



## **Town of Surfside**

### **TOURIST BOARD MEETING AGENDA**

**February 4, 2019 – 5:30 p.m.**

Town Hall Commission Chambers –  
9293 Harding Ave, 2<sup>nd</sup> 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. Welcome – Chair Barbara Cohen**
- 3. Approval of Meeting Minutes: January 7, 2019**
- 4. A/R (Resort Tax)**

**Discussion Items:**

- 5. First Quarter Results – Jacober Creative + Anything But Advertising**
- 6. Beach Nourishment Crisis Communication Plan – Jacober Creative + Anything But Advertising + Creative State**

- 7. Glenn Douglas Winter Chamber Music Recap & Continuation in 2019 –  
Lindsay Fast, Tourism Director + Barbara Cohen, Tourist Board  
Chairwoman**
- 8. New York Times Travel Show Recap – Lindsay Fast, Tourism Director**
- 9. Holiday Lights – Lindsay Fast, Tourism Director**
- 10. Next Tourist Board Meeting: Monday, March 4, 2019 at 5:30pm**
- 11. Public Comment – 3-minute time limit each, please**
- 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](http://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

**January 7, 2019 – 5:30 p.m.**

Town Hall Commission Chambers –  
9293 Harding Ave, 2<sup>nd</sup> Floor, Surfside, FL 33154

#### Opening Items:

1. Call to Order/Roll Call

The meeting was called to order by Chair Barbara Cohen at 5:30 p.m.

Present: Chair Barbara Cohen  
Vice Chair Jeff Lehman  
Board Member Jennifer Brilliant  
Board Member MaryAnna Estomba

Absent: Board Member Bera Kalhan

Also present: Lindsay Fast, Tourism Director  
Duncan Tavares, Assistant Town Manager  
Haydee Sera, Town Attorney  
Frank Trigueros, Marketing and Special Proj. Coordinator  
Elora Riera, Deputy Town Clerk

2. **Welcome – Chair Barbara Cohen**

Chair Barbara Cohen welcomed everyone to the meeting.

3. **Approval of Minutes: December 12, 2018**

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

4. **A/R (Resort Tax)**

Tourism Director Fast provided the Board with the A/R resort tax spreadsheet, and she noted that the November accommodations receivables had not yet been received at the time of the report.

#### Discussion Items:

5. **LGBTQ Tourism Forum Recap – Frank Trigueros, Marketing & Special Projects Coordinator**

Frank Trigueros, Marketing & Special Projects Coordinator provided a presentation overview of the LGTBQ tourism forum and answered questions from the Board.

The Board requested to receive more information including costs.

**6. Historian Report – Dr. Paul George**

Tourism Director Fast commented that Mr. George could not attend the meeting tonight. She provided the Board with a report from Dr. George and is working to incorporate into the website and Insider's Guide. She said that his first tour is completely booked and the second tour is half booked. She is looking at the budget to see if a third tour will be possible since the first two events have been very popular.

**7. Third Thursdays Event Plan – Creative State + AA Musicians**

Lindsay McCallister of Creative State and Alan Andai of AA Musicians provided a presentation of the Third Thursdays event plan and answered questions from the Board.

Discussion ensued regarding what was learned from last year's event and how those changes will be implemented this year.

**8. Recommended Changes to the Sponsorship Application Form – Lindsay Fast, Tourism Director**

Tourism Director Fast provided a sponsorship application form to the Board for their review.

Vice Chair Lehman was very pleased with the form.

**9. Next Tourist Board Meeting: February 4, 2019 at 5:30pm**

Chair Barbara Cohen advised the Board that the next meeting is on February 4, 2019 at 5:30 p.m.

**10. Public Comments**

There were no public comments.

**11. 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 Brilliant and all voted in favor.

The meeting adjourned at 6:06 p.m.

Respectfully submitted:

Accepted this \_\_\_\_\_ day of \_\_\_\_\_, 2019

\_\_\_\_\_  
Barbara Cohen, Chair

Attest:

\_\_\_\_\_  
Sandra Novoa, MMC  
Town Clerk

<b>TOWN OF SURFSIDE RESORT TAX CUMULATIVE REPORT</b>			
	FY 2016-17*	FY 2017-2018^	% change
<b>2% FOOD/BEVERAGE</b>	\$ 531,938	\$ 742,000	28%
<b>4% ROOM/BOARD TAX</b>	\$ 1,491,224	\$ 2,297,883	35%
<b>4% SHORT TERM RENTAL</b>	\$ 5,987	\$ 20,805	71%
<b>TOTAL</b>	\$ 2,029,149	\$ 3,060,688	34%

\*as of 01/25/2017      ^as of 1/28/2019

BUDGET TO ACTUAL		34% to Tourist Bureau	66% to Comm Center
<b>Current Receivables</b>	\$ 3,060,688	\$ 1,040,634	\$ 2,020,054
<b>Budgeted Estimations</b>	\$ 2,440,050	\$ 829,617	\$ 1,610,433
<b>% to budget</b>	125%		

<b>TOWN OF SURFSIDE RESORT TAX CUMULATIVE REPORT</b>			
	FY 2017-2018*	FY 2018-2019^	% change
<b>2% FOOD/BEVERAGE</b>	\$ 66,665	\$ 135,539	51%
<b>4% ROOM/BOARD TAX</b>	\$ 296,695	\$ 239,290	-24%
<b>4% SHORT TERM RENTAL</b>	\$ 1,850	\$ 3,255	43%
<b>TOTAL</b>	\$ 365,210	\$ 378,084	3%

\*as of 1/20/2018      ^as of 1/28/2019

BUDGET TO ACTUAL		34% to Tourist Bureau	66% to Comm Center
<b>Current Receivables</b>	\$ 378,084	\$ 128,549	\$ 249,535
<b>Budgeted Estimations</b>	\$ 2,930,000	\$ 996,200	\$ 1,933,800
<b>% to budget</b>	13%		

ITEM	MEETING	NOTES/OUTCOME	NEXT STEPS	TENTATIVE SCHEDULE	COMPLETE
<b>TOURIST BOARD DISCUSSION ITEMS / DIRECTION GIVEN</b>					
Israel Innovation Expo Sponsorship	November 14, 2018 TB Meeting	Approved	Agreement stipulating free resident admission and working with a minimum of 2 local businesses	TBD	
LGBTQ Tourism Forum Recap	7-Jan-19	Board Requested more information and cost of GMCVB Sensitivity Training for Hotels & Local Businesses		Feb 4th	
<b>ON UPCOMING COMMISSION AGENDA</b>					
DVAC Appointment Recommendations	12-Feb-19	Charter Resolution was approved by Town Commission 1/8	Committee Appointment Recommendation to be made at February Town Commission Meeting by the Town Manager		
Code of Ethics Ordinance Enhancements and Amendment	12-Feb-19				
<b>ON FUTURE COMMISSION AGENDA</b>					
Beach Nourishment Reserves Crisis Management Campaign	12-Mar-19	Upon approval of the Tourist Board at the 2/4 Meeting, Tourism Director will bring the topic to the Town Commission	Awaiting approval from the Tourist Board	Feb 4 Present to the Tourist Board, upon approval present to the Town Commission	
<b>COMPLETED</b>					
Year in Review FY 2017/18	October 8, 2018 TB Meeting		NONE	NA	Complete
VISIT FLORIDA Conference Recap presentation	October 8, 2018 TB Meeting		NONE	NA	Complete
Marketing Plan presentation	October 22 special TB meeting		NONE	NA	Complete
SFCA Recap presentation	November 14, 2018 TB Meeting		NONE	NA	Complete
Budget Tracker	November 14, 2018 TB Meeting	Note any sponsorships that come from any budget line other than contingency. Included in Dec Agenda Packet	NONE	NA	Complete
Adjusted Sponsorship form	January 07, 2019 TB Meeting		NONE	NA	Complete
Hisotrian Report	January 07, 2019 TB Meeting	Review possibility of adding a 3rd Historical Tour	Was able to accommodate an additional tour within the events budget line		Completed