



**Town of Surfside
Tourist Board
AGENDA
Monday, February 6, 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 **Approval of January 9, 2023 Tourist Board Meeting Minutes** - Deputy Town Clerk Evelyn Herbello
[January 9, 2023 Tourist Board Meeting Minutes.pdf](#)
5. **Resort Tax Collection and Vacancies Report**
 - 5.A **February Vacancies and Resort Tax Report** - Tourism and Communications Director Frank Trigueros
[February Vacancies and Resort Tax Report, First 2 Fiscal Months.pdf](#)
6. **Discussion Items**
 - 6.A **Additional Funds for Food and Drinks at Events** - Vice Chair Ben Jacobson - Vice Chair Ben Jacobson
 - 6.B **Discretionary Funds for Tourism and Communications Director-** Vice Chair Ben Jacobson - Vice Chair Ben Jacobson
 - 6.C **Tourist Board Shirts** - Tourism and Communications Director Frank Trigueros - Tourism and Communications Director Frank Trigueros
[shirts 1.pdf](#)
[shirts 2.pdf](#)
 - 6.D **Third Thursdays Event Location** - Tourism and Communications Director Frank Trigueros - Tourism and Communications Director Frank Trigueros
 - 6.E **Special Events Manager Position** - Tourism and Communications Director Frank Trigueros - Tourism and Communications Director Frank Trigueros
[Special Events Manager 1-30-23.pdf](#)
 - 6.F **Additional Events, Beachside LLC (Alan Andai)** - Tourism and Communications Director Frank Trigueros - Tourism and Communications Director Frank Trigueros
7. **Board Member Comments**
8. **Public Comments**
9. **Next Meeting**
 - 9.A **Next Meeting: March 6, 2023 at 5:30 p.m.** - Deputy Town Clerk Evelyn Herbello
10. **Adjournment**

Respectfully submitted,

Hector R. Gomez
Acting Town Manager

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.

TWO OR MORE MEMBERS OF THE TOWN COMMISSION AND/OR 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
MINUTES
January 9, 2023
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 with the following members of the Board present.

Present: Chair Eli Tourgeman, Vice Chair Ben Jacobson, Board Member Ezequiel Singer, Board Member Lisa Herman and Board Member Diana Gonzalez (arrived at 5:34 p.m.).

Chair Tourgeman welcomed everyone and wished everyone a Happy New Year.

Also Present: Commission Liaison Mayor Shlomo Danzinger, Acting Town Manager Hector Gomez, Town Attorney Roger Pou, and Tourism and Communications Director Frank Trigueros.

2. Town Commission Liaison Report

Commission Liaison Mayor Shlomo Danzinger provided his Commission Liaison Report.

3. Agenda and Order of Business

A motion was made by Vice Chair Jacobson to move item 6E (Updated Destination Guide) to be heard as new item 6A, seconded by Board Member Herman. The motion carried with a 5-0 vote.

A motion was made by Chair Tourgeman to have public comments heard after new item 6A (Updated Destination Guide), seconded by Board Member Herman. The motion carried with a 5-0 vote.

4. Approval of Minutes

4.A December 5, 2022 Tourist Board Meeting Minutes - Deputy Town Clerk Evelyn Herbello

A motion was made by Vice Chair Jacobson to approve the December 5, 2022 Tourist Board Meeting Minutes, seconded by Board Member Herman. The motion carried with a 5-0 vote.

[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

Tourism and Communications Director Trigueros provided an overview of the Resort Tax and Vacancies Report for the previous fiscal year which is a record with an excess of \$5 million dollars collected. He provided the amount of dollars collected and included numbers dating back to 2019.

Board Members asked regarding short term rentals and tracking those dollars.

Tourism and Communications Director Trigueros responded to the questions from the Board members.

6. Discussion Items

6.A 2023 Historical Walking Tours - Tourism and Communications Director Frank Trigueros

Tourism and Communications Director Trigueros introduced the item. He stated that they booked the four dates for 2023. He stated those dates are January 22, 2023, February 26, 2023, March 26, 2023 and April 30, 2023. He stated that they have changed the route and will head through the business and commercial district towards the new turtle sculpture.

6.B Event Recaps: Mike's Birthday and Music on the Beach Salsa Band - Tourism and Communications Director Frank Trigueros

Tourism and Communications Director Trigueros introduced the item. He stated that they spent approximately \$2,000 on Officer Mike's birthday which was a big success.

Tourism and Communications Director Trigueros provided a video presentation of the recap of the Music on the Beach Salsa Band performance. He invited everyone to attend the upcoming event the Tropical Steel Band event.

6.C Event Series Proposal: Plastic Fisherman - Tourism and Communications Director Frank Trigueros

Tourism and Communications Director Trigueros introduced the item.

A motion was made by Vice Chair Jacobson to table the item until they hire the events manager, seconded by Chair Tourgeman.

Vice Chair Jacobson stated that this individual is requesting \$40,000.

Board Member Herman stated that @plasticfisherman has nothing to do with the event's position therefore she would like to hear what he has to say.

Vice Chair Jacobson withdrew his motion in order for Mr. Buitori to provide his presentation.

Rodrigo Buitori, Plastic Fisherman, provided a presentation of his global project. He played a video that tells a bit about his story. He explained his project and what they do which is to bring awareness to the dangers of marine plastic pollution through a creative art project and social media movement.

Board Member Gonzalez asked what type of entity they are.

Mr. Buitori stated that they are a non-profit organization.

Mr. Buitori continued with his presentation going through different options for the suggested beach cleanup events as well as the cost breakdown.

Tourism and Communications Director Trigueros stated that their current budget goes until September.

Chair Tourgeman thanked him for the presentation.

Board Member Herman asked if he is proposing that the events be held on 96th Street.

Mr. Buitori stated that they could manage to have them at different parts of Surfside.

Board Member Gonzalez stated that they used to have buckets in the beach and if they pay for these buckets is the Town keeping them.

Mr. Buitori addressed the comments made and stated that the buckets he uses are recycled, cleaned and branded so he cannot leave them behind.

Vice Chair Jacobson stated that from all the proposals they have received this is a very professional and great presentation.

Board Member Gonzalez asked regarding the budget and the sorbets.

Mr. Buitori addressed the question asked by Board Member Gonzalez.

Board Member Herman believes adding these types of events would be great PR for the Town.

Chair Tourgeman stated that this activity is similar to the Earth Day and beach events that Parks and Recreation holds.

Tourism and Communications Director Trigueros stated that this is a chance to do it at a bigger scale and it is a bigger PR opportunity.

Chair Tourgeman stated the presentation was very nice and wondered about the timing as it relates to litter on the beach knowing that the Community Center beach operation will soon begin and those vendors have strict rules and incentives to ensure the areas remain clean and litter free, so he does not want to duplicate efforts.

Mr. Buitori addressed the comment made by Chair Tourgeman.

Acting Town Manager Gomez stated that the Town does participate in the County's annual Baynanza event which is a beach cleanup and stated the different similar events they have had in the past.

Further discussion took place among the Board, staff and Mr. Buitori regarding the activities, events and possibly leveraging existing events like Baynanza or Earth Day.

Vice Chair Jacobson stated that it should be clean all the time and code enforcement should be enforcing this properly. He recommends one event to see how it goes and what kind of attention is received.

Board Member Singer is agrees with one event.

Board Member Gonzalez stated that she would like to do at least two events.

Tourism and Communications Director Trigueros stated that last year he participated in the Town's Earth Day event and he felt it needed more attendees and activities to increase visibility and make it more successful. He added that partnering with @plasticfisherman for that event would be a win for all.

A motion was made by Vice Chair Jacobson to approve the two events on April 22, 2023 and September 16, 2023, seconded by Board Member Herman. The motion carried with a 5-0 vote.

[Let's go Plastic Fishing, Surfside! \(2023 Event Program\).pdf](#)

6.D Updated Destination Guide - Tourism and Communications Director Frank Trigueros

Tourism and Communications Director Trigueros introduced the item and provided a PowerPoint presentation with new additions which included a new cover, updated business listings, the Town's Tequesta history, the Ke Turtle sculpture and more.

Chair Tourgeman asked if they could also add "Surfside" towards the bottom portion of the cover.

6.E Special Events Manager - Vice Chair Ben Jacobson

Vice Chair Jacobson introduced the item and spoke regarding funding for the position which would come from the Resort Tax collection. This would be a full time Special Events Manager whose job would be strictly to produce and work the events.

A motion was made by Vice Chair Jacobson to direct the Acting Town Manager to

bring back a job description for the hiring of a special events manager to be presented at the next meeting and for the information to be shared with the Board and the Board Members to give ideas to Tourism and Communications Director Trigueros, seconded by Board Member Herman. The motion carried with a 5-0 vote.

Board Member Gonzalez wants more information and spoke against the idea of adding a full time position with benefits. She asked if they really need to hire someone for that and gave examples.

Vice Chair Jacobson stated that the idea is not to replace the event producers that work on the larger flagship events, but to add a new position that can bring in more new programming and smaller events at a better rate because there are no third parties and they would negotiate directly with the logistics vendors.

Chair Tourgeman disagrees with Board Member Gonzalez. He stated that this coordinator will contact the vendors and in those events like the pop-up events, the Town will be in charge of the events unlike Third Thursdays, for example, and additional contractors will not be needed.

Vice Chair Jacobson continued explaining the position and the type of events that would be taking place in Town and what that individual would be doing.

Board Member Herman would like to hear what Tourism and Communications Director Trigueros has to say.

Tourism and Communications Director Trigueros stated he is getting a better understanding of what the Board is requesting and if in fact this position will not affect the larger events with Ms. Liss and Mr. Andai, he believes it will be a good addition. He explained that the important thing is that as they understand that Board members may change with election cycles and that could ultimately affect that position.

Chair Tourgeman stated that would not change and provided examples.

Board Member Gonzalez would like to support the idea if they do not have to hire someone as a Town employee if you have to give them insurance and benefits.

Chair Tourgeman left the dais at 5:57 p.m.

Vice Chair Jacobson stated that if you hire a contract individual, they will not be giving 100% and explained the importance of this position. He explained the reasoning for his request.

Board Member Singer stated it is up to the Town to determine if they prefer a contract individual or hire that person as a Town employee and they have the budget.

Chair Tourgeman returned to the dais at 6:00 p.m.

Acting Town Manager Gomez addressed the comments made and provided his

opinion. He stated that they do have a good resource and they need to create a structure and having an events coordinator will support the department. He stated for right now it is being considered as a full time position, and it will help introduce a number of smaller events. He stated that administratively they are allowing the Town to use the funding and to have someone hired within 30 days will be a bit hard to do. He stated that they can start the search right away. He asked if they are trying to redraft a new job description or use what they previously have.

Tourism and Communications Director Trigueros stated that they do have a handful of job descriptions from other municipalities which can be used as a reference.

Acting Town Manager Gomez suggested to come back with a job description to the Board and then go to Human Resources to classify it.

Chair Tourgeman asked to send that job description to the Board and then continue to explore to see if there is anyone out there. He stated that you have to obtain a job description first and then advertise for that position.

Further discussion took place among the Board and staff regarding the specifics, obtaining the job description and bringing it back to the Board.

Acting Town Manager Gomez stated that they do not have a job description and they must take it through the Human Resources channels including if they are a bargaining or non-bargaining unit employee and the salary ranges.

Chair Tourgeman suggested for the job description to be put together and send it to the Board members so they can start with the review.

Acting Town Manager Gomez stated it is mandatory to advertise the position like they do with all the job openings.

Vice Chair Jacobson stated that they have to bring the Town with events that will make the Town inviting.

7. Board Member Comments

Vice Chair Jacobson spoke regarding Saturday's event and there was a lack of hydration and would like to have two hydration stations at the next event. He also stated that there a lot of kids running and to put some form of barrier to put one entrance on each side of the street and someone to stand there to make sure that the children do not run around. He also would like to work on polo shirts for the members.

8. Public Comments

Chair Tourgeman opened public comment.

The following individual from the public spoke:

Richard Gabi spoke regarding having the Tourist Board to purchase t-shirts for the Town to give away to guests that can go home with.

Chair Tourgeman closed public comment.

Chair Tourgeman addressed the comment made and he stated that many years ago they had t-shirts for sale at different events. They discontinued it because many individuals that did not want to purchase them. He stated that they can look at purchasing them again and perhaps doing it again.

Board Member Gonzalez stated that some of the events that Parks and Recreation hold they do give away some t-shirts.

Board Member Herman asked if they have to talk to CVS to see if they could sell them there.

Chair Tourgeman stated that they used to have tables with the shirts and towels for sale at different events. He asked Tourism and Communications Director Trigueros if he has his message printed out.

Tourism and Communications Director Trigueros stated that he will look into different products.

Vice Chair Jacobson stated that they have \$5,000 to be able to get shirts and possibly getting them in Town Hall that they can come and purchase them.

Tourism and Communications Director Trigueros addressed the comments made by the Board.

9. Next Meeting

9.A Next Meeting: February 6, 2023 at 5:30 p.m. - Deputy Town Clerk Evelyn Herbello

Consensus was reached by the Board to hold the next meeting on February 6, 2023 at 5:30 p.m.

9.B Tourist Board Meeting Dates for 2023 - Deputy Town Clerk Evelyn Herbello

Approve the meeting dates for the Tourist Board for 2023.

Deputy Town Clerk Herbello introduced the item and advised the Board of the upcoming meeting dates for the year of 2023.

A motion was made by Vice Chair Jacobson to accept the proposed 2023 meeting dates, seconded by Board Member Herman. The motion carried with a 5-0 vote.

[2023 Tourist Board Meeting Dates.docx](#)

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 6:57 p.m., seconded by Board Member Herman. The motion carried with a 5-0 vote.

Respectfully submitted:

Accepted this _____ day of _____, 2023.

Eli Tourgeman, Chair

Attest:

Evelyn Herbello, CMC
Deputy Town Clerk



TOURIST BOARD MEETING, FEB.6, 2023

New Openings!

9561 Harding Ave. – Koolulu (k)
The Greek Place rebrand/new owners

Closures

9425 Harding Ave. – *The Scarlet Letter*

Vacancies

9588 Harding Ave.
 9599 Harding Ave.
 9531 Harding Ave.
 9501 Harding Ave.
 9545 Harding Ave.
 262 96th Street
 9455 Harding Ave.
 9484 Harding Ave.

		First 2 Fiscal Months			
		Oct. & Nov.			
2019	2021	2023	2023 Vs. 2019	Year Over Year	
2& Food and Beverage					
\$ 121,160	\$ 183,011	\$ 199,036	64%	8.7%	
4% Accommodations					
\$ 358,210	\$ 517,423	\$ 532,160	48%	2.8%	



**Town of Surfside
Tourist Board
February 6, 2023**

DISCUSSION ITEM MEMORANDUM

Agenda #: 6.A

Date: February 6, 2023

From: Vice Chair Ben Jacobson

Subject: **Additional Funds for Food and Drinks at Events** - Vice Chair Ben Jacobson

Suggested Action: – Allocate a small amount of funding for additional food and beverages at the events.

Background/Analysis: – During recent events food and drink have run out due to the popular demand of the event. Adding some small additional funding as needed would resolve this issue.



**Town of Surfside
Tourist Board
February 6, 2023**

DISCUSSION ITEM MEMORANDUM

Agenda #: 6.B

Date: February 6, 2023

From: Vice Chair Ben Jacobson

Subject: **Discretionary Funds for Tourism and Communications Director-** Vice Chair Ben Jacobson

Suggested Action: – Approve to allocate \$25,000 to a discretionary fund for items that may come up or upgrades that might be needed for any existing event.

Background/Analysis: – There is currently \$250,000 left to spend this year. I would like to place \$25,000 in a discretionary fund that Tourism and Communications Director Frank Trigueros can access for items that may come up or for upgrades that need to be done to an existing event. Any use of these funds would require for Tourism and Communications Director Frank Trigueros to notify this Board at the next meeting in order for the Board to review and provide direction and feedback.

Budget Impact: – Allocate \$25,000 out of the remaining \$250,000 to a discretionary fund.



**Town of Surfside
Tourist Board
February 6, 2023**

DISCUSSION ITEM MEMORANDUM

Agenda #: 6.C

Date: February 6, 2023

From: Tourism and Communications Director Frank Trigueros

Subject: **Tourist Board Shirts** - Tourism and Communications Director Frank Trigueros

Background/Analysis: – At the Board’s request, staff has created several t-shirt designs for Board members to wear in an effort to promote the existing and new special events offered throughout the year. Because design is subjective and some Board members may not agree, each member may select which design option they like from the attached.













SURFSIDE



2023 EVENTS



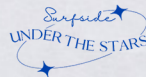
SURFSIDE



SURFSIDE



2023 EVENTS



SURFSIDE



SURESIDE



2023 EVENTS



SURESIDE



SURFSIDE



2023 EVENTS

MUSIC ON THE BEACH



PADDLE TOPIA



Surfside
UNDER THE STARS

SUMMER
SUNDAYS

Plastic
Fishing
Festival

SURFSIDE





**Town of Surfside
Tourist Board
February 6, 2023**

DISCUSSION ITEM MEMORANDUM

Agenda #: 6.D

Date: February 6, 2023

From: Tourism and Communications Director Frank Trigueros

Subject: **Third Thursdays Event Location** - Tourism and Communications Director Frank Trigueros

Background/Analysis: – Surfside’s Third Thursday event series has historically taken place at 95th Street between Collins and Harding Avenues in an effort to bring people into the downtown business district.

However, the location does have significant logistical issues given that it is the Town’s most heavily trafficked intersection. The street closure causes major traffic delays on Collins Avenue, the alleyways need to be monitored for safety, and the busy 95th Street/Shul parking lot also requires closure. Additionally, there are no public restrooms for use.

Given these challenges, the Town Manager and Police Department would like to ask the Tourist Board if they would consider relocating the event to 93rd Street.



**Town of Surfside
Tourist Board
February 6, 2023**

DISCUSSION ITEM MEMORANDUM

Agenda #: 6.E

Date: February 6, 2023

From: Tourism and Communications Director Frank Trigueros

Subject: Special Events Manager Position - Tourism and Communications Director Frank Trigueros

Background/Analysis: – Attached is the latest draft with Board input that will be prepared for distribution if approved.



SPECIAL EVENTS MANAGER

DEPARTMENT: COMMUNITY SERVICES & PUBLIC COMMUNICATIONS

EXEMPT

GENERAL DESCRIPTION:

Under the administrative direction of the Tourism and Communications Director or designee, this position manages, coordinates and executes various special events and activities as related to the Tourist Board as well as general Town events.

ESSENTIAL JOB FUNCTIONS:

1. Fully plans, organizes, coordinates, or supports special events for tourism and the Town.
2. Assists with budgeting and cost breakdown for prospective events.
3. Pitches and presents event ideas and recaps to the Tourist Board at monthly Tourist Board meetings. May attend other meetings as needed.
4. Responds timely and professionally to event organizers, interest parties or others within the community when contacted with questions or concerns surrounding an event.
5. Supervise onsite production and post event matters.
6. Coordinates and directs special event vendors in the operation and processes of coordinating logistics and permitting.
7. Understands and/or can learn the Town's code and regulations related to street closures, food trucks, alcohol use, recycling, permitting and other relevant ordinances.
8. Responsible for managing and reviewing the Special Event Permit Applications that are submitted through email, in person, and/or the Town's website by the general public. These are non-Town sponsored events that may include print / production, filming, commercial event and other uses of a public facility.
9. Responds to business and residential community inquiries and requests for information concerning the Town's tourism and community events.
10. Ensures that all event-related promotional and marketing materials met the Town's brand guidelines.
11. Coordinates meetings, press conferences and presentations related to special events.
12. Assures that special events comply with all Police and Fire safety requirements.

13. Provides subject matter expertise in the logistics and criteria for unique complex events such as Environmental Protection Agency (EPA), and Coast Guard permits, external entities such as Florida Fish and Wildlife, Miami-Dade Parks and other agencies.
14. Stays up to date on Town wide projects that may impact special events such as Capital Improvement Projects that could include roundabouts, repaving, park repairs, new parks, and underground infrastructure.
15. May be asked to assist with event-related content on the Town’s social media and communications channels like the Town website, NextDoor, Instagram, Facebook, Eblast, Channel 663 etc.
16. Understands the Americans with Disabilities Act and adherence needed for accessibility of events and programs.
17. Works with Tourism and Communications team to increase community engagement and visibility of the Town’s programs, events, and news.
18. Performs administrative duties as instructed.
19. May function in any emergency management role or capacity in the Incident Command System (ICS) to include, Logistics, Operations, and Planning.
20. Provides departmental support in other areas as needed.
21. Performs other related duties as assigned.

(These essential job functions are not to be construed as a complete statement of all duties performed. Employees will be required to perform other job-related marginal duties as required.)

MINIMUM QUALIFICATIONS:

KNOWLEDGE, ABILITIES AND SKILLS:

- Knowledge of the functions and organization of the Town’s government.
- Knowledge of effective marketing techniques.
- Intermediate to advanced knowledge of Canva, Eventbrite, and websites. Adobe Suite proficiency not required, but a plus.
- Must possess superior verbal and written communications skills
- Ability to have polished public speaking skills.
- Ability to work remotely only if needed and to travel off site to meet with prospective vendors.
- Ability to establish and maintain effective working relationships with Town administration, staff and elected officials, other government officials, the community, business groups and the general public.
- Ability to work independently with little to no supervision, and under pressure with short deadlines.
- Ability to have strong time-management and organizational skills.

EDUCATION AND EXPERIENCE:

This position requires a Bachelor's Degree in Marketing, Business Administration, Communications, Journalism, Digital Marketing or a related field, and must have served for at least (3) three years working in event services, production and/or event scheduling.

(A comparable amount of training, education or experience can be substituted for the minimum qualifications.)

LICENSES, CERTIFICATIONS OR REGISTRATIONS:

NONE.

ESSENTIAL PHYSICAL SKILLS:

- Moderate (15 to 45 pounds) lifting and carrying.
- Walking.
- Standing for several hours.
- Driving.
- Equipment operation.
- Bending and kneeling.

ENVIRONMENTAL CONDITIONS:

- Work is conducted inside and/or outside an office environment.
- The noise level in the work environment can be moderately noisy.
- Standing, Driving

(Reasonable accommodations will be made for otherwise qualified individuals or independent contractors with a disability.)

Revision History: New 1/24/2023

This job description does not constitute an employment agreement between the Town of Surfside and the employee or independent contractor. It is used as a guide for administrative actions and is subject to change by the Town as the needs of the Town and requirements change.

Approved:

Tourism and Communications Director's Signature: _____

Town Manager's Signature: _____

DRAFT



**Town of Surfside
Tourist Board
February 6, 2023**

DISCUSSION ITEM MEMORANDUM

Agenda #: 6.F

Date: February 6, 2023

From: Tourism and Communications Director Frank Trigueros

Subject: Additional Events, Beachside LLC (Alan Andai) - Tourism and Communications Director Frank Trigueros

Background/Analysis: – At the December Tourist Board meeting, Beachside Events LLC Producer Alan Andai was directed to come back at a future meeting with more detailed proposals for the following event ideas which were selected from his broader presentation:

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 Hold' Em Tournament
9. Taste of Surfside

Mr. Andai is currently working on the proposals and will be presenting some of them at the February 6 meeting.