



**Town of Surfside
Tourist Board
AGENDA
Monday, February 5, 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 **January 8, 2024 Tourist Board Meeting Minutes** - Sandra N. McCreedy, Town Clerk
[January 8, 2024 Tourist Board Meeting Minutes](#)
6. **Resort Tax Collection and Vacancies Report**
 - 6.A **February Vacancies and Resort Tax Report** - Frank Trigueros, Tourism and Communications Director
[Attachment A - February Resort Tax and Vacancies Report](#)
7. **Discussion Items**
 - 7.A **2024 Third Thursdays Series - First Event Recap** - Frank Trigueros, Tourism & Communications Director
[Attachment A - Third Thursday Classic Rock Photos](#)
 - 7.B **2024 Music on the Beach Series - First Event Recap** - Frank Trigueros, Tourism & Communications Director
[Attachment A - Music on the Beach Photos](#)
 - 7.C **2024 Surfstreet Saturdays - First Event Recap** - Frank Trigueros, Tourism & Communications Director
 - 7.D **The Mentalist, 'Master of the Mind' Show – ACT Productions** - Frank Trigueros, Tourism & Communications Director
[Attachment A - Guy Mentalist Special Event Presentation](#)
 - 7.E **Do the Dunes Competition - Plastic Fisherman Event** - Frank Trigueros, Tourism & Communications Director
[Attachment A - Plastic Fisherman Do the Dunes Competition](#)
 - 7.F **Branded Surfside Turtle Sculptures** - Hector Gomez, Town Manager
[Attachment A - Turtle Mold](#)
8. **Next Meeting**
 - 8.A **Next Meeting: March 4, 2024 at 5:30 p.m.** - Sandra N. McCreedy, Town Clerk
9. **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.

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 8, 2024
5:30 PM
Town Commission Chambers**

1. Call to Order/Roll Call

Vice Chair Ben Jacobson called the meeting to order at 5:33 p.m.

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

Present: Vice Chair Ben Jacobson, Board Member David Karp and Board Member Ezequiel Singer.

Absent: Chair Eli Tourgeman and Board Member Diana Gonzalez.

Also present: Town Attorney Lillian Arango, Town Manager Hector Gomez and Commission Liaison Mayor Shlomo Danzinger.

2. Agenda and Order of Business

Tourism and Communications Director Trigueros stated that item 7B be deferred due to Mr. Rodrigo being unable to attend the meeting.

3. Town Commission Liaison Report

Mayor Danzinger provided the Commission Liaison Report.

4. Public Comments

Vice Chair Jacobson opened the floor to public comments.

There were no public speakers.

Vice Chair Jacobson closed the floor to public comments.

5. Approval of Minutes

5.A December 4, 2023 Tourist Board Meeting Minutes - Sandra N. McCreedy, Town Clerk

A motion was made by Board Member Karp to approve the December 4, 2023
Minutes
Tourist Board
Monday, January 8, 2024

Tourist Board Meeting Minutes, seconded by Board Member Singer. The motion carried with a 3-0 vote.

[December 4, 2023 Tourist Board Meeting Minutes.pdf](#)

6. Resort Tax Collection and Vacancies Report

6.A January Vacancies and Resort Tax Report - Frank Trigueros, Tourism and Communications Director

Tourism and Communications Director Trigueros provided the Resort Tax Report.

Vice Chair Jacobson asked regarding outstanding payments.

Tourism and Communications Director Trigueros addressed the comments made.

[Attachment A - January Vacancies and Resort Tax Report](#)

7. Discussion Items

7.A Classic Car Show 2024 - Chair Eli Tourgeman

Tourism and Communications Director Trigueros provided an overview of the item. He stated it was proposed for February 18th.

Alan Andai provided a presentation of the item.

Vice Chair Jacobson asked regarding the budget for this event.

Tourism and Communications Director Trigueros stated it is \$17,000.

Mr. Andai explained what that budget would include and that this year's event would expand beyond classic cars to include other types of vehicles like exotics.

Vice Chair Jacobson asked regarding the truck stations.

Mr. Andai explained what they had and prefers to keep the food inhouse and keep the partners they have been using.

Vice Chair Jacobson asked to keep full coverage for food. He asked if there is anything they can do to allow the children to enter the vehicles..

Mr. Andai stated that they are ultimately personal vehicles so the answer depends on the owners, but he will happily reach out to them to see if some of them are comfortable allowing kids in the cars.

Board Member Singer asked if there is anything they can do as far as increasing promotion of the event.

Tourism and Communications Director Trigueros addressed the comments made and they will be reaching out to the hotels adding that diversifying the event will create an opportunity to cross promote with different audiences and will make the

event more successful.

A motion was made by Board Member Karp to approve the event with an additional \$1,000 for food, seconded by Board Member Singer. The motion carried with a 3-0 vote.

[Surfside 2024 Car Show.pdf](#)

7.B Do the Dunes @plasticfisherman Event Pitch - Frank Trigueros, Tourism & Communications Director

A motion was made by Board Member Karp to defer the item to the next meeting, seconded by Board Member Singer. The motion carried with a 3-0 vote.

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

7.C ACT Productions - "The Mentalist" Show - Live Mind Magic - Frank Trigueros, Tourism and Communications Director

Tourism and Communications Director Trigueros provided an overview of the item.

Noemi Lopez, ACT Productions provided an overview of the item and covered the cost estimate which is approximately \$46,000.

Vice Chair Jacobson asked when they envision for this event to take place.

ACT Productions stated it will be up to the Board and it can be done any day and time of the week. They also stated that the Mentalist has signed a contract with Ft. Lauderdale for a year so he will be here for at least a year. They suggested to have it during dusk to avoid the attendees being under the sun.

Board Member Singer spoke regarding the time of the event and what will work for this community. He asked if they could do a smaller station to reduce the price.

Ms. Lopez stated the biggest cost is the Mentalist' fee for performance and the sound system.

Vice Chair Jacobson asked if this is usual in cost for similar events.

Tourism and Communications Director Trigueros stated this would be one of the most expensive shows due to the talent involved, but stated it would have a large appeal to hotel guests. The Town could hold a certain amount of tickets for hotel guests and explained how they would handle this. He stated the tickets would be free and organized through Eventbrite.

ACT Production stated they could have some standing room area as well.

Vice Chair Jacobson stated the arts and crafts section is open.

Ms. Lopez explained how it would work with Event Brite and walk ins that would just be walking by.

Board Member Karp asked what would happen if it would rain.

ACT Production stated they would have to have a plan B for rain.

Discussion among the Board Members and staff took place regarding some specifics of the event and plan B if it would rain; what would take place postponing the event as well as scheduling of the other events and possible dates for the events as well as the cost.

Vice Chair Jacobson asked if they could scale down the budget.

ACT Production stated they will look at the budget and see what they can come up with that will be comfortable and asked what the maximum is they would like to spend.

Board Member Singer stated that this budget is double of what they spend and asked them to come back with a less amount for the event.

Vice Chair Jacobson stated they are tentatively looking at March 17, 2024, as the date.

Consensus was reached by the Board for ACT Productions to come back at the February meeting with an updated pitch and a lower cost for the event.

[Guy Mentalist 2024 - Special Event Presentation.pdf](#)

7.D ACT Productions - Saturday Block Parties - Vice Chair Ben Jacobson

Tourism and Communications Director Trigueros provided an overview of the item.

Noemi Lopez, ACT Productions provided an overview of the item.

Tourism and Communications Director Trigueros spoke regarding possible dates and what will be feasible for them given the other previously approved events like Street Art Festival.

Board Member Singer asked if this is part of the budget.

Tourism and Communications Director Trigueros stated they did not budget for this series specifically, but they have funding available in the events budget. He also stated that each event would cost \$24,500 like Third Thursdays..

Board Member Karp likes the first Saturday and in March and April there are no conflicts.

Vice Chair Jacobson asked who is running the street festival event.

Tourism and Communications Director Trigueros stated ACT is the company running these events.

Further discussion took place among the Board Members and staff regarding

possible dates for the events for all four events.

Consensus was reached to hold four block parties February through May 2024.

art festival event on March 24, 2024, the second event on March 2, 2024; taste of surfside on March 14, 2024

Mr. Andai stated he is willing to connect the partners to see if they can make any changes to his events to assist ACT.

A motion was made by Board Member Singer to approve the block parties and Street Art Festival to March 24, 2024 and Taste of Surfside to May 2024, seconded by Board Member Karp. The motion carried with a 3-0 vote.

[ACT Productions Surfside Saturday Block Parties](#)

8. Board Member Comments

Board Member Karp asked who sponsored the Saturday Madness event.

Tourism and Communications Director Trigueros addressed the comments made and it was some individual vendors.

Board Member Karp stated that there were a lot attendees.

Tourism and Communications Director Trigueros there will be some other pop ups.

9. Next Meeting

9.A Next Meeting: February 5, 2024 at 5:30 p.m. - Sandra N. McCready, Town Clerk

Former Deputy Clerk Herbello provided the next meeting date of February 5, 2024.

Consensus was reached by the Board to hold the next meeting on February 5, 2024.

10. Adjournment

There being no further business to discuss before the Board, a motion was made by Board Member Karp to adjourn the meeting at 6:19 p.m., seconded by Board Member Singer.

The motion carried with a 3-0 vote.

Accepted this ____ day of _____, 2023.

Eli Tourgeman, Chair

Attest:

Sandra N. McCready, MPA, MMC
Town Clerk



**Town of Surfside
Tourist Board
February 5, 2024**

DISCUSSION ITEM MEMORANDUM

Agenda #: 6.A

Date: February 5, 2024

From: Frank Trigueros, Tourism and Communications Director

Subject: February Vacancies and Resort Tax Report

Background/Analysis: – The monthly Resort Tax Report (Attachment A) looks at the Resort Tax collection throughout different periods of the year and compares the performance to previous years. This month's report (Attachment A) looks at the months of August and September.

The report also tracks vacant businesses and new openings in the Harding Avenue district.

The collection numbers in this report show a similar pattern to other figures from this year's summer season with food & beverage collection increasing slightly year over year, while hotel accommodations see a mild decrease.

The Town is up 6% in food and beverage, but down 7% in accommodations versus 2022. The numbers for both categories have seen notable increases since 2021: +15.9% for food and beverage and +21.9% for accommodations.



Resort Tax Collection Report				
August & September				
2021	2022	2023	Year Over Year	Vs. 2021
2% Food & Beverage Tax				
\$ 136,768	\$ 149,566	\$ 158,552	6%	15.9%
4 % Accommodations Tax				
\$ 297,953	\$ 390,967	\$ 363,323	7%	21.9%

Business District Vacancies

	Coming Soon	Vacant Since
9588 Harding Avenue		December 2019
9599 Harding Avenue		October 2018
9545 Harding Avenue		June 2020
262 95 th Street		January 2020
9455 Harding Avenue		August 2022
9484 Harding Avenue		October 2022
9551 Harding Avenue		July 2019
9481 Harding Avenue	KOSH Expansion	December 2023

New Openings

Furbaby Surfside (rebrand, formerly Woofgang Surfside)	January 2024
La Esha Couture – 9521 Harding Ave.	At Extension Dreams
CVRGE, Jupe NYC & Malka Majesty Gown – 9507 Harding Ave.	At Wow The Concept
PROJECT6NYKIDS – 9486 Harding Ave.	At The Shoppe Miami



**Town of Surfside
Tourist Board
February 5, 2024**

DISCUSSION ITEM MEMORANDUM

Agenda #: 7.A

Date: February 5, 2024

From: Frank Trigueros, Tourism & Communications Director

Subject: 2024 Third Thursdays Series - First Event Recap

Background/Analysis: – The 2024 Third Thursday series kicked off on Thursday, January 18 with a Classic Rock theme. Vendor Alan Andai will be on hand to recap the first event. The series continues through May. Photos are included in Attachment A.







**Town of Surfside
Tourist Board
February 5, 2024**

DISCUSSION ITEM MEMORANDUM

Agenda #: 7.B

Date: February 5, 2024

From: Frank Trigueros, Tourism & Communications Director

Subject: 2024 Music on the Beach Series - First Event Recap

Background/Analysis: – The 2024 Music on the Beach series began on Sunday, January 21 with a Classic Rock performance. Vendor Alan Andai will be present to walk the Board through a recap of the first event. The series continues through June. Photos are included in Attachment A.





**Town of Surfside
Tourist Board
February 5, 2024**

DISCUSSION ITEM MEMORANDUM

Agenda #: 7.C

Date: February 5, 2024

From: Frank Trigueros, Tourism & Communications Director

Subject: 2024 Surfstreet Saturdays - First Event Recap

Background/Analysis: – Last month, the Tourist Board approved a new block party series for the first Saturday of the month with vendor ACT Productions. The ACT team will be on hand to discuss key learnings and successes for the first Surfstreet Saturdays event, Percussion Battle. The series continues through May.



**Town of Surfside
Tourist Board
February 5, 2024**

DISCUSSION ITEM MEMORANDUM

Agenda #: 7.D

Date: February 5, 2024

From: Frank Trigueros, Tourism & Communications Director

Subject: The Mentalist, 'Master of the Mind' Show – ACT Productions

Background/Analysis: – At the January Tourist Board meeting, ACT Productions presented an idea to host a special performance by renowned Magician and Performer Guy Bavli (aka The Mentalist) at the 93rd Street parking lot for approximately 300 spectators. The parking lot event could be expanded to include additional components such as arts and crafts and other vendors for casual attendees who may notice the event when strolling by and are unable to secure a spectating seat.

The free show would be open to the public and Surfside hotel guests, serving as an enhancement to their visitor experience. Guy Bavli is a well-known performer who has appeared in numerous TV segments domestically and internationally, which may bring additional exposure to our destination.

The Board appeared to be interested in the idea; however, there are challenges with the initial pitch such as the cost (\$45,000), and the outdoor location which means a rain clause must be included which may result in additional reschedule fees.

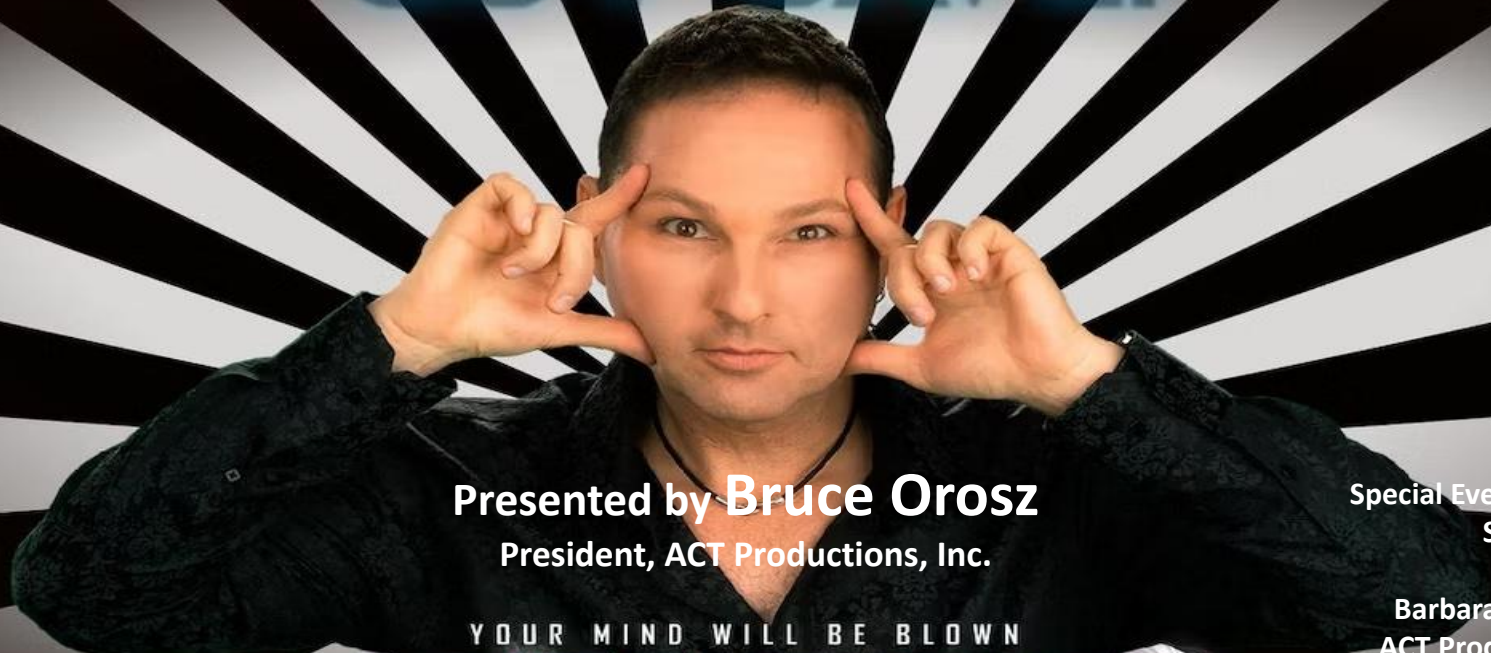
The ACT team has been working with their contacts as well as Town staff to brainstorm ideas to mitigate cost. Both teams are speaking with the Grand Beach Hotel Surfside which may be interested in hosting the event as one of their ballrooms could host 300 spectators' audience style.

ACT Productions will be on hand to discuss updates. The original presentation is included as Attachment A.

Budget Impact: – To be determined.

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**

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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.

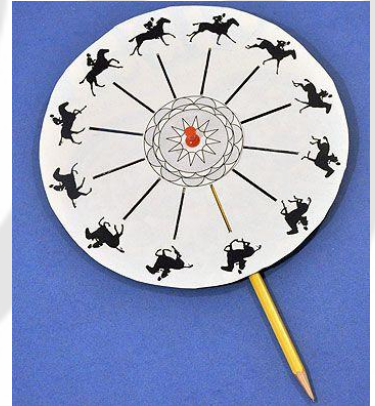
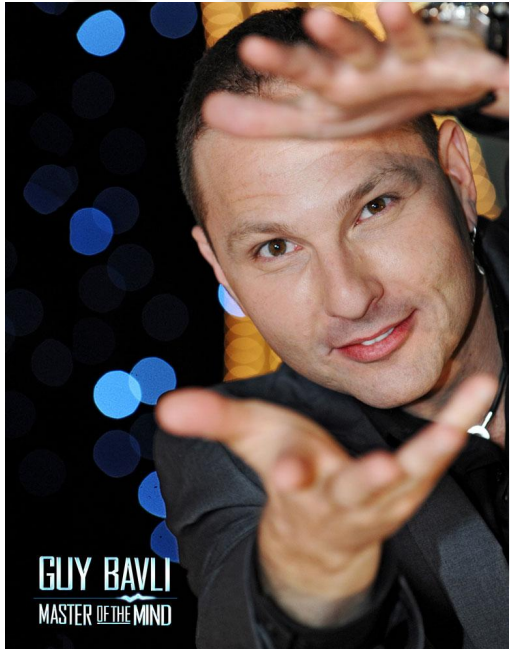


Guy Mentalist Show

- Location: 93rd Street and Town Parking Lot area
- Mentalist Show Entertainment 60 mins
- Meet & Greet with Guy
- Arts & Crafts Area for kids
- Food Vendors
- 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
February 5, 2024**

DISCUSSION ITEM MEMORANDUM

Agenda #: 7.E

Date: February 5, 2024

From: Frank Trigueros, Tourism & Communications Director

Subject: Do the Dunes Competition - Plastic Fisherman Event

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 engagement and also garnered positive media coverage for the community and destination.

At the November 2023 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.

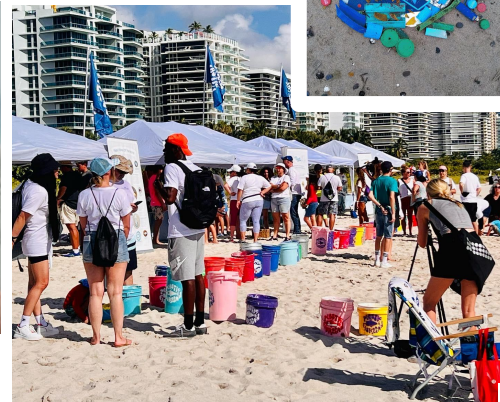
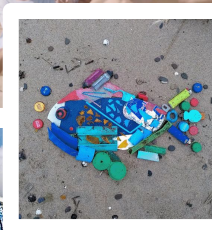
Budget Impact: – \$11,400.



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.



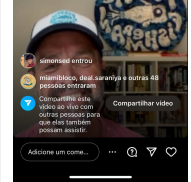
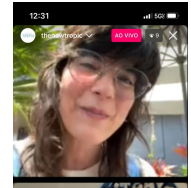
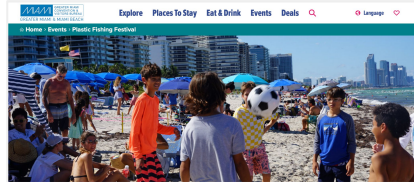
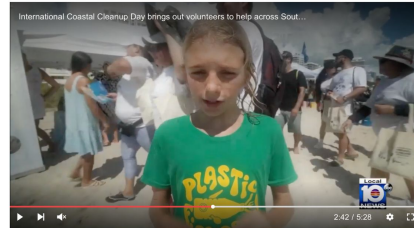
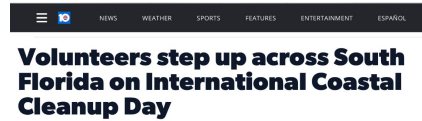


In the press

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.



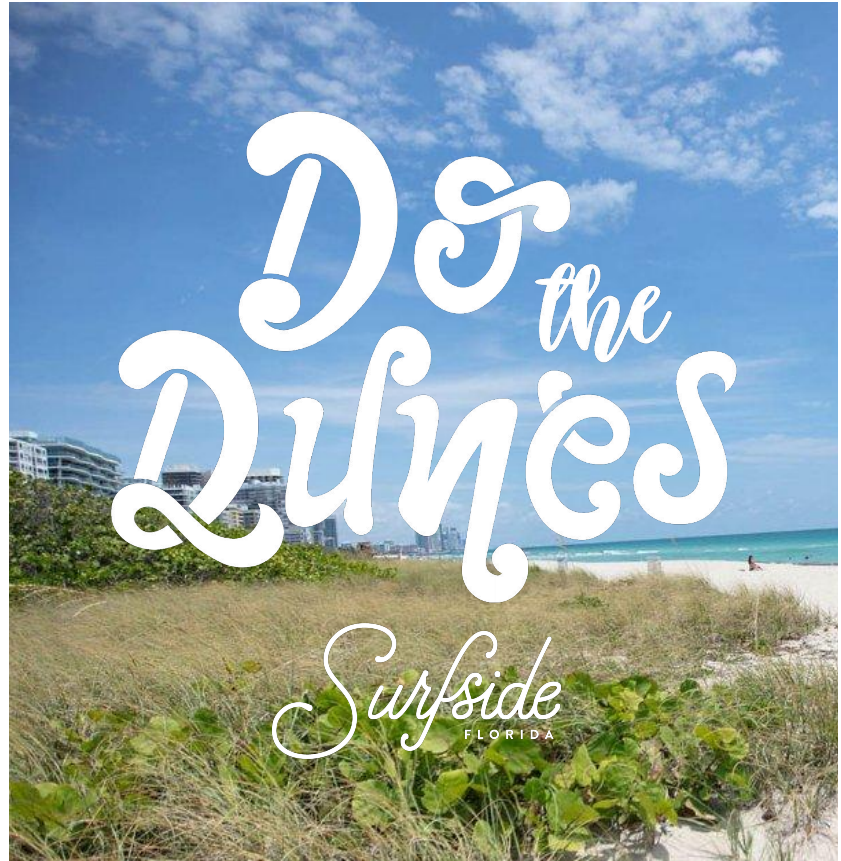
Do The Dunes Cleanup Competition

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
February 5, 2024**

DISCUSSION ITEM MEMORANDUM

Agenda #: 7.F

Date: February 5, 2024

From: Hector Gomez, Town Manager

Subject: Branded Surfside Turtle Sculptures

Background/Analysis: – The Town of Surfside has long embraced the Loggerhead sea turtle as its mascot given their abundance on the beach during nesting season. The colorful Turtlewalk sculptures have become a symbol for the Town, some have even been donated as gifts such as the turtle that was donated to Sandy Hook Elementary in Connecticut following the tragic school shooting.

The Town Manager would like to obtain additional turtles that could be stored in house and presented as emblematic gifts when an occasion arises. The turtles also act a promotional symbol for the Town and may spark interest in visiting Surfside.

The mold can be seen in Attachment A.

Budget Impact: – Town Staff has found a local vendor with the Turtlewalk fiberglass molds. The cost for each unpainted turtle is \$1,700. Staff is requesting \$4,200 to acquire two additional turtles with the additional funding being used for decorative paint.

