



**Town of Surfside
Tourist Board
AGENDA
Monday, January 8, 2024
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. **Public Comments**
5. **Approval of Minutes**
 - 5.A **December 4, 2023 Tourist Board Meeting Minutes** - Sandra N. McCready, Town Clerk
[December 4, 2023 Tourist Board Meeting Minutes.pdf](#)
6. **Resort Tax Collection and Vacancies Report**
 - 6.A **December Vacancies and Resort Tax Report** - Frank Trigueros, Tourism and Communications Director
[December Vacancies and Resort Tax Report.pdf](#)
7. **Discussion Items**
 - 7.A **Classic Car Show 2024** - Chair Eli Tourgeman
[Surfside 2024 Car Show.pdf](#)
 - 7.B **Do the Dunes @plasticfisherman Event Pitch** - Frank Trigueros, Tourism & Communications Director
[Attachment A - Plastic Fisherman Do the Dunes Competition](#)
 - 7.C **ACT Productions - "The Mentalist" Show - Live Mind Magic** - Frank Trigueros, Tourism and Communications Director
[Guy Mentalist 2024 - Special Event Presentation.pdf](#)
 - 7.D **ACT Productions - Saturday Block Parties** - Vice Chair Ben Jacobson
[ACT Productions Surfside Saturday Block Parties](#)
8. **Board Member Comments**
9. **Next Meeting**
 - 9.A **Next Meeting: February 5, 2024 at 5:30 p.m.** - Sandra N. McCready, 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.townofsufsidefl.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
December 4, 2023
5:30 PM
Town Commission Chambers**

1. Call to Order/Roll Call

Chair Tourgeman called the meeting to order at 5:31 p.m.

Deputy Town Clerk Herbello called the roll with the following members present:

Present: Chair Eli Tourgeman, Board Member Ezequiel Singer, Board Member David Karp and Board Member Diana Gonzalez.

Absent: Vice Chair Ben Jacobson

Also Present: Town Attorney Roger Pou and Commission Liaison Mayor Shlomo Danzinger.

2. Agenda and Order of Business

Chair Tourgeman acknowledged the presence of the Tourist and Communications Department and Town Attorney Roger Pou, Deputy Town Clerk Evelyn Herbello and Mayor Shlomo Danzinger.

A motion was made by Board Member Karp to defer item 6B (Plastic Fisherman Do the Dunes Competition) to the next meeting, seconded by Board Member Singer. The motion carried with a 4-0 vote.

Board Member Karp asked to walk on an item that was tabled at the last meeting regarding Sara Liss and Surfside under the Stars.

Town Attorney Pou explained to the Board that the item pertaining to Sara Liss was tabled at the last meeting and the proper motion would be to remove it from the table.

A motion was made by Board Member Karp to remove the item from the table. The motion died for lack of a second.

3. **Town Commission Liaison Report**

Commission Liaison Mayor Danzinger provided his liaison report.

4. **Approval of Minutes**

4.A **November 14, 2023 Tourist Board Meeting Minutes** - Evelyn Herbello, Deputy Town Clerk

A motion was made by Board Member Gonzalez to approve the November 14, 2023 Tourist Board Meeting Minutes, seconded by Board Member Karp. The motion carried with a 4-0 vote.

[November 13, 2023 Tourist Board Meeting Minutes.pdf](#)

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

5.A **December Resort Tax Collection Report** - Frank Trigueros, Tourism and Communications Director

Tourism and Communications Director Trigueros provided the Resort Tax Collection and Vacancy Report. He provided an overview of the businesses and the ones expanding.

Chair Tourgeman stated that the Marriott has temporarily closed and are doing some repairs and wanted the Board to be aware.

Tourism and Communications Director Trigueros stated that will affect the collection.

Board Member Karp spoke regarding Josh's Deli and the pop up pizza restaurant and Tourism and Communications Director Trigueros went and spoke to them.

Chair Tourgeman asked what the name of the pop up pizza restaurant is.

Tourism and Communications Director Trigueros provided the name of the pop and stated it is world class.

Discussion took place among the Board members, staff and Town Attorney Pou regarding the new pop up pizza restaurant and is there any signage in order to promote. The Board asked Tourism and Communications Director Trigueros to check with Code Enforcement regarding possible signage for this pop up pizza restaurant.

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

6. **Discussion Items**

6.A **Music on the Beach 2024 Series** - Frank Trigueros, Tourism & Communications Director

TBD.

Tourism and Communications Director Trigueros provided an update on the item.

Allan Andai provided a presentation of the item and gave the specifics of the event.

Chair Tourgeman asked if this was chosen at the last meeting.

Mr. Andai stated what was chosen was the theme for Third Thursdays.

Board Member Gonzalez stated she recommends, Jazz, Latin Salsa Mambo Band, Flamenco, and Classic Rock Band.

Board Member Karp stated he recommends steel drums island vibe, Jazz ensemble, Latin Salsa Mambo Band, Flamenco, Classic Rock Band, Beach Band Covers "Jack Johnson Vibe" and Dueling Pianos.

Mr. Andai recommended Dueling Pianos.

Board Member Gonzalez would like to add that.

Board Member Singer suggests jazz ensemble, dueling piano, reggae, classic rock, steel drums and beach band.

A motion was made by Board Member Gonzalez to have as events for the Sundays performance, Jazz ensemble, steel drums, Latin salsa mambo band, classic rock, dueling pianos, beach band covers, seconded by Board Member Singer. The motion carried with a 4-0 vote.

[Attachment A - Music on the Beach 2024 Presentation](#)

6.B Plastic Fisherman Do the Dunes Competition - Frank Trigueros, Tourism & Communications Director

Item was deferred to the next meeting.

[Attachment A - Plastic Fisherman Do the Dunes Competition](#)

6.C Smaller Scale Food Trucks Event - Frank Trigueros, Tourism & Communications Director

Tourism and Communications Director Trigueros provided an update on the item.

Javier Valdemara provided a verbal update on the item and the location. He stated that they could fit 5 food trucks and 7 tent vendors. He stated it would take place every Thursday from 5:30 p.m. to 9:30 p.m.

Chair Tourgeman asked for how long it would take place.

Mr. Valderama stated through January.

Chair Tourgeman spoke regarding possible conflicts in January which is Third Thursday events.

Mr. Valderama stated it would not be impacting Third Thursdays and it would be an added option.

Board Member Singer asked for the timeline and asked what time Third Thursdays.

Tourism and Communications Director Trigueros stated Third Thursdays is until 9 p.m.

Chair Tourgeman stated he does not want any interference with the Third Thursday's events.

Board Member Gonzalez was under the impression it was one event a month.

Mr. Valderama stated there were two options and explained they can do it biweekly if they choose to.

Chair Tourgeman asked if the Board would be amicable to do it instead of a Thursday another day of the week, maybe a Monday or Tuesday.

Mr. Valderama stated that Monday would not work because it is the start of the week and Tuesdays is the Haulover Food Truck event, Wednesday there are two, in Sunny Isles and the one by North Bay Village.

Further discussion took place among the Board Members and Mr. Valderama regarding the timing of the event as well as the day of the week for the event.

Chair Tourgeman suggested for this item to be brought back once they have more information and the availability of the lots.

Tourism and Communications Director Trigueros asked if the Board would like to obtain more information and the availability of the lots and then bring it back.

Mr. Valderama stated he has a proposal for one time event.

Board Member Gonzalez likes that idea.

Board Member Karp states that he would like to try one and see how it goes and if they get a good feedback they can then proceed.

Board Member Singer asked when that one-time event would take place.

Mr. Valderama stated it would be on 93rd Street and the name would be Surf Food Fest and it would be more of a food festival. He stated that event could take place on a Saturday night in February it would have food trucks and food tents. He stated it would come with a cost.

Chair Tourgeman stated that Saturday night would not work because of Shabbat and if you do a large food truck event, they will conflict with the existing local restaurant business.

Board Member Karp stated they could do the smaller one.

Chair Tourgeman spoke regarding being sensitive to the community.

Board Member Singer asked what the time would it be on Saturday. He stated that the Marriott would do movie night on Saturdays.

Mr. Valderama stated it would be from 6:00 p.m. to 9:00 p.m.

Board Member Singer stated they would have to look at the events that the Marriott is holding.

After a lengthy discussion among Mr. Valderama and the Board Members regarding the different options for this event, promotional suggestions, cost of the event, date, time and location, the following motion was made.

A motion was made by Board Member Karp to do one event on the first Thursday of the month on March 7, from 6:00 pm to 10:00 pm and approve an expenditure of \$16,000, seconded by Board Member Singer. The motion carried with a 4-0 vote.

Mr. Valderama stated that he will come back with a proposal for the smaller lot and availability for future events at a later meeting.

6.D Promotional Items Selection, Third Thursdays Series - Frank Trigueros,
Tourism & Communications Director

Tourism and Communications Director Trigueros provided an update on the item. He provided some promotional item ideas and would like to entertain what other types of promotional items the Board would like. He stated the Board can email him some ideas.

Chair Tourgeman suggested candles, and magnets.

Board Member Gonzalez suggested possibly some small lamps or flashlights.

Board Member Singer suggested water bottles, bags things for the beach.

Tourism and Communications Director Trigueros provided different items they have used in the past.

Town Attorney Pou suggested an inflatable beach ball.

Discussion took place among the Board Members and staff regarding different suggestions of promotional items.

Consensus was reached by the Board and they provided direction to Tourism and Communications Director Trigueros to move forward with obtaining some ideas.

7. Public Comments

Chair Tourgeman opened the floor to public comments.

There were no public speakers.

Chair Tourgeman closed the floor to public comments.

8. Next Meeting

8.A Next Meeting Date: January 8, 2024 at 5:30 p.m. (January 1, 2024 is a Holiday)
- Evelyn Herbello, Deputy Town Clerk

Deputy Town Clerk Herbello advised the Board of the next meeting date of January 8, 2024 at 5:30 p.m.

Consensus was reached to have the meeting on January 8, 2024 at 5:30 p.m.

9. Board Member Comments

Board Member Karp spoke regarding the farmer's market and there are a lot of people attending.

10. Adjournment

There being no further business to discuss before the Board, a motion was made by Board Member Gonzalez to adjourn the meeting at 6:43 p.m., seconded by Board Member Singer. The motion carried with a 4-0 vote.

Accepted this ____ day of _____, 2023.

Eli Tourgeman, Chair

Attest:

Evelyn Herbello, CMC
Deputy Town Clerk



Tourist Board Meeting - Dec. 4, 2023

Vacancies

- 9588 Harding Ave. - December 2019
- 9599 Harding Ave. - October 2018
- 9531 Harding Ave. - June 2020
- 9545 Harding Ave. - December 2021

- 262 96th Street January 2018
- 9455 Harding Ave. August 2022
- 9484 Harding Ave. October 2022
- 9551 Harding Ave July 2019
- 9481 Harding Ave. - KOSH (expansion)

New Openings!

- Sherel's Hats - 9513 Harding Ave.
- Lucky Cigar - 9555 Harding Ave.
- Woofgang Bakery and Grooming - 9531 Harding Ave.

August & September				
2019	2022	2023	Year Over Year	Vs. 2019
2% Food & Beverage Tax				
\$ 136,768	\$ 149,566	\$ 156,583	4.7%	14.5%
4 % Accommodations Tax				
\$ 297,953	\$ 390,967	\$ 363,323	7.1%	21.9%



**Town of Surfside
Tourist Board
January 8, 2024**

DISCUSSION ITEM MEMORANDUM

Agenda #: 7.A

Date: January 8, 2024

From: Chair Eli Tourgeman

Subject: Classic Car Show 2024

Background/Analysis: – For the past two seasons, the Surfside Tourist Board has held a Classic Car Show event at the Town Hall parking lot during the winter season for visitors and locals to enjoy. In addition to the classic cars and competition, the event features activities for children, food and drinks for purchase and a live DJ.

Vendor Alan Andai will be on hand to pitch his ideas for this year's Classic Car Show event. An updated presentation for 2024 will be circulated before the meeting.

Budget Impact: – \$17,000 from the Tourist Board events budget. The amount was tentatively allocated by the Board during the budget planning process.



**SURFSIDE
EVENTS**

2024 Series

Prepared By
Beachside Events

3rd Annual Sunday 2/18/2024 Surfside Classic Car Show

Event Services

Car Show Coordination and Staff

Array of Food Providers Savory and Sweet

Hydration and Espresso Station

Arts and Crafts

Children's Play Area

Event Tent and Furniture

Radio Control Racing Courtesy Upgrade

Car Show Greeters and Award Presenters

Music provided by DJ

Car Show Greeters



Games and Food Area



Car Show Section



Arts and Craft Section Car Themed



Awards Presentation





**Town of Surfside
Tourist Board
January 8, 2024**

DISCUSSION ITEM MEMORANDUM

Agenda #: 7.B

Date: January 8, 2024

From: Frank Trigueros, Tourism & Communications Director

Subject: Do the Dunes @plasticfisherman Event Pitch

Background/Analysis: – In 2023, Rodrigo Butori aka @plasticfisherman partnered with the Town for two events through the Tourist Board. The two events, Earth Day and International Coastal Cleanup Day, generated strong attendance and also managed to garner positive media coverage for the community and destination.

At the November meeting, Rodrigo recapped the 2023 events and offered suggestions for 2024 dates. Attending members voted 3-0 to move forward with the same two events as the previous season; however, they wanted the full board to consider one potential additional event, the Do the Dunes Competition that would take place in June.

Please refer to Attachment A for more information. Rodrigo will be on hand to further explain what the event competition would entail.

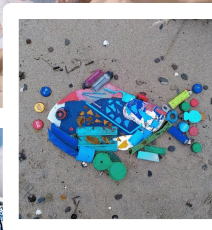
Budget Impact: – \$11,400.



PLASTIC FISHING FESTIVAL
Recap of events 2023
& Event series proposal 2024
By Plastic Fisherman



Highlights



In 2023 we've had

02

Plastic Fishing Festivals on Earth Day and International Coastal Cleanup Day for over

500+

people with dozens of plastic fish "caught" and over

604

pounds of trash removed from our beach.



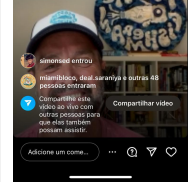
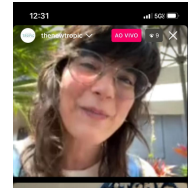
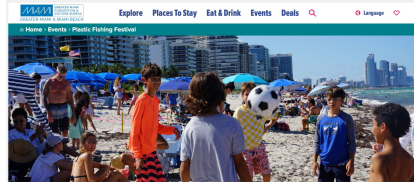
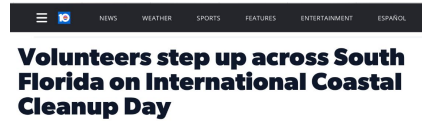


In the press

Out two Plastic Fishing Festivals had a combined exposure to an estimated

400K

people between local news to social posts, newsletters promotions, and news editorials.



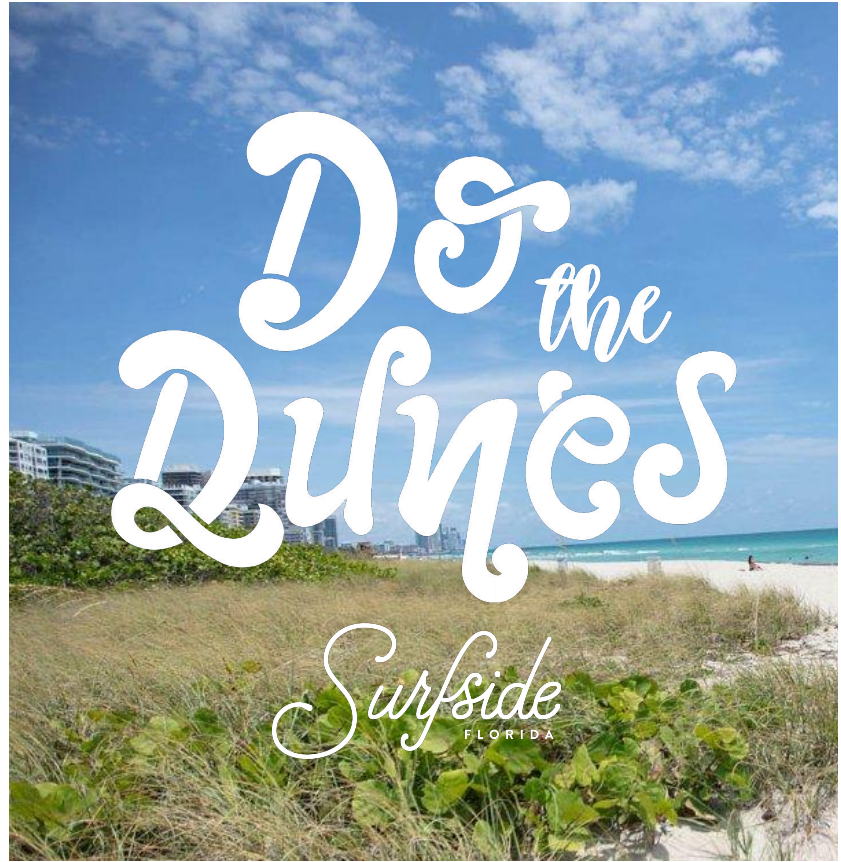
Do The Dunes Cleanup Competition

Sunday, June 23, 2024

Let's celebrate a unique feature of our town - the dunes - by creating a competition between residents to see which group cleans the most trash from them.

We'll divide our dunes in 15 portions separated by the entrance paths, and invite residents to divide in 15 groups. Each group will be assigned a dune portion. After one hour, the group that comes back with the most collected trash wins a couple of cool prizes.

COST: \$11,400





**Town of Surfside
Tourist Board
January 8, 2024**

DISCUSSION ITEM MEMORANDUM

Agenda #: 7.C

Date: January 8, 2024

From: Frank Trigueros, Tourism and Communications Director

Subject: ACT Productions - "The Mentalist" Show - Live Mind Magic

Background/Analysis: – ACT Productions will be presenting an idea to host a special performance by "The Mentalist," Guy Bavli, who's acclaimed show has captured audiences globally. A presentation will be shared with the Board prior to the meeting.

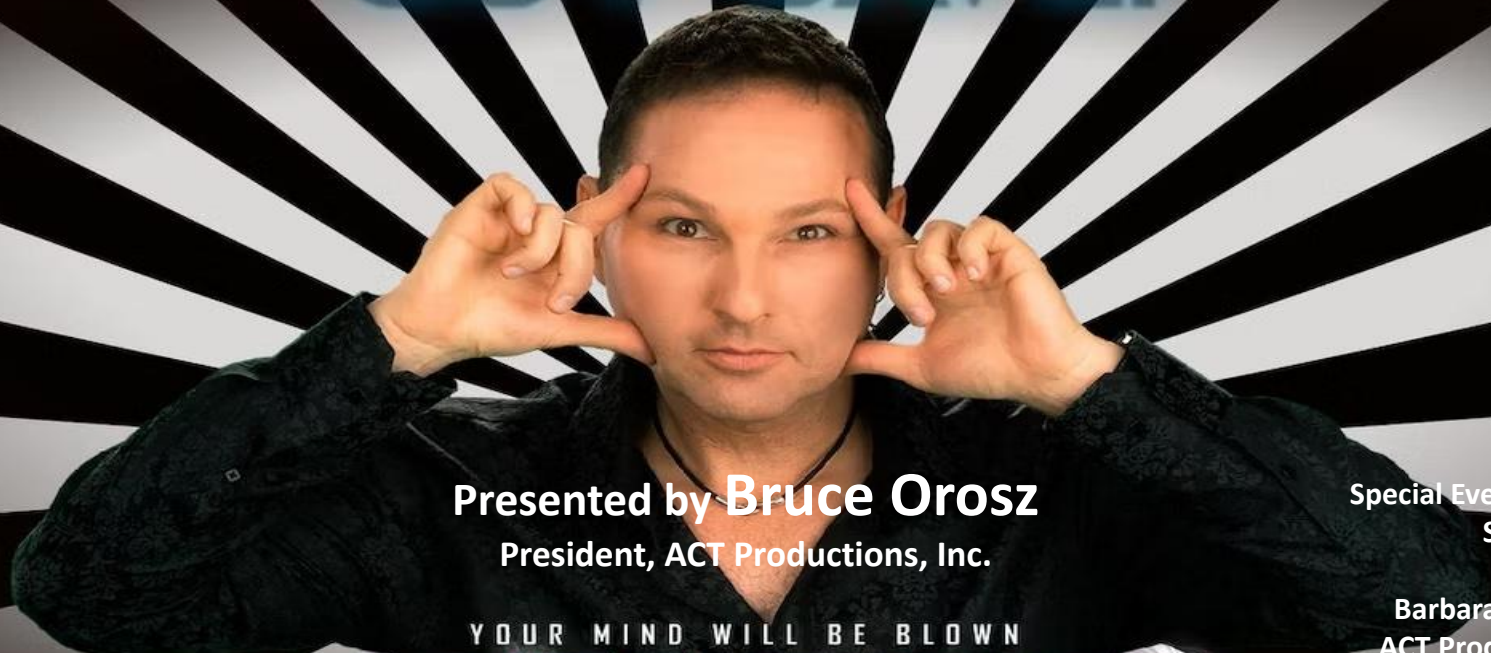
More about The Mentalist:

As seen on hundreds of TV shows, Bavli's reputation precedes him. Dive into an intimate show, up close and personal, where the mind's mysteries unfold before you. Driven by audience interaction, anticipate telekinesis, intriguing mind challenges, ESP, and astonishing predictions. From Las Vegas to Carnegie Hall, Bavli has wowed audiences globally.

Budget Impact: – TBD. Will be presented at the meeting.

GUY BAVLI

Surfside



Presented by **Bruce Orosz**
President, ACT Productions, Inc.

Special Events Proposal
Submitted by

Barbara Goicoechea
ACT Productions, Inc.
407 Lincoln Road Suite #10-J
Miami Beach, FL 33139
Phone: 305-538-3809

YOUR MIND WILL BE BLOWN

MASTER OF THE MIND

AN EVENING OF MYSTERY, HUMOR & HIDDEN POWERS

Email:

Barbara@actproductions.com



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Proposed Special Event **Page 4-6**

Thank you **Page 7**

About ACT Productions

ACT Productions has spent more than 35 years setting the standard for creating unique and memorable events, film and photos shoots. With hyperactive creativity, clear communication and expert follow through our industry – leading strategies ensure that our clients’ messages are seen and heard loud and clear.

ACT’s diverse portfolio of expertise covers Sport, Music, Politics, Fashion, Live Television, Film, Charity Galas and Historical events like the year long Miami Beach Centennial Celebration. Each project is tailor-made to perfection joining the long full list of unforgettable experiences.

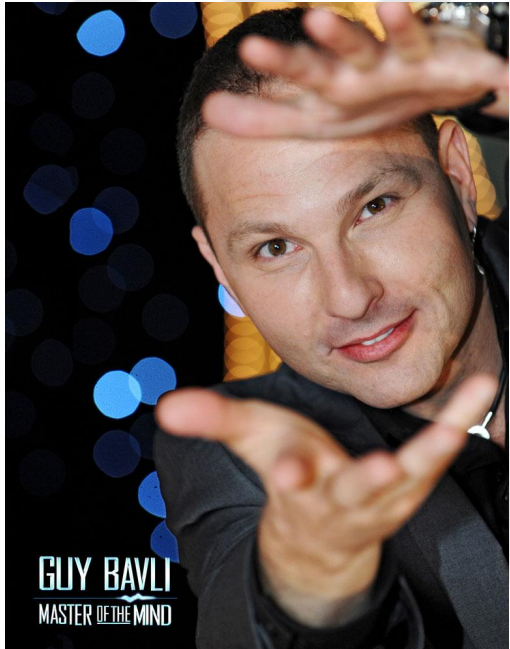


Guy Mentalist Show

- Location: 93rd Street and Town Parking Lot area
- Mentalist Show Entertainment 60 mins
- Meet & Greet with Guy
- Arts & Crafts Area for kids
- Food Vendors
- K kosher friendly Light Bites
- Hydration Station
- ACT Management Staff & Activation



Guy Mentalist Show



Site Plan



THANK YOU

Submitted by

Barbara Goicoechea
ACT Productions, Inc.
407 Lincoln Road Suite #10-J
Miami Beach, FL 33139
Phone: 305-538-3809
Email: Barbara@actproductions.com



**Town of Surfside
Tourist Board
January 8, 2024**

DISCUSSION ITEM MEMORANDUM

Agenda #: 7.D

Date: January 8, 2024

From: Vice Chair Ben Jacobson

Subject: ACT Productions - Saturday Block Parties

Background/Analysis: – Vendor ACT Productions (Surfcastle Royale, Surfside Street Art Festival) has developed a proposal for four Saturday block party events that would take place at the 93rd Street Parking Lot February through May.

Budget Impact: – \$24,500 per event.

Town of Surfside Block Party Events

Presented by **Bruce Orosz**
President, ACT Productions, Inc.

Special Events Proposal
Submitted by

Barbara Goicoechea
ACT Productions, Inc.
407 Lincoln Road Suite #10-J
Miami Beach, FL 33139
Phone: 305-538-3809
Email: Barbara@actproductions.com

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Proposed Special Event Block Party Ideas Page 4-7

Thank you Page 8

About ACT Productions

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Block Party #1 - Jazz Night



- Location: 93rd Street and Town Parking Lot area
- Jazz Band Entertainment
- Jazz Food Vendors
- Coloring Station for Kids
- Kosher friendly Light Bites
- Hydration Station
- ACT Management Staff & Activation



Block Party #2 - Guitar Battle



- Location: 93rd Street and Town Parking Lot area
- Pros and Amateurs Guitar Competition
- Professional Guitar Band
- Rock Star Inspo Food Vendors
- Rock Star Inspo Gift Bags & Photo Ops
- Kosher friendly Light Bites
- Hydration Station
- ACT Management Staff & Activation

Block Party #3 - Percussion Battle



- Location: 93rd Street and Town Parking Lot area
- Percussion Battle (similar to Blue Man Group)
- American Style Food Vendors
- DIY Drum Set Station for Kids
- Kosher friendly Light Bites
- Hydration Station
- ACT Management Staff & Activation

Block Party #4 - Latin Night



- Location: 93rd Street and Town Parking Lot area
- Salsa Dancers Entertainment
- Latin Food Vendors
- DIY Maracas Station for Kids
- Kosher friendly Light Bites
- Latin DJ
- Hydration Station
- ACT Management Staff & Activation

THANK YOU

Submitted by

Barbara Goicoechea
ACT Productions, Inc.
407 Lincoln Road Suite #10-J
Miami Beach, FL 33139
Phone: 305-538-3809

Email: Barbara@actproductions.com



**Town of Surfside
Tourist Board
January 8, 2024**

DISCUSSION ITEM MEMORANDUM

Agenda #: 9.A

Date: January 8, 2024

From: Sandra N. McCready, Town Clerk

Subject: Next Meeting: February 5, 2024 at 5:30 p.m.
