEVERAGE	\$ 400,345	\$ 597,291	33%
4% ROOM/BOARD TAX	\$ 1,174,163	\$ 2,016,736	42%
4% SHORT TERM RENTAL	\$ 5,278	\$ 20,094	74%
TOTAL	\$ 1,579,786	\$ 2,634,121	40%

*as of 8/22/2017 ^as of 8/28/2018

BUDGET TO ACTUAL		34% to Tourist Board	66% to Comm Center
Current Recievables	\$ 2,634,121	\$ 895,601	\$ 1,738,520
Budgeted Estimations	\$ 2,440,050	\$ 829,617	\$ 1,610,433
% to budget	108%		