



**Town of Surfside  
Tourist Board  
AGENDA  
Monday, March 4, 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 **February 5, 2024 Tourist Board Meeting Minutes** - Sandra N. McCreedy, MMC, MPA, Town Clerk  
[February 5, 2024 Tourist Board Meeting Minutes.pdf](#)
6. **Resort Tax Collection and Vacancies Report**
7. **Discussion Items**
  - 7.A **Kosher Food at Events** - Vice Chair Ben Jacobson
  - 7.B **ACT Productions: Jazz Night Block Party Recap** - Tourism & Communications Director Frank Trigueros
  - 7.C **ACT Productions: Upcoming March 24 Street Art Festival** - Tourism & Communications Director Frank Trigueros  
[Street Art Festival March 24](#)
  - 7.D **ACT Productions Update: The Mentalist** - Tourism & Communications Director Frank Trigueros  
[The Mentalist - ACT Productions](#)
  - 7.E **2024 Tourist Board Block Parties Check In Data, T-Shirt Update** - Tourism & Communications Director Frank Trigueros
  - 7.F **2024 Historical Walking Tours** - Tourism & Communications Director Frank Trigueros
  - 7.G **Business District Storefront Initiative** - Board Member David Karp
  - 7.H **Beachside Events Recap: Third Thursdays & Music on the Beach** - Tourism & Communications Director Frank Trigueros
  - 7.I **Six Month Update: Farmer's Market New Location** - Tourist Board Chair Eli Tourgeman
  - 7.J **SURF FOOD FEST: Food Truck Event March 7** - Tourist Board Chair Eli Tourgeman  
[Food Truck Proposal Surf Food Fest](#)
  - 7.K **Monument Sign Update** - Tourist Board Chair Eli Tourgeman  
[Approved Monument Sign](#)

**7.L Board Member Comment**

**8. Next Meeting**

**9. Adjournment**

Respectfully submitted,

Hector R. Gomez  
Town Manager

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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.



**Town of Surfside  
Tourist Board  
MINUTES  
February 5, 2024  
5:30 PM  
Town Commission Chambers**

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

Chair Tourgeman called the meeting to order at 5:34 p.m.

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

Present: Chair Eli Tourgeman, Vice Chair Ben Jacobson, Board Member Diana Gonzalez and Board Member David Karp.

Absent: Board Member Ezequiel Singer

Also Present: Town Manager Hector Gomez, Commission Liaison Mayor Shlomo Danzinger and Town Attorney Daniella Cimo.

Chair Tourgeman welcomed staff and the public that were present.

**2. Agenda and Order of Business**

**3. Town Commission Liaison Report**

Commission Liaison Mayor Danzinger provided his Commission Liaison Report.

**4. Public Comments**

Chair Tourgeman opened the floor to public comments.

There were no public speakers.

Chair Tourgeman closed the floor to public comments.

**5. Approval of Minutes**

**5.A January 8, 2024 Tourist Board Meeting Minutes - Sandra N. McCreedy, Town Clerk**

A motion was made by Vice Chair Jacobson to approve the January 8, 2024 Tourist Minutes

Tourist Board  
Monday, February 5, 2024

Board Meeting Minutes, seconded by Board Member Karp. The motion carried with a 4-0 vote.

[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

Tourism and Communications Director Trigueros provided the February Vacancies and Resort Tax Report. He stated the report is from the same data from last month and he went over the months of August and September and how they performed in the previous years and 2021. He stated they saw a slight decrease in accommodations, and they are up in the food and beverage side. He stated it will be interesting to see if they could pick some of these up and to keep in mind the Marriott was offline due to renovations, but they are open again. He spoke regarding the businesses and some pop ups that have taken place in some of the current businesses. He went over some new businesses that opened up and some closures.

Chair Tourgeman asked regarding the collections.

Town Manager Gomez spoke regarding the Hamsa Hamsa contract which is the concession stand at the Community Center. He stated that this contract was terminated and there will be a current vacancy in the concession stand and the Town Commission will determine how to proceed. He gave an overview of the history with that vendor.

Chair Tourgeman confirmed it is not operating currently.

Town Manager Gomez stated it is not operating and they are within their 30 days to take their equipment.

Chair Tourgeman stated that history has dictated that the concession stand at the Community Center never worked out and it has not been a money-making business and spoke regarding possibly using tourist funds to assist/subsidizing and attracting a good tenant.

Town Manager Gomez stated that this is not the first business that has not been successful at the location and provided an explanation.

Discussion continued among the board members and staff regarding possible ways of getting that spot open and funded in order to be successful as well as possibly adding vending machines.

Chair Tourgeman asked if there is a list of the vacancies in the business district.

Tourism and Communications Director Trigueros stated it is part of the agenda packet.

Board Member Karp asked who the owner is of a specific building and if they own the

whole block or different buildings.

Tourism and Communications Director Trigueros stated he would have to obtain that information for him, but some are individual owners.

Chair Tourgeman responded to the question by Board Member Karp.

Discussion took place among the Board Members and staff regarding the requirements on opening up a business.

[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

Tourism and Communications Director Trigueros introduced the item.

Alan Andai provided a recap of the 2024 Third Thursdays Series and over 400-500 guests came out to participate.

Chair Tourgeman opened the floor to public comments.

There were no public speakers.

Chair Tourgeman closed the floor to public comments.

Chair Tourgeman asked if there was plenty of food.

Mr. Andai stated there was food.

Vice Chair Jacobson asked if they used all the funds.

Mr. Andai stated they did.

Chair Tourgeman asked if there was any way to have warmers to keep the food warm.

Mr. Andai stated they can look into that.

Vice Chair Jacobson suggested having someone cooking the pizza live.

Board Member Gonzalez asked regarding the extra funds and asked if it is usual that the employees divide the food amongst themselves and if there is enough food.

Chair Tourgeman stated he thinks that is fine as long as there is plenty of food and variety of menu for the guests. He suggested having a variety of food. He suggested having the dog adoption at the events as well and possible animals.

Mr. Andai spoke regarding the food and stated this event, depending on the weather,

you can have 500-1,000 people showing up but they do their best to provide enough food during the event. He said he will speak to his contacts and see what animals they can bring.

Vice Chair Jacobson suggested for the restaurants that attend have the name and address of their restaurant and the sign for kosher food. He spoke suggesting rolling this back to 5 pm.

Mr. Andai stated that they do have signs up but will try and make it bigger. He stated that there is a parking closure and every year they lose setup time. He stated they might be able to do a 5:30 p.m.

Tourism and Communications Director Trigueros stated that they worked out internally and moving forward the lot will be cleared the night before.

Further discussion among the Board members and staff took place regarding the time of the event and some residents complained regarding the event being too early.

[Attachment A - Third Thursday Classic Rock Photos](#)

**7.B 2024 Music on the Beach Series - First Event Recap** - Frank Trigueros, Tourism & Communications Director

Tourism and Communications Director Trigueros introduced the item.

Alan Andai provided a recap of the event.

Chair Tourgeman opened the floor to public comments.

There were no public speakers.

Chair Tourgeman closed the floor to public comments.

Mayor Danzinger stated it was a great event and well attended.

Discussion among the Board Members took place regarding the event.

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

**7.C 2024 Surfstreet Saturdays - First Event Recap** - Frank Trigueros, Tourism & Communications Director

Tourism and Communications Director Trigueros introduced the item.

Bruce Oros and Noemi Lopez, ACT Production, provided a recap of the event.

Chair Tourgeman spoke regarding the title of the event and he would like to see a more exciting title for the event.

Board member Gonzalez is fine with the title of the event.

Discussion took place among the Board Members and ACT Productions to come up with a better name and they will work with Tourism and Communications Director Trigueros on that.

Vice Chair Jacobson stated that he attended the event, and he did not see any red flags, but you they were missing an activation area when you walk in.

Mr. Oros, ACT Productions responded to the comments made and they will enhance the entrance experience.

Chair Tourgeman asked when their next event would be.

Mr. Oros stated it would be March 2nd.

Chair Tourgeman stated that the election is March 19 and after that election the new commission will be appointing new members.

Vice Chair Jacobson spoke regarding the barricades and who are the owners.

Tourism and Communications Director Trigueros stated it belongs to the Parks and Recreation Department and they will coordinate to make sure they have them on both sides for the children.

Ms. Lopez, ACT Productions spoke regarding having more ideas moving forward.

Chair Tourgeman opened the floor to public comments.

The following individual from the public spoke:  
Michelle Arambula was very disappointed with the event on Saturday.

Chair Tourgeman closed the floor to public comments.

Chair Tourgeman thanked the public speaker for her comments and responded to her comments.

**7.D The Mentalist, 'Master of the Mind' Show – ACT Productions - Frank Trigueros, Tourism & Communications Director**

Tourism and Communications Director Trigueros introduced the item.

Bruce Oros and Noemi Lopez, ACT Productions, provided an overview and update of the event and the budget for this event. They stated they have a sponsorship with the Grand Beach to hold the event there and all they would have to pay is for food and beverage and they will be allowed to bring a Kosher vendor into the building. The Grand Beach would like to know how many seats could be allocated to their hotel guests that way they could get the venue for free and they will help with the PR of the event.

Vice Chair Jacobson was not aware that the Grand Beach had a room that will hold 300 people. He asked if they were wanting to hold both events inside.



Ms. Lopez stated that they would only be using one and remove the outdoor one.

Mr. Oros stated that the only thing they are looking at is the children factor and having the children sit 45 minutes, so this is catered for older children.

Chair Tourgeman opened the floor to public comments.

There were no public speakers.

Chair Tourgeman closed the floor to public comments.

Board Member Gonzalez thought this would be something different and suggested this being a special show and how would it be advertised for it to be successful.

Board Member Karp likes everything planned but has concerns due to the cap of people and there could be backlash.

Vice Chair Jacobson stated that if you are paying that amount of money it needs to be available to more people.

Chair Tourgeman agrees. He stated the event is a great event but still cannot digest to use tourist tax dollars for one hour. He likes the event not the price.

Mr. Oros stated you cannot look at it just as a show and there could be pictures taken and autographs. He stated it could be pre and post. He stated this is an event that they have to register for.

Further discussion among the Board Members and ACT Productions took place regarding the event and the cost of the event and possibly the hotels hosting this type of event and selling tickets.

Vice Chair Jacobson suggested coming up with an amount we can provide and have them go out and obtain sponsorship to cover the difference.

Chair Tourgeman provided examples.

Vice Chair Jacobson stated that the event is for March 8.

Chair Tourgeman proposed \$22,000.

Vice Chair Jacobson feels comfortable with that amount.

A motion was made by Vice Chair Jacobson to approve the event for an amount of \$22,000 for March 17, 2024 starting at 7:00 p.m. at the Grand Beach, seconded by Board Member Gonzalez. The motion carried with a 4-0 vote.

[Attachment A - Guy Magician Special Event Presentation](#)

**7.E Do the Dunes Competition - Plastic Fisherman Event** - Frank Trigueros,  
Tourism & Communications Director

Tourism and Communications Director Trigueros introduced the item. He also stated that Public Works Department has an employee that cleans up the dunes.

Rodrigo Butori, Plastic Fisherman, provided a presentation and recap of the project as well as the upcoming projects.

Chair Tourgeman opened the floor to public comments.

There were no public speakers.

Chair Tourgeman closed the floor to public comments.

Chair Tourgeman asked how widespread is this event.

Mr. Butori stated it is global and this event is different from cleanup day and explained what the project is.

Chair Tourgeman asked Town Manager Gomez if he sees a value to this event.

Town Manager Gomez stated that he would not like the event before June 24 because it would not be in good taste. He explained that June 24th was a very somber day for the Town and suggested having the event another date. He stated there is a value in this if done correctly but he does not know much about this vendor, and you will require several permits for this event. He asked if they could vet this more through him. He stated that the vendor must file for permits with the State.

Chair Tourgeman thanked the Town Manager for his observation on the date provided.

Board Member Gonzalez asked if the Town does this work, then why hire this vendor.

Chair Tourgeman stated it is a great exposure, but they would need Mr. Butori to work in conjunction with the Town Manager.

Mr. Butori stated this is an education awareness program.

Further discussion took place among the Board Members and staff regarding this awareness program, the specifics of the program, possible dates for the event, making sure all permits are obtained and tying it into the dune resiliency.

A motion was made by Board Member Gonzalez to approve the program in the amount of \$11,400 and being contingent to all permits being obtained and a date will be forthcoming, seconded by Vice Chair Jacobson. The motion carried with a 4-0 vote.

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

## **7.F Branded Surfside Turtle Sculptures - Hector Gomez, Town Manager**

Town Manager Gomez provided an overview of the item. He spoke regarding possibly having a few turtles in stock without having to give away the current turtles. He explained that they will be giving the City of Hialeah, as a Sister City, a turtle and they will be giving us a Flamingo.

Tourism and Communications Director Trigueros provided a cost estimate of what the cost for the turtles would be.

Chair Tourgeman opened the floor to public comments.

There were no public speakers.

Chair Tourgeman closed the floor to public comments.

Town Manager Gomez stated that they are looking at adding more turtles to the Town.

Chair Tourgeman stated that he would like to see a turtle at the corner of 95th Street and Harding Avenue. He suggests using one of the turtles in that area.

A motion was made by Board Member Karp to approve a total of \$8,400 for the purchase of four (4) turtles to have in stock to include placing one on 95th Street and Harding Avenue, one in the business district, one to the City of Hialeah and one in stock, seconded by Vice Chair Jacobson. The motion carried with a 4-0 vote.

[Attachment A - Turtle Mold](#)

## **8. Next Meeting**

### **8.A Next Meeting: March 4, 2024 at 5:30 p.m. - Sandra N. McCready, Town Clerk**

Former Deputy Town Clerk Herbello advised the Board of the next meeting on March 4, 2024 at 5:30 p.m.

Consensus was reached by the Board Members to hold the next meeting on March 4, 2024.

### **8.B) Board Member Comments**

Chair Tourgeman would like to see an update on the Surfside signage on the entry of Byron Avenue and Collins Avenue.

Town Manager Gomez asked Tourism and Communications Director Trigueros for an update.

Tourism and Communications Director Trigueros stated that he is working with the Public Works Department to see if they could move it and they stated they can relocate it and they will now reengage the vendor.

Town Manager Gomez stated that he will provide a timeline for this item.

Tourism and Communications Director Trigueros stated he will circle back with the vendor.

Chair Tourgeman stated this has been going on for months and that is why he is asking.

Town Manager Gomez agrees, and it will be his priority.

Board Member Karp thanked Cindy Reyes for the clear bags.

Chair Tourgeman stated that he did not see the art festival on the agenda and Bay Harbour does not have the Tourist Tax dollars we have, and they did a pretty large art festival. He asked where they are at with the art festival in Surfside.

Tourism and Communications Director Trigueros stated they already approved it with ACT Productions.

Town Manager Gomez asked Tourism and Communications Director Trigueros to have ACT Productions come back and give an update at the next meeting.

Vice Chair Jacobson requested for the Board Members to receive a calendar of the events upcoming.

Chair Tourgeman asked regarding obtaining possible sponsors in order to have a well-defined art festival.

Tourism and Communications Director Trigueros stated it was approved for March 24th.

Chair Tourgeman asked if they have vendors for the events.

Tourism and Communications Director Trigueros stated that ACT is working on this but he does not have the details yet.

Vice Chair Jacobson asked if any other buildings have done the ADA Accessible mats.

Town Manager Gomez stated that they have not had any other buildings interested and the funding for that project is the issue. He stated that they will put an item on the March agenda for funding.

Chair Tourgeman stated that they once had Canada Week and they used to have sponsors and explained what that event entailed.

## 9. Adjournment

There being no further business to discuss before the Board, a motion was made by Vice Chair Jacobson to adjourn the meeting at 7:43 p.m., seconded by Board Member Gonzalez. The motion carried with a 4-0 vote.

Accepted this \_\_\_\_ day of \_\_\_\_\_, 2024.

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Eli Tourgeman, Chair

Attest:

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Sandra N. McCready, MPA, MMC  
Town Clerk



**Town of Surfside  
Tourist Board  
March 4, 2024**

**DISCUSSION ITEM MEMORANDUM**

**Agenda #:** 7.A

**Date:** March 4, 2024

**From:** Vice Chair Ben Jacobson

**Subject:** **Kosher Food at Events**

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**Background/Analysis:** – From Vice Chair Ben Jacobson, an item for the Board to discuss kosher food offerings at Tourist Board events.



**Town of Surfside  
Tourist Board  
March 4, 2024**

**DISCUSSION ITEM MEMORANDUM**

**Agenda #:** 7.B

**Date:** March 4, 2024

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

**Subject:** ACT Productions: Jazz Night Block Party Recap

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**Background/Analysis:** – Vendor ACT Productions will be on hand to recap the second event of the Saturday block party series series, Jazz Night. Following the first event, the vendor discussed a series of footprint and offering enhancements with the Board to elevate the event and make the rest of the series more engaging and successful. The ACT team will share what was new and improved for Jazz Night as well as any future insights for the two remaining events.



**Town of Surfside  
Tourist Board  
March 4, 2024**

**DISCUSSION ITEM MEMORANDUM**

**Agenda #:** 7.C

**Date:** March 4, 2024

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

**Subject:** ACT Productions: Upcoming March 24 Street Art Festival

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**Background/Analysis:** – At the November 2023 meeting, Vendor ACT Productions was approved to produce a Street Art Festival for the Town which will be held on March 24. The ACT team will be on hand to present their updated site plan and cover what's in store for this new event.

**Budget Impact:** – \$25,000 approved at the November 2023 Tourist Board meeting.





# Town of Surfside Art Street Festival Sunday March 24th 2024

**ACT Productions, Inc.**  
407 Lincoln Road Suite #10-J  
Miami Beach, FL 33139  
Phone: 305-538-3809  
Email: [Barbara@actproductions.com](mailto:Barbara@actproductions.com)



# EVENT DETAILS

- Location: 93rd Street and Town Parking Lot
- Stilt Walkers Entertainment (PG attire)
- Art Vendors painting and selling
- Variety of local and nonlocal vendors selling clothes, candles, juices, crochets
- Live Art Vendor painting 24x36" canvas
- Arts & Crafts Area for kids
- Kosher friendly Light Bites & Hydration
- Face Painting Artist
- Inflatable games for kids
- DJ Entertainment



# VISUALS



Stilt Walkers



Face Painting



Obstacle Course



Rockwall Climbing



Live DJ



Bracelet Making



Tie dye Bag Station



Mini Canvas Painting



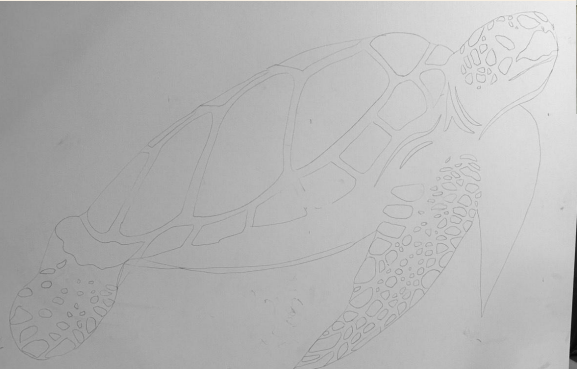
Food Truck Vendors

# CONFIRMED VENDORS



Local: Lucky Cigar

Local: valyscraftshop



William Lynch  
Artist



Local: modswim

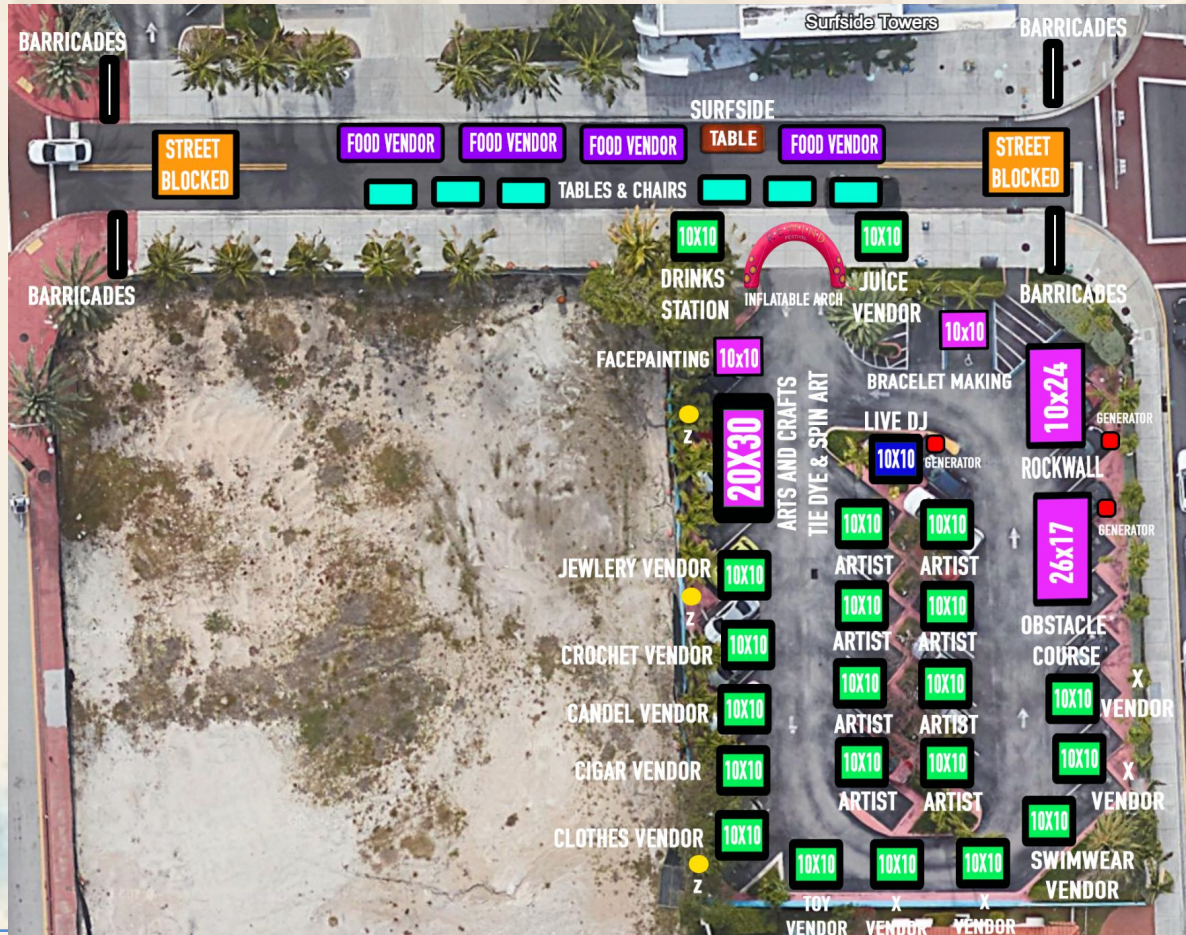


Local: juicdbydrea\_

Courtney Einhorn Artist  
Live Canvas Painting 24x36"

**MORE TO CONFIRM**

# SUGGESTED SITE PLAN





# THANK YOU

**ACT Productions, Inc.**  
**407 Lincoln Road Suite #10-J**  
**Miami Beach, FL 33139**  
**Phone: 305-538-3809**  
**Email: [Barbara@actproductions.com](mailto:Barbara@actproductions.com)**





**Town of Surfside  
Tourist Board  
March 4, 2024**

**DISCUSSION ITEM MEMORANDUM**

**Agenda #:** 7.D

**Date:** March 4, 2024

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

**Subject:** ACT Productions Update: The Mentalist

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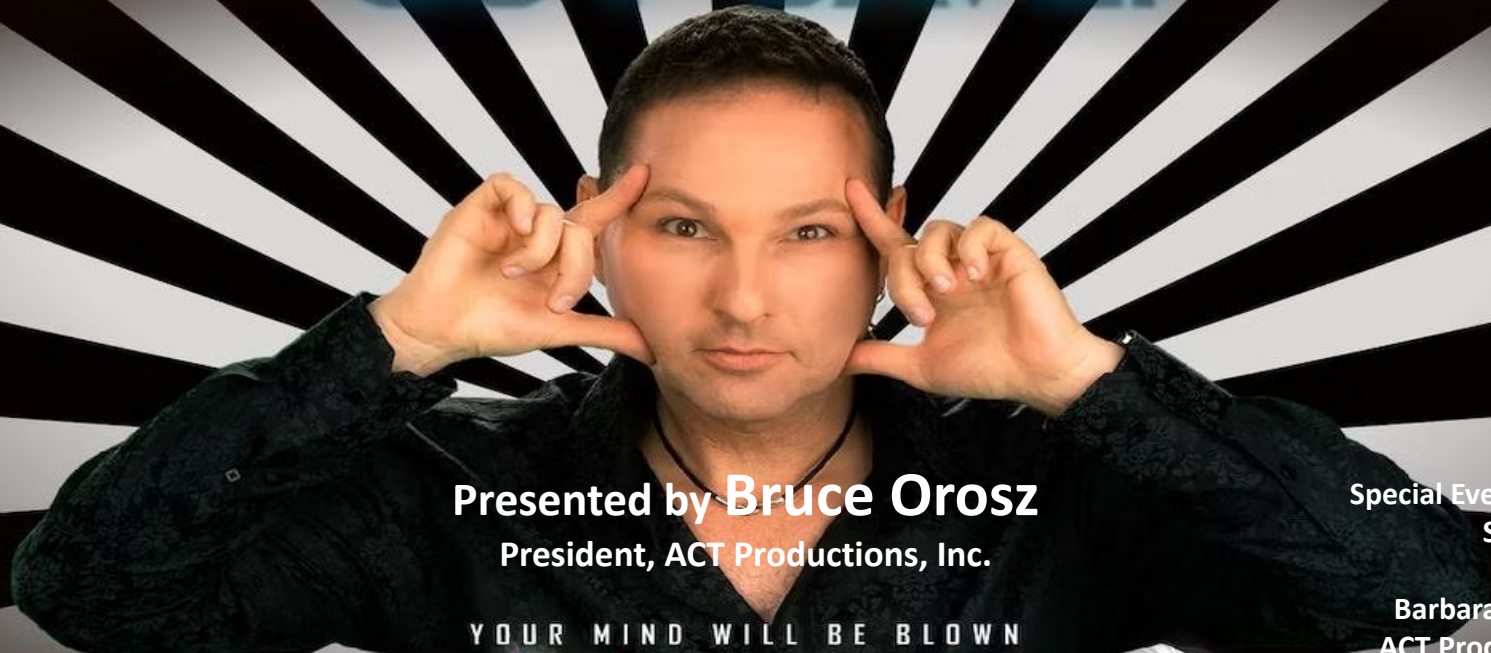
**Background/Analysis:** – Vendor ACT Productions has been working with The Grand Beach Hotel Surfside to discuss ways to bring the idea within the \$22,000 approved budget and exploring a variety of solutions including sponsorships. The ACT team will discuss their updates.

**Budget Impact:** – \$22,000 approved at the February 2024 Tourist Board 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](mailto:Barbara@actproductions.com)

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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.**

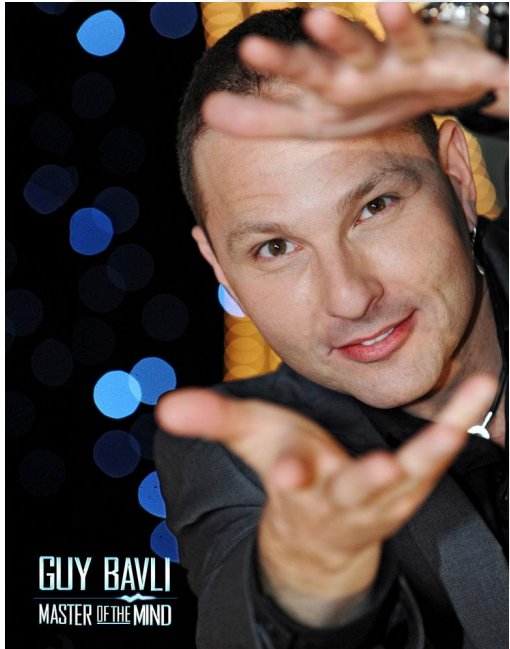


# Guy Mentalist Show

- **Location: Grand Beach Hotel Surfside**
- **Mentalist Show - 60 minutes entertainment**
- **Meet & Greet with Guy**
- **Food**
- **Water**
- **ACT Management Staff & Activation**



# Guy Mentalist Show





**Town of Surfside  
Tourist Board  
March 4, 2024**

**DISCUSSION ITEM MEMORANDUM**

**Agenda #:** 7.E

**Date:** March 4, 2024

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

**Subject:** 2024 Tourist Board Block Parties Check In Data, T-Shirt Update

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**Background/Analysis:** – The Tourist Board is currently presenting two block party series through May on the Third Thursday and first Saturday of the month. Tourism staff will present the data findings collected so far from the check in survey implemented at the welcome table to learn more about where our event attendees are coming from. The team will also provide an update on Surfside, Florida T-shirt sales.



**Town of Surfside  
Tourist Board  
March 4, 2024**

**DISCUSSION ITEM MEMORANDUM**

**Agenda #:** 7.F

**Date:** March 4, 2024

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

**Subject:** 2024 Historical Walking Tours

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**Background/Analysis:** – Conducted by HistoryMiami Museum resident Historian Dr. Paul George, Surfside's historical walking tours have been very popular over the past few years, particularly with visitors looking to learn more about the Town. Staff will present date options for the 2024 tours.

**Budget Impact:** – \$450 per tour. \$2,000 has been budgeted for tours this season.



**Town of Surfside  
Tourist Board  
March 4, 2024**

**DISCUSSION ITEM MEMORANDUM**

**Agenda #:** 7.G

**Date:** March 4, 2024

**From:** Board Member David Karp

**Subject:** Business District Storefront Initiative

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**Background/Analysis:** – Participating Surfside businesses would display something out of the norm, an 'anomaly,' on their storefront window which the public would aim to identify. The anomaly would be displayed for a given time period and the public would have the opportunity to drop off their answers at a designated box at Town Hall.

At an event like the May 16 Third Thursdays for example, 10 winners are announced and picked at random. The prizes are all directly from Surfside businesses and can either be donated by the businesses themselves, or pre-purchased by the Tourist Board. The later option would help incentivize participation. This initiative would encourage the public to pay closer attention to the storefronts and businesses and give participants the chance to showcase their offerings.

**Budget Impact:** – There would be little to no cost to the Town depending on how the Board wants the initiative to be executed if it is voted through. There would be minimal costs for printing some type of participant voting sheet; additionally, option A would be to ask the businesses to donate the gifts directly while option B would be to pre pay for the prizes, so the businesses do not have to shoulder the cost.



**Town of Surfside  
Tourist Board  
March 4, 2024**

**DISCUSSION ITEM MEMORANDUM**

**Agenda #:** 7.H

**Date:** March 4, 2024

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

**Subject: Beachside Events Recap: Third Thursdays & Music on the Beach**

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**Background/Analysis:** – Vendor Alan Andai of Beachside Events will be on hand to discuss the company's most recent events, February Third Thursdays (jazz) and Music on the Beach.





**Town of Surfside  
Tourist Board  
March 4, 2024**

**DISCUSSION ITEM MEMORANDUM**

**Agenda #:** 7.1

**Date:** March 4, 2024

**From:** Tourist Board Chair Eli Tourgeman

**Subject: Six Month Update: Farmer's Market New Location**

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**Background/Analysis:** – Spearheaded by Board Chair Tourgeman last year, the Tourist Board directed vendor The Wavey Group to relocate the Surfside Farmer's Market from the parking lot at 95th Street to the beach path area at 96th street beginning in October. Six months later, Javier Valmana from The Wavey Group will walk the board through the challenges and successes experienced through these first six months at this new location.



**Town of Surfside  
Tourist Board  
March 4, 2024**

**DISCUSSION ITEM MEMORANDUM**

**Agenda #:** 7.J

**Date:** March 4, 2024

**From:** Tourist Board Chair Eli Tourgeman

**Subject:** SURF FOOD FEST: Food Truck Event March 7

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**Background/Analysis:** – At the December 2023 meeting, the Tourist Board approved a food truck-focused event to be held on a Thursday in the parking lot at 93rd Street. Vendor Javier Valmana will discuss what his team has planned for this first-time event which will also include musical entertainment and participation from local restaurants.

**Budget Impact:** – \$16,000 was approved at the December 2023 meeting.

# FOOD TRUCK THURSDAYS @ 93RD ST

THE WAVEY GROUP



# ABOUT US ...

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We're an event production company primarily focused on organizing public events. We specialize in producing unique experiences through outdoor vendor markets. With every project, we aim to transcend the standards set by most companies in the business and create our own, offering significant value through every aspect of our events. From the quality of the vendors we provide and the furniture we use to the ambiance we curate. Every part of the event matters greatly to us and contributes to the visitor experience.



# OUR EVENTS ...

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We actively manage the Surfside Farmers Market every Sunday from 9:30 a.m. to 3:30 p.m. and Gateway Market in Sunny Isles Beach every Wednesday night from 5:30 p.m. to 10 p.m. The Surfside Farmers Market consists of your average farmers market finds, like produce and artisanal items. Gateway Market, on the other hand, is made up mostly of food vendors ranging from food trucks to specialty food tents.



# OUR SERVICES ...

We are vertically integrated providing the following services.

- Vendor procurement and management (Food Trucks, Food Tents, and Artisanal Vendors).
- Event marketing and promotion.
- Social media management/ content creation.
- Furniture and equipment supply.
- Stage and live music production.



# FOOD TRUCK EVENT...

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## FOOD TRUCK THURSDAYS @ 93RD ST

Food Truck Thursdays at 93rd St would consist of mostly food trucks and a select number of specialty food tents. The event would provide Surfside residents and visitors a weekly mid-week break, offering a variety of delicious food, family-friendly games, and a chance for a night out prior to the weekend.

### WHEN

A Thursday from 6 to 10 pm

### WHERE

Town Hall Parking Lot at 93rd St and Harding Ave

### KOSHER

At least 25% of vendors would be kosher

### DURATION

October through April

### VENDOR COUNT

12 Food Trucks and 8 Tent Vendors

# FAMILY FUN ...

We design our events keeping everyone in the family in mind to maximize our visitors' time with us and promote the idea of being a weekly hangout spot for quality time. Below are some of the attractions we'd offer in addition to our vendors.

- Games like Corn Hole Toss, Giant Jenga, and Connect Four throughout the event.
- A kid's painting booth offering arts and crafts activities and face painting.
- Lounge areas throughout for socializing and catching up with friends.
- A DJ every Thursday playing tunes throughout the night.







# SURFSIDE BUSINESSES ...

In order to be inclusive of our Surfside restaurants and food businesses, we'd extend an invitation to them to vend at this event. A weekly pop-up in town could be an excellent opportunity for an additional source of revenue and for promoting their establishment locally.

Additionally, we'd also offer our local food establishments that are not able to commit weekly, the opportunity to join us and set up a promotional booth for their business and possibly give out samples. We'd offer this opportunity to one local business per week on a rotating basis.

# SITEPLAN ...

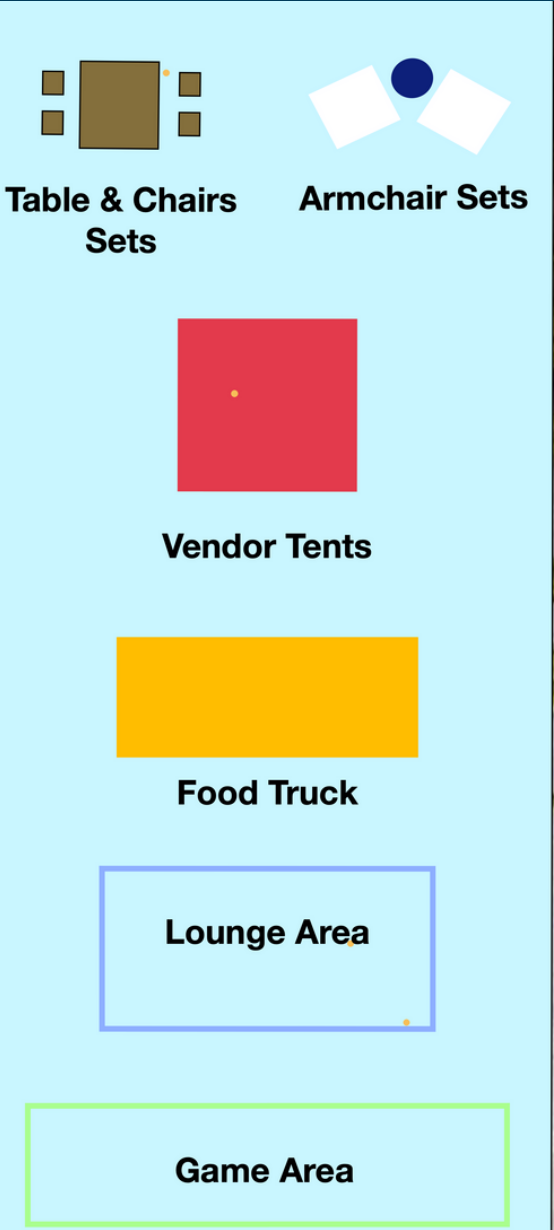


Table & Chairs Sets

Armchair Sets

Vendor Tents

Food Truck

Lounge Area

Game Area

The legend is located on the left side of the slide, set against a light blue background. It contains six items, each with a corresponding icon and text label. 1. 'Table & Chairs Sets' is represented by a brown square with four smaller brown squares at its corners. 2. 'Armchair Sets' is represented by two white trapezoidal shapes facing each other with a small blue circle between them. 3. 'Vendor Tents' is represented by a solid red square. 4. 'Food Truck' is represented by a solid yellow rectangle. 5. 'Lounge Area' is represented by a blue-outlined rectangle. 6. 'Game Area' is represented by a green-outlined rectangle.



Enttance / Exit

**THANK YOU!**



**Town of Surfside  
Tourist Board  
March 4, 2024**

**DISCUSSION ITEM MEMORANDUM**

**Agenda #:** 7.K

**Date:** March 4, 2024

**From:** Tourist Board Chair Eli Tourgeman

**Subject: Monument Sign Update**

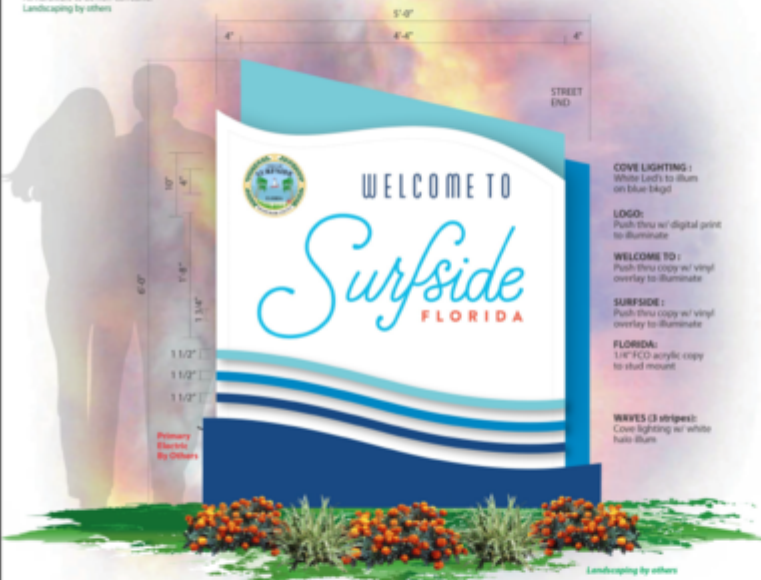
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**Background/Analysis:** – Last year, the Tourist Board requested a new monument sign design that would replace the existing sign on Collins Avenue and 88th Street. The new design, which includes the main Surfside logo in addition to a Town seal and illumination, was subsequently approved by the Town Commission. The Town has been working with vendor Don Bell Signs to obtain the proper permits needed, including from Surfside's Building Department. Currently, the monument sign is in production and will be ready for installation and unveiling in late April/May.

**Scope of Work:** A

Don Bell Signs to fabricate & install.  
 (1) S/F ILLUMINATED MONUMENT SIGN AS NOTED

**NOTES:**  
 All hardware to be non-corrosive.  
 Landscaping by others



- COVE LIGHTING:**  
White LED's to illum on blue flag
- LOGO:**  
Push thru w/ digital print to illuminate
- WELCOME TO:**  
Push thru copy w/ vinyl overlay to illuminate
- SURFSIDE:**  
Push thru copy w/ vinyl overlay to illuminate
- FLORIDA:**  
1/4" PCD acrylic copy to stud mount
- WAVES (3 stripes):**  
Cove lighting w/ white halo blue



PROPOSED NIGHT LOOK



OPPOSITE SIDE:

**COLOR SPECS**

<span style="color: lightblue;">■</span>	MP 900 Roman-Bath Blue
<span style="color: cyan;">■</span>	MP 20133 Process-Cyan 0
<span style="color: blue;">■</span>	MP 11584 Pigeon-Steel Blue
<span style="color: darkblue;">■</span>	MP 29244 Coral
<span style="color: white;">■</span>	White
<span style="color: lightblue;">■</span>	08 3630-007 Process-Blue
<span style="color: darkblue;">■</span>	08 3630-107 European-Blue

All signage to be installed in compliance with National Electrical Code - NEC 2017

All signage to be constructed and installed according to ETL standards.

Electrical Requirements | 1.20 AMP Circuit @ 120v  
PRIMARY ELECTRIC BY OTHERS

Note: This design pending engineering

**NOTE:**  
 Allowed Max Sq Ft = N/A  
 Proposed Sq Ft = 30

**S/F ILLUMINATED MONUMENT SIGN**  
 30 Sq. Ft.

Scale: 1" = 1'



**Town of Surfside  
Tourist Board  
March 4, 2024**

**DISCUSSION ITEM MEMORANDUM**

**Agenda #:** 7.L  
**Date:** March 4, 2024  
**From:**  
**Subject:** Board Member Comment

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