



**Town of Surfside  
Tourist Board  
AGENDA  
Monday, January 9, 2023  
5:30 PM  
Town Commission Chambers**

***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.***

***Rule 6.06 (a)3 Agenda. The good and welfare portion of the agenda set for 8:15 p.m. shall be restricted to discussion on subjects not already specifically scheduled on the agenda for discussion and debate. In no event shall this portion of the agenda be allotted more than 45 minutes with each speaker to be given no more than three minutes, unless by vote of a majority of the members of the commission present, it is agreed to extend the time frames. Likewise, commission members shall be restricted to speaking three minutes each unless an extension is granted in the same manner as set forth in the prior sentence.***

***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 community-based organization for the purpose of requesting a grant without special compensation or reimbursement for the appearance; and any person who only appears as a representative of a neighborhood, homeowners or condominium association without compensation for the appearance, whether direct or indirect or contingent, to express support of or opposition to any item.***

***Per Miami Dade County Fire Marshal, the Commission Chambers has a maximum capacity of 99 people. Once this capacity has been reached, people will be asked to watch the meeting from the first floor.***

1. **Call to Order/Roll Call**
2. **Town Commission Liaison Report**
3. **Agenda and Order of Business**
4. **Approval of Minutes**
  - 4.A **December 5, 2022 Tourist Board Meeting Minutes** - Deputy Town Clerk Evelyn Herbello  
[12-05-2022 Tourist Board Meeting Minutes.pdf](#)
5. **Resort Tax Collection and Vacancies Report**
  - 5.A **Resort Tax Update** - Tourism and Communications Director Frank Trigueros
6. **Discussion Items**
  - 6.A **2023 Historical Walking Tours** - Tourism and Communications Director Frank Trigueros
  - 6.B **Event Recaps: Mike's Birthday and Music on the Beach Salsa Band** - Tourism and Communications Director Frank Trigueros
  - 6.C **Event Series Proposal: Plastic Fisherman** - Tourism and Communications Director Frank Trigueros  
[Let's go Plastic Fishing, Surfside! \(2023 Event Program\).pdf](#)
  - 6.D **Updated Destination Guide** - Tourism and Communications Director Frank Trigueros
  - 6.E **Special Events Manager** - Vice Chair Ben Jacobson
7. **Board Member Comments**
8. **Public Comments**
9. **Next Meeting**
  - 9.A **Next Meeting: February 6, 2023 at 5:30 p.m.** - Deputy Town Clerk Evelyn Herbello
  - 9.B **Tourist Board Meeting Dates for 2023** - Deputy Town Clerk Evelyn Herbello  
[2023 Tourist Board Meeting Dates.docx](#)
10. **Adjournment**

Respectfully submitted,

Hector R. Gomez

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.

IN ACCORDANCE WITH THE PROVISIONS OF SECTION 286.0105, FLORIDA STATUTES, ANYONE WISHING TO APPEAL ANY DECISION MADE BY THE TOWN OF SURFSIDE COMMISSION, WITH RESPECT TO ANY MATTER CONSIDERED AT THIS MEETING OR HEARING, WILL NEED A RECORD OF THE PROCEEDINGS AND FOR SUCH PURPOSE, MAY NEED TO ENSURE THAT A VERBATIM RECORD OF THE PROCEEDINGS IS MADE WHICH RECORD SHALL INCLUDE THE TESTIMONY AND EVIDENCE UPON WHICH THE APPEAL IS TO BE BASED.

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 OTHER TOWN BOARDS MAY ATTEND 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  
January 9, 2023**

**DISCUSSION ITEM MEMORANDUM**

**Agenda #:** 4.A

**Date:** January 9, 2023

**From:** Deputy Town Clerk Evelyn Herbello

**Subject:** December 5, 2022 Tourist Board Meeting Minutes

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**Town of Surfside  
Tourist Board  
MINUTES  
December 5, 2022  
5:30 PM  
Town Commission Chambers**

**1. Call to Order/Roll Call**

Chair Tourgeman called the meeting to order at 5:33 p.m.

Deputy Town Clerk Herbello called the roll and the following members of the Board were present.

Present: Chair Eli Tourgeman, Vice Chair Ben Jacobson, Board Member Lisa Herman and Board Member Ezequiel Singer.

Absent: Board Member Diana Gonzalez

Also Present: Commission Liaison Mayor Shlomo Danzinger, Town Manager Andrew Hyatt, Assistant Town Manager Jason Greene, Town Attorney Roger Pou and Tourism and Communications Director Frank Trigueros.

**2. Town Commission Liaison Report**

Mayor Danzinger provided his Commission Liaison report and spoke regarding the last commission meeting which discussed the multi-year agreements. He requested for those items to be deferred because the Tourist Board was unable to meet and wanted to give this Board an opportunity to discuss. He stated that there was confusion pertaining to the multiyear contracts, but since the Commission trusts Board members and does not want to micro manage, they will allow the Board to determine when they want to approach the Commission for multiyear agreements.

Chair Tourgeman has a concern because one of the reasons why they have been appointed to the Board is because they are confident that they will do a good job on this Board. His concern is that unless there is something unusual that then it should be up to this Board to make the determinations. He stated that this item was to approve the multi-year contracts.

Mayor Danzinger stated that it was deferred to the Board to make the determination on the

contracts and the majority of the Commission agrees with the same sentiment.

Chair Tourgeman stated that they are adamant on having programs and spending the funding for those projects.

Mayor Danzinger spoke regarding the agenda and the different projects proposed, adding that some ideas may be more cost effective if executed internally. He mentioned the possibility of adding a special events position to the department to handle the events and suggested adding a discussion item to the January agenda.

Chair Tourgeman stated that a lot of them have not been approved yet just chosen for further research.

Board Member Singer spoke regarding the comments made by Mayor Danzinger.

Vice Chair Jacobson addressed the comments made regarding the multi-year contracts and the reasoning for that recommendation.

### **3. Agenda and Order of Business**

A motion was made by Vice Chair Jacobson to move item 6C (96th Street Concept Design-Bal Harbour Village) to be heard before item 6A (Third Thursdays Series Agreement), seconded by Board Member Herman. The motion carried with a 4-0 vote with Board Member Gonzalez absent.

### **4. Approval of Minutes**

#### **4.A October 3, 2022 Tourist Board Meeting Minutes** - Deputy Town Clerk Evelyn Herbello

A motion was made by Board Member Herman to approve the October 3, 2022 Tourist Board Meeting Minutes, seconded by Board Member Singer. The motion carried with a 4-0 vote with Board Member Gonzalez absent.

[10-03-2022 Tourist Board Meeting Minutes.pdf](#)

### **5. Resort Tax Collection and Vacancies Report**

#### **5.A Vacancies and Resort Tax Report** - Tourism and Communications Director Frank Trigueros

Tourism and Communications Director Trigueros provided an overview of the Resort Tax and Vacancies Report.

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

### **6. Discussion Items**

#### **6.A Third Thursdays Series Agreement** - Tourism and Communications Director

Frank Trigueros

Tourism and Communications Director Trigueros introduced the item.

A motion was made by Vice Chair Jacobson to approve the contract for one year, seconded by Board Member Singer. The motion carried with a 3-1 vote with Board Member Herman voting in opposition and Board Member Gonzalez absent.

**6.B Music on the Beach Series Agreement - Tourism and Communications Director Frank Trigueros**

Tourism and Communications Director Trigueros introduced the item.

Board Member Herman asked if the weather is bad would it be rescheduled.

Alan Andai addressed the comment made and said they would try rescheduling if possible with the amount of time given.

A motion was made by Vice Chair Jacobson to approve the contract for one year and to grant Tourism and Communications Director Trigueros the flexibility to reschedule in the event of inclement weather and pay rescheduling fees, seconded by Board Member Singer. The motion carried with a 4-0 vote with Board Member Gonzalez absent.

**6.C 96th Street Concept Design - Bal Harbour Village - Vice Chair Ben Jacobson - Vice Chair Ben Jacobson**

Recommend to the Town Commission to move forward with a partnership with the Village of Bal Harbour to beautify 96th Street between Collins Avenue and the water.

Assistant Town Manager Greene provided a summary of the item and the funding involved. He spoke regarding the concern of the ownership and that needs to be locked down in order to go to the Commission. He stated that the recommendation would be to use the reserves and they would need a more solid number of the cost. He stated that it will be the Commission's decision to approve the funding. He also stated that this is not one of the capital improvement projects currently in their five-year plan.

Chair Tourgeman asked regarding the funding of this joint venture and if the funding would come strictly from the Tourist Fund.

Assistant Town Manager Greene stated that it would be coming from the Tourist Fund reserves.

Vice Chair Jacobson asked what is the maximum by law that the Tourist Fund must have in their reserves.

Assistant Town Manager Greene stated that he is not aware if there is a cap placed.

Vice Chair Jacobson spoke regarding the architects and design team of this project.

He spoke regarding only possibly funding this project and not the design portion of the project.

Assistant Town Manager Greene addressed the comments made and that his understanding is that the request is to split the project.

Mayor Danzinger stated that they met with Bal Harbour and stated that they would come back to the Town with a project price.

Further discussion took place regarding the specifics of funding and the conversations that took place among the Town and Bal Harbour as it pertains to this project.

A motion was made by Vice Chair Jacobson to direct the Town Administration to have Bal Harbour come back to the Tourist Board with more concrete information and funding for this project, seconded by Board Member Singer. The motion carried with a 4-0 vote with Board Member Gonzalez absent.

[96 Street Concept Design.pdf](#)

**6.D Officer Mike's Birthday Event** - Frank Trigueros, Tourism and Communications Director

Tourism and Communications Director Trigueros introduced the item to request some funding for Officer Mike's birthday party event.

Chair Tourgeman believes that \$3,000 is too much but does like that the event is coordinated with the Farmer's Market. He is willing to go up to \$2,000.

A motion was made by Vice Chair Jacobson to approve up to \$2,000 from Tourist Fund to promote Officer Mike's Birthday Event, seconded by Board Member Herman. The motion carried with a 4-0 vote with Board Member Gonzalez absent.

**6.E Third Thursdays Theme Selection** - Frank Trigueros, Tourism and Communications Director

Tourism and Communications Director Trigueros introduced the item.

The Board Members discussed the different events and chose the ones they would like to see offered.

After a lengthy discussion to Board reached consensus on the selection of the following events: Latin Cultural Music Festival, Roll Around the Decades, which may potentially be enhanced, Tropical Caribbean Night and Luau Night.

[Third Thursdays 2023 Theme Options.pdf](#)

**6.F Alan Andai Additional Events** - Frank Trigueros, Tourism and Communications Director

Tourism and Communications Director Trigueros introduced the item.



Alan Andai provided a summary and overview of the different events.

The Board Members had discussion regarding the events presented and agreed to have the following events come back with detailed proposals and pricing: 1) Karaoke Night; 2) Mixology Tasting; 3) Game Night; 4) Casino Royale; 5) Explore Additional Movie Nights; 6) Carnival Fair Event at an adjusted budget of \$25,000; 7) Seafood Festival/Fishing Experience; 8) Poker Texas Hold'Em Tournament; and 9) Taste of Surfside.

Mr. Andai stated that he will be returning with full proposals for the ideas by the Board.

Tourism and Communications Director Trigueros will work Parks and Recreation Director Milian and Assistant Parks and Recreation Director Hernandez to determine the viability of the Community Center greenspace as a suggested location given that the capacity is not too high.

[Alan Andai Additional Events.pdf](#)

**6.G Surfside Under the Stars** - Frank Trigueros, Tourism and Communications Director

Tourism and Communications Director Trigueros introduced the item.

Susan Liss provided an overview of the project and item which depicted a similar block party event series to Third Thursdays but held at 93rd Street instead, January through April on the first Saturday of the month.

A motion was made by Vice Chair Jacobson to approve the series as presented, seconded by Board Member Herman. The motion carried with a 4-0 vote with Board Member Gonzalez absent.

**6.H Summer Fridays/Sundays Events 2023** - Tourism and Communications Director Frank Trigueros

Tourism and Communications Director Trigueros introduced the item. He requested from the Board to select the date to move forward with this event.

Chair Tourgeman suggested Sundays would be better.

Consensus was reached by the Board to move forward with holding the 2023 events on Sundays.

**6.I November Paddletopia Recap** - Tourism and Communications Director Frank Trigueros

Tourism and Communications Director Trigueros introduced the item.

Sara Liss provided a recap of the Paddletopia event which proved very successful despite the unfortunate crane barge incident the night before.

No discussion took place.

**6.J Public Relations Update - Tourism and Communications Director Frank Trigueros**

Tourism and Communications Director Trigueros introduced the item which included the coverage results secured by the CIIC PR team for Paddletopia. Overall, \$44,000 worth of coverage was secured across various platforms and channels including NBC's 6 in the Mix.

Tourism and Communications Director Trigueros also spoke about an additional PR initiative executed internally, which was a group press dinner at The Surf Club Restaurant organized in partnership with VISIT FLORIDA and the Greater Miami Convention & Visitors Bureau (GMCVB) to highlight Florida's new Michelin guide. Journalists from top publications and cross markets including Food and Wine Espanol participated and were highly impressed with the experience. Coverage results will be shared with the Board once available.

Overall the Board was very pleased with the CIIC team's results from Paddletopia; however, there was no direction to engage them further for now. This may be revisited once new events come online.

**7. Board Member Comments**

There were no Board Member comments.

**8. Public Comments**

There were no public speakers.

**9. Next Meeting**

**9.A Next Meeting: January 9, 2023.** - Deputy Town Clerk Evelyn Herbello

Consensus was reached by the Board to hold the next meeting on January 9, 2023 since the originally scheduled dates of January 2, 2023 is a holiday.

**10. Adjournment**

There being no further business to conduct before the Board, a motion was made by Vice Chair Jacobson to adjourn the meeting without objection at 7:48 p.m., seconded by Board Member Herman. The motion carried with a 4-0 vote with Board Member Gonzalez absent.

Respectfully submitted:

Accepted this \_\_\_\_\_ day of \_\_\_\_\_, 2022.

\_\_\_\_\_  
Eli Tourgeman, Chair

Attest:

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Evelyn Herbello, BS, CMC  
Deputy Town Clerk



**Town of Surfside  
Tourist Board  
January 9, 2023**

**DISCUSSION ITEM MEMORANDUM**

**Agenda #:** 6.A

**Date:** January 9, 2023

**From:** Tourism and Communications Director Frank Trigueros

**Subject:** 2023 Historical Walking Tours

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**Town of Surfside  
Tourist Board  
January 9, 2023**

**DISCUSSION ITEM MEMORANDUM**

**Agenda #:** 6.B

**Date:** January 9, 2023

**From:** Tourism and Communications Director Frank Trigueros

**Subject: Event Recaps: Mike's Birthday and Music on the Beach Salsa Band**

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**Town of Surfside  
Tourist Board  
January 9, 2023**

**DISCUSSION ITEM MEMORANDUM**

**Agenda #:** 6.C

**Date:** January 9, 2023

**From:** Tourism and Communications Director Frank Trigueros

**Subject: Event Series Proposal: Plastic Fisherman**

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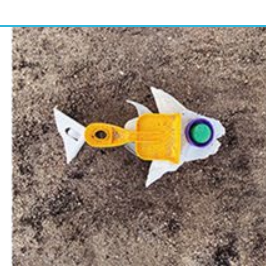
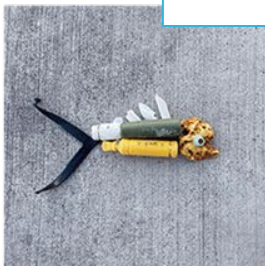
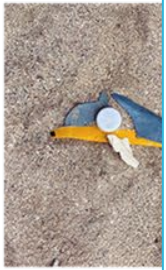
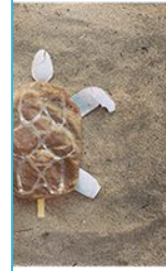
TOWN OF SURFSIDE  
& PLASTIC FISHERMAN  
Event Series Proposal  
\_ 12.26.22



Plastic Fisherman is a global project born in Surfside, FL that uses art and creativity to call attention to the dangers of marine plastic pollution.

Our mission is to educate people about the negative impact of plastics on marine life and inspire action.

We turn beach cleanups into something we call *plastic fishing* a fun, easy-to-do activity that can turn anyone, anywhere, into a plastic fisherman.





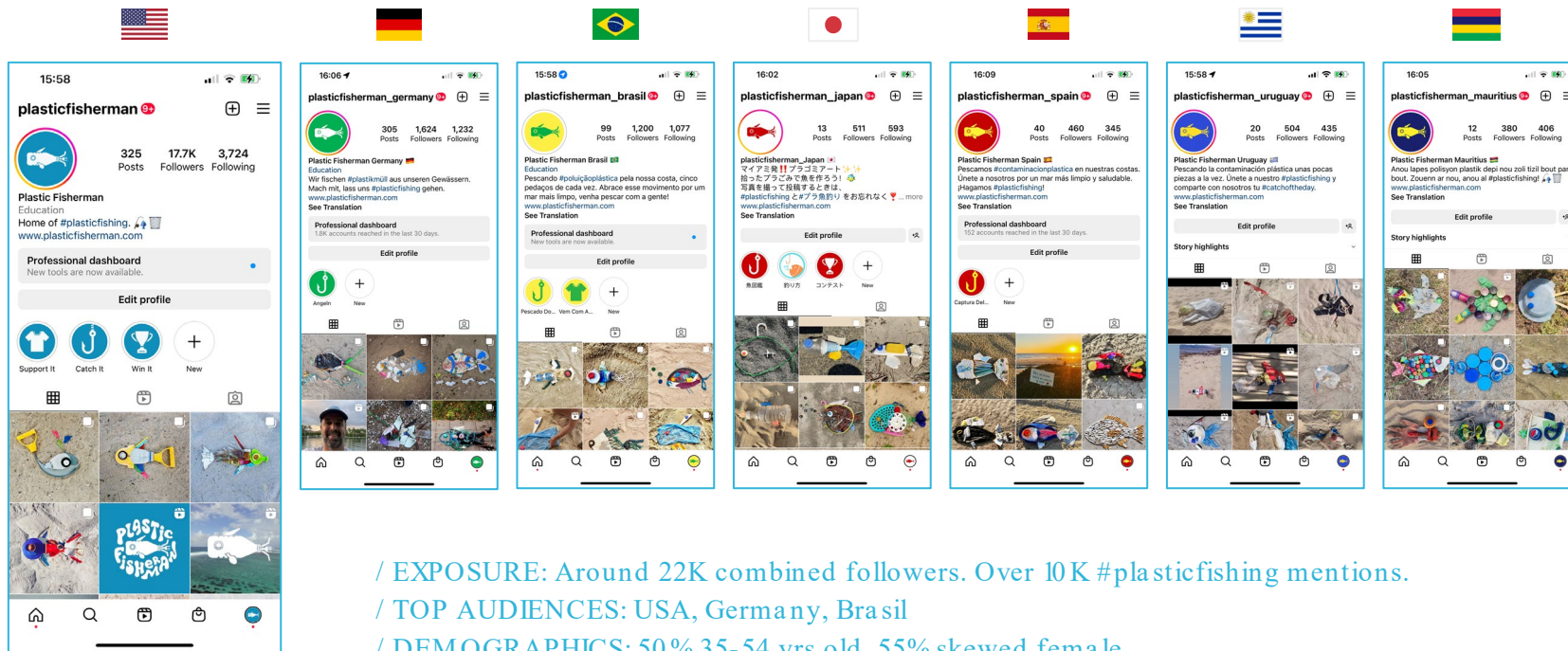


What is  
**PLASTIC  
FISHING**  
?

1. Pick up five or more pieces of plastic polluting your beach or community.
2. Use them to make a little 🐟.
3. Snap a 📸 of your catch.
4. Share it on IG using #plasticfishing.
5. Clean it all up and put it in the 🗑️.



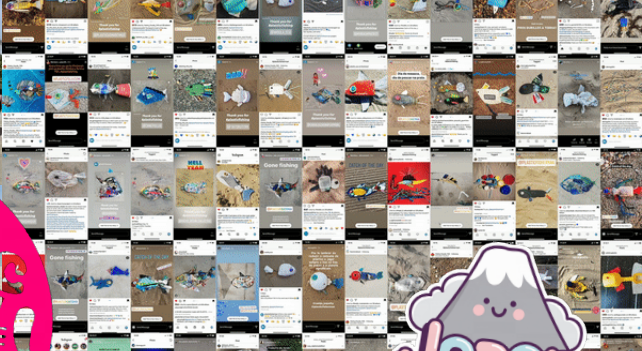
# Instagram footprint



/ EXPOSURE: Around 22K combined followers. Over 10K #plasticfishing mentions.

/ TOP AUDIENCES: USA, Germany, Brasil

/ DEMOGRAPHICS: 50% 35-54 yrs old, 55% skewed female



BRAZIL





# PLASTIC FISHING FESTIVAL



## Our Events

We inspire action by turning a beach cleanup into a fun, educational, and creative activity.

We offer families, students, and anyone who cares about our ocean's health a playful time caring for the beach and a hands-on opportunity to learn about marine plastic pollution and ways to mitigate it.

As for our partners, we offer support to their sustainability mission and exposure to our 20K+ followers through posts and stories about the event on our multiple Instagram accounts.

## Event Routine

### Week Leading to Event

- Promoted IG post inviting to event.
- Daily event announcements as IG Stories.

### Day Of Event

- 8am: unload material and setup of space (tents, tables, etc).
- 10am: event start, welcome message, and introduction to plastic fishing.
- 10:30-11:15: beach cleanup.
- 11:15-12pm: plastic fishing activity, giveaways.
- 12pm-1pm: sorting collected trash by type, weight it, event wrap up.
- 1pm-2pm: disassemble space, load material back on vehicles.



## Event Package

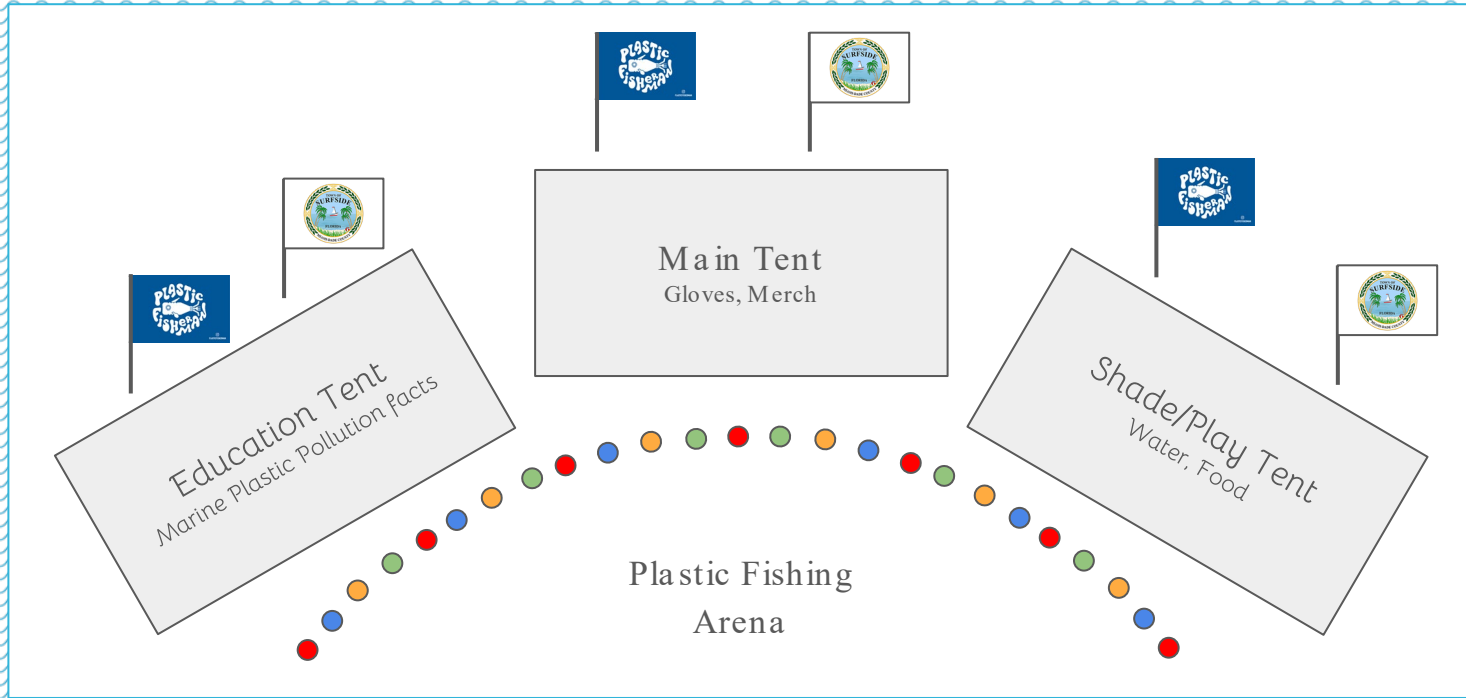
### On location

- 03 20x10ft white tents
- 06 flagpoles & event flags
- 03 6ft tables
- 06 vertical banners with educational content
- 50 buckets to clean up the trash
- 50 pairs of gloves to clean up the trash
- 04 hand sanitizer gel bottles
- 02 water dispensers (BYOB)
- 50 event-themed t-shirts to giveaway (sizes TBD)
- 50 event-themed tote bags to giveaway
- 04 people staff
- 100 açai sorbet or paletas or popsicles
- Event insurance
- One invited partner organization per event.

### Social Media

- 02 promoted IG posts with exposure to 30K+ ppl (target TBD).
- 03 IG Stories leading up to event (invitation).
- 02 IG Stories of event (with event photos and video)
- 60-second video of event captured by a professional cinematographer:  
<https://www.instagram.com/gabbavisuals/>

## Event Structure





# Education Tent\_ Example of Material

**PLASTIC AQUARIUM**  
THE SEA IS FOR FISH, NOT PLASTIC  
JASON HYDE

**PLASTICUS BRUTUS**

Meet the Plasticus Brutus, a fast-growing species resulting from different floating plastic pieces breeding with each other. Usually found by the water line or hidden between rocks, these creatures are endangering sea turtles and whales who mistake them for food.

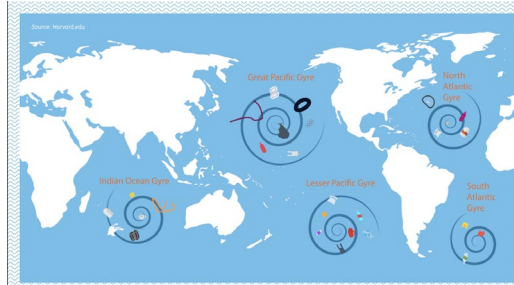
**PLASTICUS FISHUS**

Did you know that an average of 8 million metric tons of plastic enters the ocean every year? Did you know that if we continue on that path, by 2050 there'll be more plastic than fish? Unless we take action now, the Plasticus Fishus will be our ocean's number one species.

**BALUNUS SINISTRUS**

Usually found around birthday parties, the rubbery Baloonus Sinistrus is a proven seabird killer. Commonly mistaken for food, it blocks the bird's intestinal tract, causing a slow, painful death by starvation. Please join us in fishing it out of our beaches and seas!

Plastic Name	POLYETHYLENE TEREPHTHALATE	HIGH-DENSITY POLYETHYLENE	POLYPROPYLENE	LOW-DENSITY POLYETHYLENE	POLYPROPYLENE	POLYETHYLENE	Other plastics (styrene, acrylic, polycarbonate, etc.)
Recycling Code	1	2	3	4	5	6	7
Abbreviation	PET or PETE	HDPE	PVC	LDPE	PP	PS	OTHER
Recyclable?	Commonly Recycled	Commonly Recycled	Sometimes Recycled	Sometimes Recycled	Occasionally Recycled	Commonly Recycled (but difficult to do)	Difficult to Recycle
Percentage Recycled Annually	30%	50-55%	<1%	0%	3%	34%	Low
How Long to Decompose Under Ideal Conditions	5-10 Years	100 Years	Never	500 Years	20-30 Years	50 Years	Months to three years (varies with conditions)
Maximum Temperature	70°C (158°F)	120°C (248°F)	70°C (158°F)	80°C (176°F)	135°C (275°F)	90°C (194°F)	Styrene under 125°C (255°F); Acrylic and PS over 150°C (302°F)
Toxicity Level	Low	Low	High	Low	Low	High	High



### OUR WORLD OCEAN provides

**THE AIR WE BREATHE**

>50% The ocean produces over half of the world's oxygen and takes 10 times more carbon dioxide than our atmosphere.

**CLIMATE REGULATION**

70% Cooling 70% of the Earth's surface, the ocean transports heat from the equator to the poles, regulating our climate and weather patterns.

**TRANSPORTATION**

76% Percent of all US trade involves some form of marine transportation.

**RECREATION**

From fishing to boating to kayaking the ocean provides us with so many unique activities.

**ECONOMY**

Almost the US ocean economy is \$282 billion in goods and services. Ocean-dependent businesses employ about 3 million people.

**FOOD**

The ocean provides much more than just seafood. From aquaculture to sea salt, the ocean provides us with so many unique products.

**MEDICINE**

Many medicinal products come from the ocean. From sponges to seaweed, the ocean provides us with so many unique products.

Source: NOAA

Plastic Fisherman is a global project that uses art and social media to call attention to the dangers of marine plastic pollution.

We invite action through creativity, turning beach cleanups into a playful activity we named 'plastic fishing.'

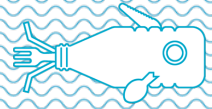
To this day, the #plasticfishing movement has removed thousands of pounds of plastic pollution from beaches and the environment, one plastic fish at a time.

Join a community united by one belief: the sea should be for fish, not plastic.

plasticfisherman.com

An aerial photograph of a beach area with several modern, multi-story buildings in the background. The buildings have curved facades and many windows. The beach is sandy and has some people and umbrellas. The ocean is in the foreground with small waves. Overlaid on the image is the text 'POSTCARD Fishing Festival' in a large, white, rounded font. The text is semi-transparent and covers most of the middle and lower parts of the image.

POSTCARD  
Fishing  
Festival



Let's go  
#plasticfishing,  
Surfside!



# 2023 Surfside Plastic Fishing Festival Dates

To keep the plastic pollution topic in mind, we propose an event per quarter.

Let's pick four of the following dates and turn them into fun Plastic Fishing events open to all Surfside residents and visitors.



# Rock The Beach Plastic Fishing Festival

Sunday, March 12, 2023

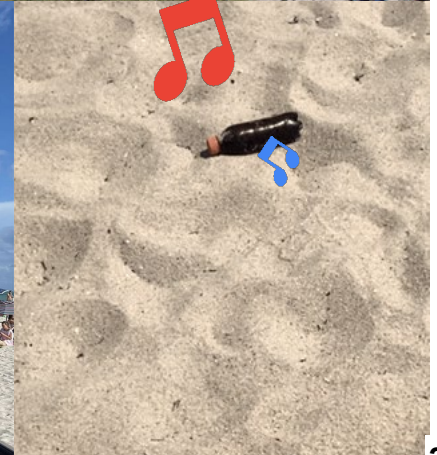
Music and plastic fishing go hand in hand.  
We could bring them together during Surfside's  
Classic Rock Band event on March 12th, 2023.

We'll set up camp next to the stage and run  
our beach cleanup and plastic thing activities  
before and/or during the band's presentation.

\*Potential partner: *TBD*



\*Potential partners are a suggestion. Other partners may  
be brought in if partner availability isn't confirmed.





# Earth Day Plastic Fishing Festival

Saturday, April 22, 2023

An event to celebrate all things our planet gives us. We see it happening in conjunction with Surfside's Earth Day Fair (complementing the fair, or after the fair in the afternoon), at the beach, in front of the community center.

\*Potential partner: *Pelican Harbour Seabird Station*



\*Potential partners are a suggestion. Other partners may be brought in if partner availability isn't confirmed.



# World Ocean Day Plastic Fishing Festival

Sunday, June 04, 2023

Ocean lovers, this day is your day! An event to honor and care for the place that gives us so much.

We'd like to host it between 95th and 96th St to leverage the high volume of people passing by.

\*Potential partner: *Rescue A Reef*



\*Potential partners are a suggestion. Other partners may be brought in if partner availability isn't confirmed.



# Sea Turtle Week Plastic Fishing Festival

Sunday, June 11, 2023

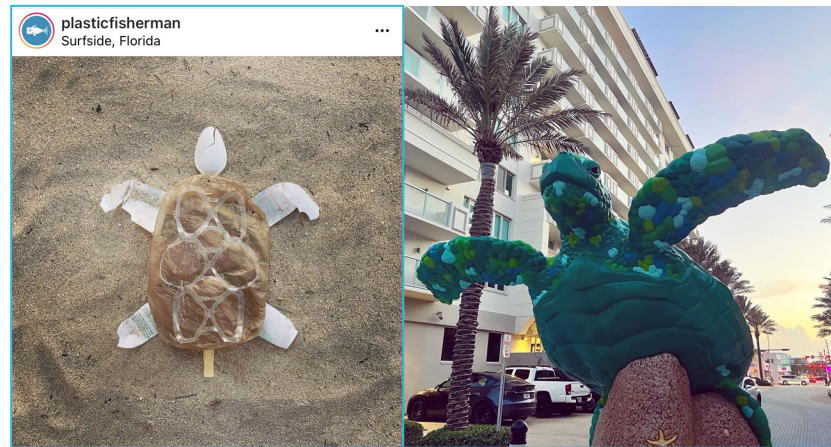
World Sea Turtle Day is on Friday, June 16th, the last day of a week honoring these beautiful sea creatures.

To honor our town's mascot, we can host a dedicated Plastic Fishing event on June 11th in partnership with the Sunday Beaching, educating and inviting residents and visitors to care for the nesting grounds in our beach.

*\*Potential partner: Miami-Dade Sea Turtles Organization*



\*Potential partners are a suggestion. Other partners may be brought in if partner availability isn't confirmed.



- JUNE 8TH: WORLD OCEAN DAY
- JUNE 9TH: FLATBACK TURTLE DAY / COASTAL DEVELOPMENT AND RECREATION
- JUNE 10TH: KEMP'S RIDLEY DAY / OCEAN POLLUTION
- JUNE 11TH: OLIVE RIDLEY DAY / CONSUMPTION OF EGGS AND MEAT
- JUNE 12TH: LOGGERHEAD DAY / ENTANGLEMENT IN FISHING GEAR
- JUNE 13TH: HAWKSBILL DAY / TURTLESHELL TRADE
- JUNE 14TH: GREEN TURTLE DAY / CLIMATE CHANGE
- JUNE 15TH: LEATHERBACK DAY / PLASTIC POLLUTION
- JUNE 16TH: WORLD SEA TURTLE DAY

# Coastal Cleanup Day Plastic Fishing Festival

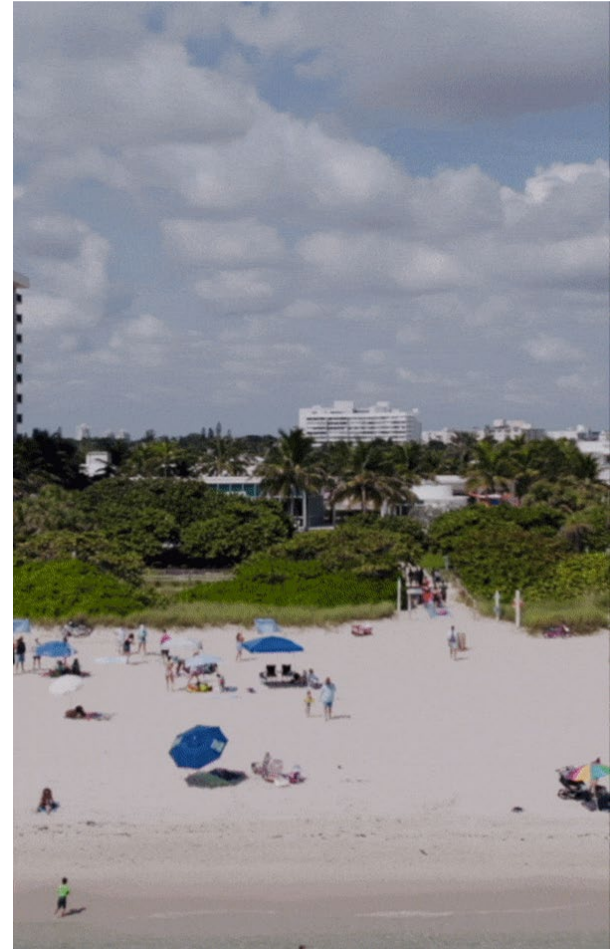
Saturday, September 16, 2023

International Coastal Cleanup, or World Cleanup Day is one of the world's largest annual preservation efforts for our ocean, waves and beaches. In collaboration with Plastic Fisherman Brasil, Germany, and Mauritius, we will run a simultaneous, global Plastic Fishing Festival around one single message: the ocean is for fish, not plastic!

\*Potential partner: *Watershed Action Lab*



\*Potential partners are a suggestion. Other partners may be brought in if partner availability isn't confirmed.



# Halloween Monster Plastic Fish Contest

Saturday, October 28, 2023

During Halloween time, we could host a fun event during the early evening hours (4-6pm) where families would come fish for plastic with flashlights and wearing costumes.

The scariest plastic fishes made will win a one-of-a-kind, halloween-themed Plastic Fisherman t-shirt!

\*Potential partner: *Ruth K Broad PTA*



\*Potential partners are a suggestion. Other partners may be brought in if partner availability isn't confirmed.



# 'Thank You, Ocean!' Plastic Fishing Festival

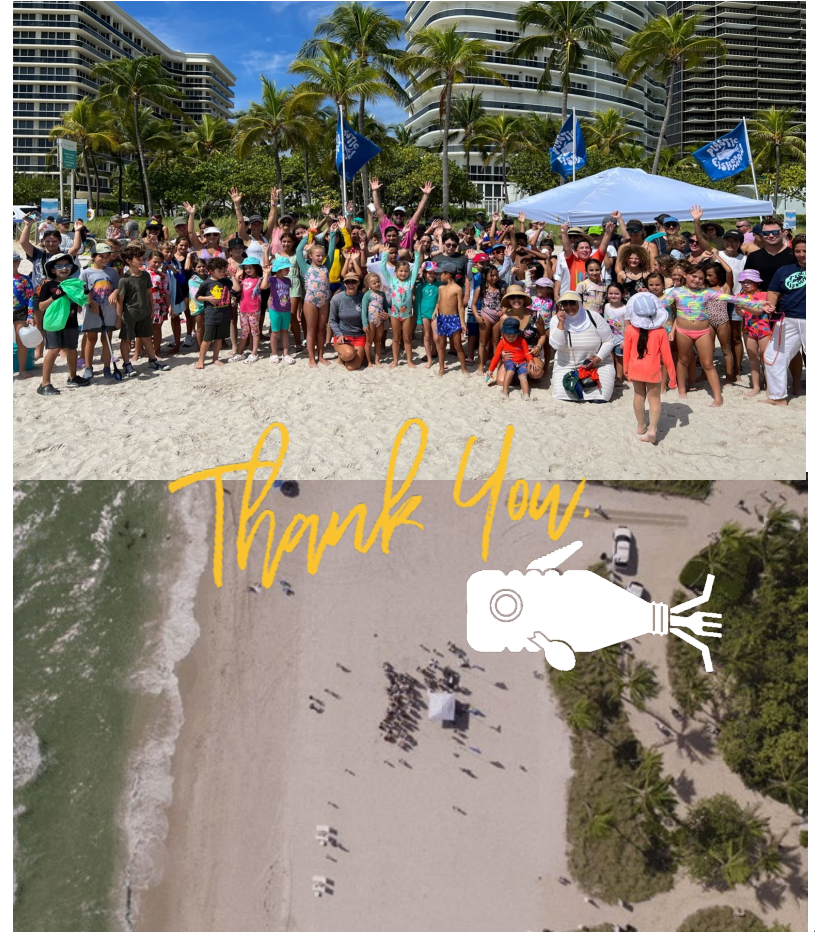
Sunday, November 19, 2023

Leading up to Thanksgiving week we can gather our beautiful community to thank our beach and ocean for one more blessed year by caring for it and getting creative with the plastic we cleaned up from it.

\*Potential partner: *Blue Scholars Initiative*



\*Potential partners are a suggestion. Other partners may be brought in if partner availability isn't confirmed.



# Calendar



## Single Event Estimate

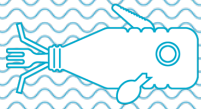
• 03 20x10ft canopy tents _____	\$600
• 06 flagpoles & event flags _____	\$300
• 03 6ft tables _____	\$240
• 06 vertical banners with educational content _____	\$600
• 50 buckets to clean up the trash _____	\$250
• 50 pairs of knit gloves to clean up the trash _____	\$150
• 04 hand sanitizer gel bottles _____	\$20
• 02 water dispensers (BYOB) _____	\$200
• 50 event-themed t-shirts (sizes TBD) _____	\$1,000
• 50 event-themed tote bags _____	\$800
• 04 people staff _____	\$1,000
• 100 açai sorbets or paletas or popsicles _____	\$400
• Event insurance (\$1,000,000 coverage) _____	\$380
• 60-second video of event by a professional cinematographer _____	\$2,000
• One invited partner organization _____ included	
• 02 promoted IG posts with exposure to 30K+ ppl (target TBD) _____ included	
• 02 IG Stories of event (with event photos and video) _____ included	
• 03 IG Stories leading up to event (invitation) _____ included	
• Event planning fee _____	\$2,500



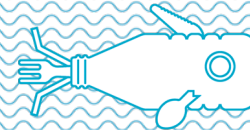
## Event Series Estimate

Event 01	\$10,440
Event 02	\$10,440
Event 03	\$10,440
Event 04	\$10,440
3% Discount	- \$1,251
<b>TOTAL FOR FOUR EVENT SERIES</b>	<b>\$40,509</b>

**PAYMENT:** 50% of the full cost, non-refundable deposit at the time of signing the contract.  
Remaining portion (4 x 12,50%) two weeks prior to each event.



Some of our past events around the world









## Past Event Partners



**Avenues** The World School



**BAL HARBOUR**  
- MIAMI -



# Potential Partners \*

Pelican Harbour Seabird Station @seabirdstation

Miami Dade Sea Turtles @miamidadeseaturtles

Blue Scholars Initiative @bluescholarsinitiative

Watershed Action Lab @watershedactionlab

Clean Miami Beach @cleanmiamibeach

Save The Sharks @savethesharks.org

Rescue A Reef @rescueareef

UM Miami Shark Research @sharktagging

Miami Waterkeeper @miamiwaterkeeper

Ruth K Broad PTA @ruthkbroadpta

\*Potential event partners are a suggestion. Other partners may be brought in depending on availability.



# Where to find us

PLASTIC FISHERMAN EMAIL [contact@plasticfisherman.com](mailto:contact@plasticfisherman.com)

PLASTIC FISHERMAN INSTAGRAM [www.instagram.com/plasticfisherman](http://www.instagram.com/plasticfisherman)

PLASTIC FISHERMAN WEBSITE [www.plasticfisherman.com](http://www.plasticfisherman.com)

PLASTIC FISHERMAN VIDEO CHANNEL <https://www.youtube.com/channel/UCXg5un2vV00zmDq0Ingn0jQ>

Around the world

PLASTIC FISHERMAN BRASIL [www.instagram.com/plasticfisherman\\_brasil](http://www.instagram.com/plasticfisherman_brasil)

PLASTIC FISHERMAN GERMANY [www.instagram.com/plasticfisherman\\_germany](http://www.instagram.com/plasticfisherman_germany)

PLASTIC FISHERMAN SPAIN [www.instagram.com/plasticfisherman\\_spain](http://www.instagram.com/plasticfisherman_spain)

PLASTIC FISHERMAN JAPAN [www.instagram.com/plasticfisherman\\_japan](http://www.instagram.com/plasticfisherman_japan)

PLASTIC FISHERMAN URUGUAI [www.instagram.com/plasticfisherman\\_uruguay](http://www.instagram.com/plasticfisherman_uruguay)

PLASTIC FISHERMAN MAURITIUS [www.instagram.com/plasticfisherman\\_mauritius](http://www.instagram.com/plasticfisherman_mauritius)





Thank You!



**Town of Surfside  
Tourist Board  
January 9, 2023**

**DISCUSSION ITEM MEMORANDUM**

**Agenda #:** 6.D

**Date:** January 9, 2023

**From:** Tourism and Communications Director Frank Trigueros

**Subject:** Updated Destination Guide

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**Town of Surfside  
Tourist Board  
January 9, 2023**

**DISCUSSION ITEM MEMORANDUM**

**Agenda #:** 6.E

**Date:** January 9, 2023

**From:** Vice Chair Ben Jacobson

**Subject:** Special Events Manager

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**Town of Surfside  
Tourist Board  
January 9, 2023**

**DISCUSSION ITEM MEMORANDUM**

**Agenda #:** 9.B

**Date:** January 9, 2023

**From:** Deputy Town Clerk Evelyn Herbello

**Subject:** Tourist Board Meeting Dates for 2023

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**Suggested Action:** – Approve the meeting dates for the Tourist Board for 2023.

**Background/Analysis:** – Request for the Tourist Board to approve the 2023 meeting dates.



**Town of Surfside**

**TOURIST BOARD MEETING  
DATES FOR 2023**

**January 2023**

January 9, 2023

**February 2023**

February 6, 2023

**March 2023**

March 6, 2023

**April 2023**

April 3, 2023

**May 2023**

May 1, 2023

**June 2023**

June 5, 2023

**July 2023**

July 10, 2023

**August 2023**

August 7, 2023

**September 2023**

September 11, 2023

**October 2023**

October 2, 2023

**November 2023**

November 6, 2023

**December 2023**

December 4, 2023