



**Town of Surfside**  
**TOURIST BOARD MEETING**  
**AGENDA**

**June 3, 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: May 6, 2019**
- 4. A/R (Resort Tax)**

**Discussion Items:**

- 5. RFP 2019-01 Holiday Lights for the Town of Surfside - Lindsay Fast, Tourism Director**

- 6. National Travel and Tourism Week Recap – Anything but Advertising + Lindsay Fast, Tourism Director**
- 7. Paddletopia Recap – Sara Liss, Friday Beach + Lindsay Fast, Tourism Director**
- 8. Israel Innovation Expo Recap – Lindsay Fast, Tourism Director**
- 9. Capital Improvements with Tourist Board Funds – Charles Kesl, Tourist Board Member**
- 10. Budget Ideas and Requests for Fiscal Year 2019 / 2020 – Lindsay Fast, Tourism Director**
- 11. Next Tourist Board Meeting: Monday, July 1, 2019 at 5:30pm**
- 12. Public Comment – 3-minute time limit each, please**
- 13. 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.

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## **Town of Surfside**

### **TOURIST BOARD MEETING MINUTES**

**May 6, 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 5:34 p.m.

Present: Chair Barbara Cohen  
Board Member Neil Goodman \*arrived at 5:36pm  
Board Member Jennifer Brilliant  
Board Member Charles Kesl

Absent Vice Chair Lehman

Also present: Lindsay Fast, Tourism Director  
Duncan Tavares, Assistant Town Manager  
Haydee Sera, Town Attorney  
Michael Karukin, Town Commission Liaison \*\*arrived  
at 5:36pm  
Frank Trigueros, Marketing and Special Projects  
Coordinator  
Frantza Duval, Recording Clerk

##### **2. Welcome – Chair Barbara Cohen**

Chair Barbara Cohen welcomed everyone to the meeting.

##### **3. Approval of Meeting Minutes: April 1, 2019**

Board Member Brilliant made a motion to approve the April 1, 2019 minutes. The motion received a second from Board Member Kesl and all voted in favor.

\*Board Member Neil Goodman entered the meeting.

\*\*Commissioner Liaison Michael Karukin entered the meeting.

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

Chair Barbara Cohen stated that she continues to be amazed at the numbers. It is good to see the growth and that she hopes that the people that enjoy the Community Center enjoy the growth as well.

**Discussion Items:**

**5. Second Quarter Results – Jacober Creative + Anything But Advertising**

Tourism Director Fast presented Luisa Jimenez representing Jacober Creative. Ms. Jimenez provided a portion of the second quarter results.

Board Member Kesl asked for a background of the company. Ms. Jimenez explained Jacober Creative and what their services are. He also asked questions regarding different sections of the report. All questions and concerns were addressed by Ms. Jimenez and Tourism Director Fast.

Claire Kunzman from Anything But Advertisement presented the public relations report to the Board.

Board Member Kesl questioned the methods to track performance and the assessment of the attribution of work that is being done by the agency. He went on to asked for the direct results in order to track performance.

Tourism Director Fast provided an overview of the hotel statistics and stated that there was an increase in occupancy during the last quarter and overall during the current fiscal year.

**6. National Travel and Tourism Week Plan – Lindsay Fast, Tourism Director**

Tourism Director Fast stated that the National Travel and Tourism Week began on Sunday. She went on to explain that the Tourism Department would be visiting all the hotels in Town to honor the top three employees that were nominated by the hotel management of all the local hotels. These employees will receive an award during a small ceremony conducted by the Tourism Department.

**7. Digital Travel Summit Re-cap – Frank Trigueros, Marketing & Special Projects Coordinator**

Marketing and Special Projects Coordinator Trigueros provided the Board a recap from the Digital Travel Summit he attended and provided ideas for consideration.

Board Member Kesl asked if Jacober Creative checks all the links and tabs within the Visit Surfside webpage because he was experiencing some broken links on the webpage. The representative from Jacober Creative stated that they will advise the developer to look into it.

After some discussion, it became clear that the errors on Board Member Kesl's computer were due to the Town's WiFi restrictions and not related to the Visit Surfside website monitored by Jacober Creative.

**8. Historical Walking Tours Re-Cap – Lindsay Fast, Tourism Director**

Chair Barbara Cohen stated that she attended one of the Historical Tours and it was very enjoyable and informative.

Tourism Director Fast provided more information and a recap of all the historical walking tours. There was a total of 150 tickets provided and the events were very well received by residents and visitors.

**9. Third Thursdays Re-cap – Creative State + AA Musicians**

Tourism Director Fast introduced Creative State who provided a recap regarding the Third Thursdays event.

Board Member Kesl asked questions regarding the data that gets captured from visitors and residents during the events.

There was extensive discussion amongst the board on how to get businesses to participate and be more involved in the Town's events.

**10. RFP 2019-01 Holiday Lights for the Town of Surfside - Lindsay Fast, Tourism Director**

Tourism Director Fast provided a verbal update on the RFP 2019-01 Holiday Lights for the Town of Surfside. She stated that there is still a Cone of Silence but asked the Board if there was a desire for presentations from the top two or three proposers. There was consensus to allow for presentation during the June meeting.

**11. Contingency Fund Update – Lindsay Fast, Tourism Director**

Tourism Director Fast requested to reallocate a total amount of \$6,500 for some banners that they will not be using on the GMCVB website to the contingency fund for a total balance of \$18,500 if approved.

Board member Brilliant made a motion to reallocate the \$6,500 to the contingency fund. The motion received a second from Board member Kesl and all voted in favor.

Tourism Director asked for after-the-fact approvals for some expenditures incurred on repairing one of the turtles that was hit by a car. The cost to repair was \$1,050; Third Thursday overage of \$700; Paddletopia media group accommodations for a total of \$2,000; National Travel and Tourism Week expenses for a total cost of \$1,450, and she proposed to install a museum table on Turtle Walk for a cost of \$3,350.

There was some discussion regarding the Turtle Walk table and the importance of telling the Tale of the Surfside Turtles and educating people on the importance of turtle conservation.

Liaison Commissioner Karukin asked if it was possible to include the story of how one of the Turtles was shipped to Sandy Hook Elementary in Connecticut.

Marketing and Special Projects Coordinator Trigueros recommended to consider changing the banners that are currently on the Turtle Walk with some new banners as the current ones are very faded.

There was some discussion regarding the different influencers and media who will be in attendance for Paddletopia to promote the event and the Town of Surfside.

There was discussion about the contingency fund and how to handle the items that were presented for approval.

Board Member Brilliant made a motion to approve everything on the list. The motion received a second from Board Member Goodman and all voted in favor.

**12. Next Tourist Board Meeting: Monday, June 3, 2019 at 5:30pm**

Chair Barbara Cohen reminded everyone that their next meeting will take place on Monday, June 3, 2019 at 5:30pm.

**13. Public Comment – 3-minute time limit each, please**

There were no public comments.

**14. Adjournment**

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

The meeting adjourned at 8:26 p.m.

Respectfully submitted:

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

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

Attest:

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

- 6. National Travel and Tourism Week Recap – Anything but Advertising + Lindsay Fast, Tourism Director**
- 7. Paddletopia Recap – Sara Liss, Friday Beach + Lindsay Fast, Tourism Director**
- 8. Israel Innovation Expo Recap – Lindsay Fast, Tourism Director**
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<b>TOWN OF SURFSIDE RESORT TAX CUMULATIVE REPORT</b>			
	FY 2017-2018*	FY 2018-2019^	% change
2% FOOD/BEVERAGE	\$ 437,992	\$ 635,492	31%
4% ROOM/BOARD TAX	\$ 1,577,781	\$ 1,826,373	14%
4% SHORT TERM RENTAL	\$ 12,066	\$ 12,324	2%
<b>TOTAL</b>	<b>\$ 2,027,839</b>	<b>\$ 2,474,189</b>	<b>18%</b>

\*as of 05/25/2018      ^as of 05/24/2019

BUDGET TO ACTUAL		34% to Tourist Bureau	66% to Comm Center
Current Receivables	\$ 2,474,189	\$ 841,224	\$ 1,632,965
Budgeted Estimations	\$ 2,930,000	\$ 996,200	\$ 1,933,800
% to budget	84%		

ITEM	MEETING	NOTES/OUTCOME	NEXT STEPS	TENTATIVE SCHEDULE	COMPLETE
<b>TOURIST BOARD DISCUSSION ITEMS / DIRECTION GIVEN</b>					
Holiday Lights RFP	3-Jun	Invited top 2 proposers due to the fact that the scores were so close	Award RFP at June 3 Tourist Board Meeting		
<b>ON UPCOMING COMMISSION AGENDA</b>					
<b>ON FUTURE COMMISSION AGENDA</b>					
<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	Notate 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
Historian Report	January 07, 2019 TB Meeting		Was able to accommodate a 3rd tour within the events budget line	NA	Completed
Israel Innovation Expo Sponsorship	November 14, 2018 TB Meeting	Signed agreement stipulating free resident admission and working with a minimum of 2 local businesses	NONE	NA	Completed
DVAC Appointment Recommendations	12-Feb-19	Charter Resolution was approved by Town Commission 1/8, and Committee appointments were made 2/12/19.	NONE	NA	Completed
Code of Ethics Ordinance Enhancements and Amendment	12-Feb-19	Approved at second reading	NONE	NA	Completed
Beach Renourishment Pop-Up Beach	11-Mar-19	Board requested alternatives to what was presented for Ocean Terrace		1-Apr-19	Completed
LGBTQ Tourism Forum Recap	7-Jan-19	Board Requested more information and cost of GM/CVB Sensitivity Training for Hotels & Local Businesses		Feb 4th	Completed
National Travel & Tourism Week	5/6/2019				Completed