



**Town of Surfside  
Tourist Board  
AGENDA  
Monday, August 7, 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. **Agenda and Order of Business**
3. **Town Commission Liaison Report**
4. **Approval of Minutes**
  - 4.A **July 10, 2023 Tourist Board Meeting Minutes** - Evelyn Herbello, Deputy Town Clerk  
[July 10, 2023 Tourist Board Meeting Minutes.pdf](#)
5. **Resort Tax Collection and Vacancies Report**
  - 5.A **August Vacancies and Resort Tax Report** - Frank Trigueros, Communications and Tourist Director  
[August Vacancies and Resort Tax Report.pdf](#)
6. **Discussion Items and Action Items**
  - 6.A **Surfcastle Royale Event Recap** - ACT Productions - Frank Trigueros, Communications and Tourism Director  
[Recap Surfcastle Royale Event](#)
  - 6.B **August 6 Summer Sundays with Festival & Event, Inc. Recap** - Mario Pi, Festival & Event, Inc. - Frank Trigueros, Communications and Tourism Director
  - 6.C **Surfside Art Market, Festival and Event Update** - Chair Eli Tourgeman - Chair Eli Tourgeman
  - 6.D **Promotional Items Budget** - Frank Trigueros, Communications and Tourism Director - Frank Trigueros, Communications and Tourism Director
  - 6.E **Collins Avenue Monument Sign, Updated Proposal** - Chair Eli Tourgeman - Chair Eli Tourgeman  
[Attachment A - Don Bell Updated Surfside Deck.pdf](#)  
[Attachment B - Collins Avenue Mock Ups](#)  
[Attachment C - Monument Sign Don Bell Quote](#)
  - 6.F **Special Events Consultant Update** - Frank Trigueros, Communications and Tourism Director - Frank Trigueros, Communications and Tourism Director
  - 6.G **Surfside Letters Installation Update** - Hector Gomez, Town Manager - Hector Gomez, Town Manager
  - 6.H **Food Trucks Event** - Chair Eli Tourgeman - Chair Eli Tourgeman
  - 6.I **Harding Avenue Storefront Lighting and Walkability** - Chair Eli Tourgeman - Chair Eli Tourgeman
7. **Public Comments**

**8. Board Member Comments**

**9. Next Meeting**

**9.A Next Meeting Date: September 11, 2023 at 5: 30 p.m.** - Evelyn Herbello, Deputy Town Clerk

**10. Adjournment**

Respectfully submitted,

Hector R. Gomez  
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](http://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.