



**Town of Surfside  
Tourist Board  
AGENDA  
Monday, May 6, 2024  
5:30 PM  
Town Commission Chambers**

***Rule 6.06 (a)3 Agenda. The good and welfare portion of the agenda is set for 8:15 p.m.***

***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. **Opening**
  - 1.A **Call to Order/Roll Call**
  - 1.B **Selection of Chair and Vice Chair**
2. **Agenda and Order of Business**
3. **Town Commission Liaison Report**
4. **Public Comments**
5. **Approval of Minutes**
  - 5.A **March 4, 2024 Tourist Board Meeting Minutes**  
[March 4, 2024 Tourist Board Meeting Minutes](#)
6. **Resort Tax Collection and Vacancies Report**
  - 6.A **Resort Tax Collection and Vacancies Report** - Frank Trigueros, Tourism and Communications Director  
[May Resort Tax and Vacancies Report](#)
7. **Discussion Items**
  - 7.A **Earth Day Plastic Fishing Festival Recap & Additional Plastic Fishing Events Approved for FY 2024** - Tourism & Communications Director Frank Trigueros  
[Attachment A - Plastic Fishing Intro and Approved Events.pdf](#)
  - 7.B **2024 Summer Sundays Beach Event Series Proposal** - Tourism & Communications Director Frank Trigueros  
[Summer Sundays 2024 Series](#)
  - 7.C **March 7 SURF FOOD FEST Event Recap** - Tourism & Communications Director Frank Trigueros
  - 7.D **96th Street Farmer's Market** - Tourism & Communications Director Frank Trigueros
  - 7.E **ACT Productions Street Art Festival Recap** - Tourism & Communications Director Frank Trigueros
  - 7.F **Vendor Update, Beachside Events** - Tourism & Communications Director Frank Trigueros
  - 7.G **Holiday Lights FY 2024** - Tourism & Communications Director Frank Trigueros  
[QT\\_2024 Town of Surfside Holiday Project \(RGB Fronds\)](#).  
[Fronds Rendering](#)
  - 7.H **Additional Turtle Sculptures** - Tourism & Communications Director Frank

Trigueros  
[Turtle Sculpture Student Designs from 2022](#)

**7.I Surfside, Florida T-Shirt** - Tourism & Communications Director Frank Trigueros  
[Tourist Board Shirt](#)

**8. Board Member Comments**

**9. Next Meeting**

**10. Adjournment**

Respectfully submitted,

Marisol Vargas, MPA.  
Interim 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  
May 6, 2024**

**DISCUSSION ITEM MEMORANDUM**

**Agenda #:** 1.A  
**Date:** May 6, 2024  
**From:**  
**Subject:** Call to Order/Roll Call

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**Town of Surfside  
Tourist Board  
May 6, 2024**

**DISCUSSION ITEM MEMORANDUM**

**Agenda #:** 1.B

**Date:** May 6, 2024

**From:**

**Subject:** Selection of Chair and Vice Chair

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**Town of Surfside  
Tourist Board  
MINUTES  
March 4, 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 of the Board present.

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

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

Chair Tourgeman acknowledged staff, our Town Attorney and Mayor Danzinger.

**2. Agenda and Order of Business**

A motion was made by Vice Chair Jacobson to have a walk on item to be the new item 7M (Allocate Emergency Funds for Events) to allocate \$22,000 to approve the authorization for emergency funds in coordination with Tourism and Communications Director Trigueros for events, seconded by Board Member Singer. The motion carried with a 5-0 vote.

**3. Town Commission Liaison Report**

Commission Liaison Mayor Danzinger provided his Commission Liaison Report.

Chair Tourgeman spoke regarding the legality of this Board and how this Board would function after the election. He read Section 70-124 of the code. He spoke regarding reappointment after the election and explained how it would work.

Board Member Karp asked if the Board Members will be notified of the next meeting. Chair

Tourgeman stated the Town Clerk will notify the Board Members and stated it is not

an instant thing that takes place. He stated this Board will continue to serve until such time.

Chair Tourgeman spoke regarding an event this past Saturday and it was an incredible one.

#### **4. Public Comments**

Chair Tourgeman opened the floor to public comments.

The following individuals from the public spoke:

Michelle Arambula spoke regarding item 7B (ACT Productions: Jazz Night Block Party Recap) and she stated that last month's event was not up to par and this month's event was an improvement but the events in the past were much better.

Marianne Meischeid stated the event was not good and they ran out of water and there was a long line for food.

Chair Tourgeman closed the floor to public comments.

Chair Tourgeman responded to the comments made by Ms. Arambula and his personal opinion the event was 9 out of 10. He stated to Ms. Meischeid that there was enough water.

He responded to her saying that there were a lot of people and that is the goal.

Although she did not recognize them it is because that is their goal to put Surfside on the map.

Vice Chair Jacobson responded to the comments made by Ms. Arambula and asked her the two events which are similar and wanted her thoughts between the two.

Ms. Arambula responded and there were more activities and more to do at the Third Thursday event.

Board Member Singer stated the goal of this Board is to bring tourists here.

Board Member Gonzalez stated that the jazz dancers were students from a dance school, and she stated they need to attract tourists and not a dance school.

The Board Members addressed the comments made by the public speakers.

#### **5. Approval of Minutes**

##### **5A February 5, 2024 Tourist Board Meeting Minutes - Sandra N. McCreedy, MMC, MPA, Town Clerk**

A motion was made by Vice Chair Jacobson to approve the February 5, 2024 Tourist Board Meeting Minutes, seconded by Board Member Gonzalez. The motion carried with a 5-0 vote.

## 6. Resort Tax Collection and Vacancies Report

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

## 7. Discussion Items

A motion was made by Board Member Gonzalez to move items 7I (Six Month Update: Farmer's Market New Location) and 7J (Surf Food Fest: Food Truck Event March 7) to be heard before item 7E (2024 Tourist Board Block Parties Check In Data, T-Shirt Update), seconded by Board Member Singer. The motion carried with a 5-0 vote.

### 7A K kosher Food at Events - Vice Chair Ben Jacobson

Vice Chair Jacobson provided a summary of the item. He spoke regarding the last event and the request was that it would be inclusive not only Kosher food. He wanted to thank the entire Board for making sure there is Kosher food in all the events regardless of the comments on Next Door requesting to remove Kosher food from events.

Board Member Gonzalez agrees and this Board has always pushed for inclusion and Kosher food.

Chair Tourgeman stated they will be having a food truck event where they will have all types of different foods.

Board Member Karp spoke regarding the Kosher event and complimented that event.

### 7B ACT Productions: Jazz Night Block Party Recap - Tourism & Communications Director Frank Trigueros

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

Noemi Lopez and Bruce Orosz, ACT Productions, provided an overview of the event.

Chair Tourgeman stated he likes that they take feedback it and put the suggestions into action, and they want every single event to be a success. He thanked them.

Board Member Gonzalez stated that the way the public sees the event might be different from how they see it. She suggested for them to go to another event to get ideas and provided examples.

Vice Chair Jacobson summed up some parts and spoke regarding the water comment and that they do not have to have designer water, they just need enough water. He addressed the issue with the food lines and that is not acceptable. He spoke regarding the different things at the events and some of the issues encountered and possible solutions to them.



Chair Tourgeman asked regarding the funding for food.

Mr. Orosz addressed the comments and additional funding for food would be a great enhancement.

Chair Tourgeman asked how much was the funding.

Tourism and Communications Director Trigueros stated it was \$24,500 and they gave Third Thursdays an additional \$1,500 for food.

Board Member Gonzalez stated for them to look for additional vendors and would suggest them to improve and do better with their budget.

Chair Tourgeman stated for them to move forward with the budget given and see what they could come up with.

**7.C ACT Productions: Upcoming March 24 Street Art Festival - Tourism & Communications Director Frank Trigueros**

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

Noemi Lopez and Bruce Orosz, ACT Productions, provided an overview of the event.

Board Member Gonzalez suggested for them to listen to the recommendations and asked for residents to participate.

Board Member Karp encouraged for them to reach out to the Community Center since they have an art class.

[Street Art Festival March 24](#)

**7.D ACT Productions Update: The Mentalist - Tourism & Communications Director Frank Trigueros**

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

Noemi Lopez and Bruce Orosz, ACT Productions, provided an overview of the event. They stated they are looking at possibly coming up with additional vendors but due to the hotel's regulations, some are not allowed due to the layout they have due to the available space. This makes it very limited on who their sponsors could be. She requested more funding for this specific event due to the policy of the hotel. She suggested changing the date due to the holiday rates given by the vendors. The ideal number would be \$30,000 for the event.

Chair Tourgeman stated his concern is would they be able to pull this off in 2 weeks because if they cannot they have to let them know.

Ms. Lopez stated that performer Guy Bavli would showcase and promote on his channels. She said her concern is going over the capacity of 300.

Chair Tourgeman asked if they can add additional funding. He suggested an increase of \$5,000.

Town Attorney Pou stated this item is noticed and they can allocate additional funds during this item.

Board Member Gonzalez suggested an additional \$3,000.

Chair Tourgeman stated this event is completely different from what they have done in the past.

A motion was made by Vice Chair Jacobson to authorize the allocation an additional \$5,000 from Tourist Funds, seconded by Board Member Karp. The motion carried with a 4-1 vote with Board Member Gonzalez voted in opposition.

[The Mentalist - ACT Productions](#)

**7.E 2024 Tourist Board Block Parties Check In Data, T-Shirt Update** - Tourism & Communications Director Frank Trigueros

Tourism and Communications Director Frank Trigueros provided an update on the item, the numbers of attendance and where they came from. He also provided the number of T-shirts that have been sold. They will email the check-in data presentation to the Board Members given a technical problem.

Discussion among the Board Members took place regarding having an update at the next meeting.

**7.F 2024 Historical Walking Tours** - Tourism & Communications Director Frank Trigueros

Tourism and Communications Director Frank Trigueros provided an update on the item and the issues encountered finding dates. He stated they can confirm March 17 which is the day they approved the Mentalist, but this is a small event and the other date is April 7.

Chair Tourgeman recommends approving April 7 because they cannot mix and match.

Consensus was reached by the Board to hold the event on April 7.

**7.G Business District Storefront Initiative** - Board Member David Karp

Tourism and Communications Director Frank Trigueros and Board Member Karp provided an overview of the item which involved storefront displays.

Board Member Karp stated it is an idea for people to get to know the area.

Chair Tourgeman stated some years ago they partnered with Bay Harbour Elementary

and they did an art show and explained how it took place.

Board Member Gonzalez requested more clarity and currently they have a lot of events.

Tourism and Communications Director Trigueros stated he can get more information and work to come up with something and bring it back.

**7.H Beachside Events Recap: Third Thursdays & Music on the Beach** - Tourism & Communications Director Frank Trigueros

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

Alan Andai provided an overview of the event.

Discussion among the Board Members took place regarding the recap of the event as well as allocating additional funds for food.

A motion was made by Board Member Karp to approve an additional \$1,000 for the February Third Thursdays event, seconded by Vice Chair Jacobson. The motion carried with a 5-0 vote.

**7.I Six Month Update: Farmer's Market New Location** - Tourist Board Chair Eli Tourgeman

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

Javier Valmana provided an overview of the upcoming Food Truck Event with a and a presentation of the event.

Chair Tourgeman is looking forward to this event.

Board Member Karp asked if he could have an electronic survey. Mr. Valmana stated he will do that.

Discussion took place regarding the private property on Harding Avenue to possibly use it for future event as well as the different vendors that will be attending.

**7.J SURF FOOD FEST: Food Truck Event March 7** - Tourist Board Chair Eli Tourgeman

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

Javier Valmana provided an overview of the Food Truck Event and a presentation of the event.

Chair Tourgeman is looking forward to this event.

Board Member Karp asked if he could have an electronic survey. Mr. Valmana stated he will do that.

Discussion took place regarding the private property on Harding Avenue to possibly use it for future event as well as the different vendors that will be attending.

[Food Truck Proposal Surf Food Fest](#)

#### **7.K Monument Sign Update - Tourist Board Chair Eli Tourgeman**

Tourism and Communications Director Frank Trigueros provided an update on the item. He stated it should be ready by late April or May and they will advise all the Board Members.

Chair Tourgeman asked regarding the Surfside letters.

Tourism and Communications Director Trigueros stated it is currently on hold and there is a larger dune resiliency project going on and that does require Commission approval. He stated that the additional turtle sculptures have been ordered for the business district.

[Approved Monument Sign](#)

#### **7.L Board Member Comment**

Chair Tourgeman expressed his sincere thanks to the Liaison of this Board, Mayor Danzinger, for his support of this Board which has been very welcoming and viable. He stated it has been his privilege to leading this Board for the last 2 years and thanked all the Board Members for their commitment and dedication of service. This Board has done more events for residents and tourists than others have done.

Board Member Gonzalez stated it was a pleasure serving this Board and her goal has always been to make things better and coming with the comments given to her by residents. She thanked the Town Clerks and Jose Feliz.

Board Member Karp thanked Mayor Danzinger and the other Board Members and the hard work staff does to get this together.

Vice Chair Jacobson thanked all the members of the Board and staff and believes they made a difference.

Board Member Singer thanked all the members of the Board and staff and is happy with the work they have done.

#### **7.M Allocate Emergency Funds for Events**

Vice Chair Jacobson introduced the item to allow emergency funds.

A motion was made by Vice Chair Jacobson to allocate and additional \$20,000 for events with an approval by a board member, seconded by Board Member Singer. The motion carried with a 5-0 vote.

**8. Next Meeting**

Former Deputy Clerk Herbello advised the Board Members of the next meeting on April 1, 2024 at 5:30 p.m.

Consensus was reached to hold the next meeting on April 1, 2024.

**9. Adjournment**

There being no further business to discuss before the Board, a motion was made by Board Member Gonzalez to adjourn the meeting at 7:47 p.m., seconded by Vice Chair Jacobson. The motion carried with a 5-0 vote.

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

\_\_\_\_\_  
Chair

Attest:

\_\_\_\_\_  
Sandra N. McCreedy, MPA, MMC  
Town Clerk



<b>Resort Tax Collection Report</b>				
November - January				
2019	2022	2023/4	Year Over Year	Vs. 2019
<b>2% Food &amp; Beverage Tax</b>				
\$ 320,605	\$ 423,206	\$ 418,305	1.1%	28.0%
<b>4 % Accommodations Tax</b>				
\$ 868,109	\$ 1,212,738	\$ 1,227,521	1.2%	23.0%

**Business District Vacancies**

	<i>Coming Soon</i>	<i>Vacant Since</i>
9588 Harding Avenue		December 2019
9599 Harding Avenue		October 2018
9545 Harding Avenue		June 2020
262 95 <sup>th</sup> 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
225 95 <sup>th</sup> Street	Bagel Boss	225 95 <sup>th</sup> Street



**Town of Surfside  
Tourist Board  
May 6, 2024**

**DISCUSSION ITEM MEMORANDUM**

**Agenda #:** 7.A

**Date:** May 6, 2024

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

**Subject:** Earth Day Plastic Fishing Festival Recap & Additional Plastic Fishing Events  
Approved for FY 2024

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**Suggested Action:** – Staff is seeking the Board's direction in confirming the two additional plastic fishing events that were previously approved by the former Board for July and September.

**Background/Analysis:** – Resident Rodrigo Butori, aka @plasticfisherman, partnered with the Town again this year for the 2024 Earth Day Plastic Fishing Festival. The event was held Sunday, April 21, the day before Earth Day, and counted with the participation of visitors and residents alike. Mr. Butori will be on hand to recap the event while also looking to reconfirm two events previously approved by the former Tourist Board – the July 'Do the Dunes' event and an additional festival in September for International Coastal Cleanup Day.

**Budget Impact:** – Earth Day event cost \$10,800.

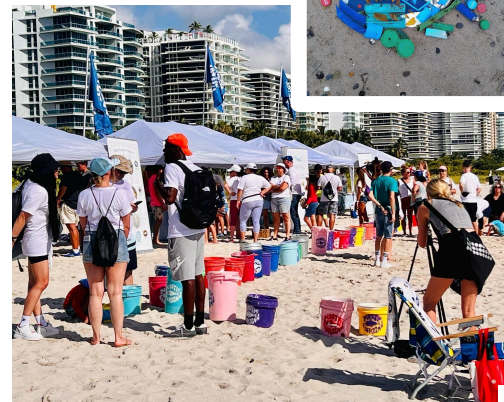


PLASTIC FISHING FESTIVAL  
Recap of events 2023  
& Event series proposal 2024  
By Plastic Fisherman





# 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.



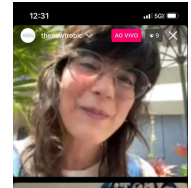
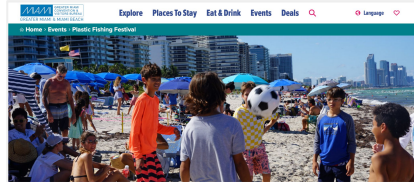
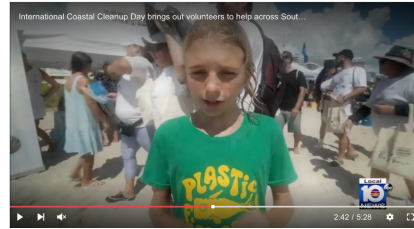
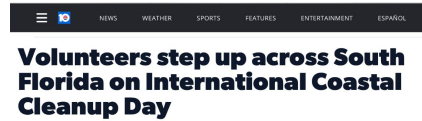


In the press

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.





### Trash data

## EARTH DAY PFF

127 lbs mixed trash

55 lbs glass

32 lbs metals

13 lbs PP plastic

20 lbs HDPE plastic

12 lbs LDPE plastic

23 lbs PET plastic

**TOTAL: 282 pounds**

## ICC PFF

150 lbs mixed trash

35 lbs glass

47 lbs metals

19 lbs PP plastic

29 lbs HDPE plastic

15 lbs LDPE plastic

27 lbs PET plastic

**TOTAL: 322 pounds**





## Partners



MIAMI DADE  
SEA TURTLE  
CONSERVATION  
PROGRAM



OCEAN RESCUE  
ALLIANCE  
INTERNATIONAL

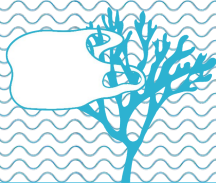


VOLUNTEER  
CLEANUP



GRUPO  
MULHERES  
DO BRASIL  
SOUTH FLORIDA

2024



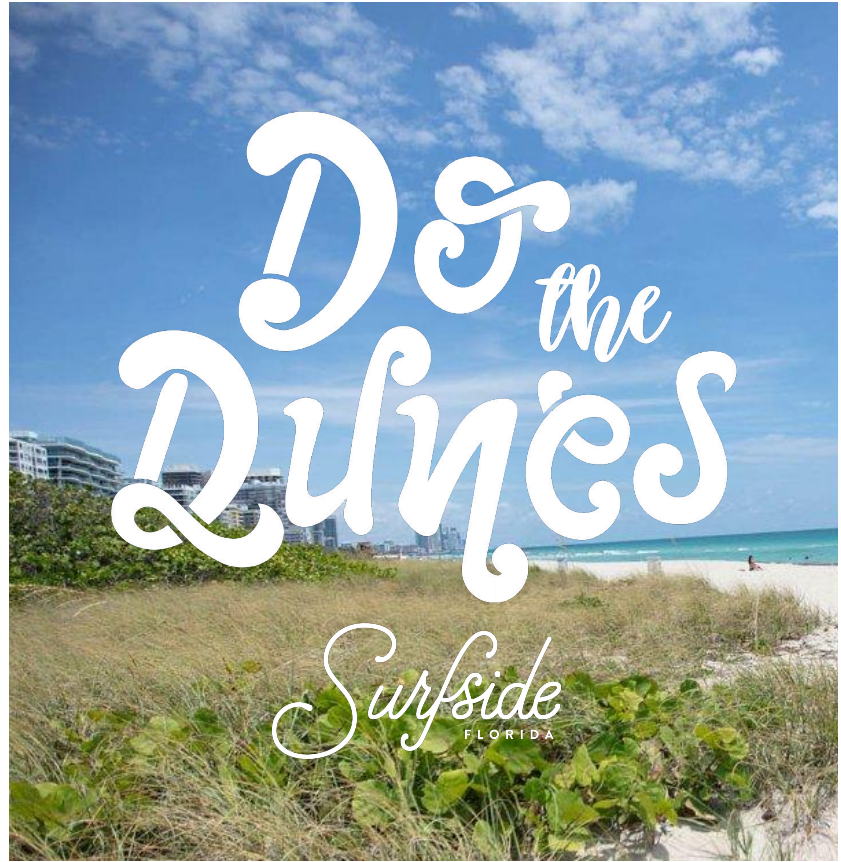
# Do The Dunes Cleanup Competition

Sunday, July 14 or 21, 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



# Coastal Cleanup Day Plastic Fishing Festival

Sunday, September 22, 2024

International Coastal Cleanup, or World Cleanup Day is one of the world's largest annual preservation efforts for our ocean, waves and beaches.

In collaboration with Plastic Fisherman Brasil, Germany, and Mauritius, we will run a simultaneous, global Plastic Fishing Festival around one single message: the ocean is for fish, not plastic!

COST: \$10,800







**Town of Surfside  
Tourist Board  
May 6, 2024**

**DISCUSSION ITEM MEMORANDUM**

**Agenda #:** 7.B

**Date:** May 6, 2024

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

**Subject:** 2024 Summer Sundays Beach Event Series Proposal

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**Suggested Action:** – Staff is seeking direction on whether to approve the summer series and themes.

**Background/Analysis:** – Resident and event organizer Sara Liss will present her ideas for the 2024 Summer Sundays beach event series. First introduced in 2016 at ‘First Fridays,’ the series features a number of vendors and activities for attendees of all ages in addition to a mini beach club, snacks, drinks, music and more. The event was moved to Sundays by the former Tourist Board in an effort to be more inclusive to the entire community. Summer Sundays is typically held the first Sunday of the month on the beach at 93<sup>rd</sup> Street.

**Budget Impact:** – Suggested budget per event is \$19,000.



# SURFSIDE "SUMMER SUNDAYS"

Event Series 2024

# FRIDAY BEACH / Background

2016, 2017, 2018 - Launched and produced "First Fridays" beach events (4 event series)

2018, 2019, 2022, 2023 - Launched and produced "Paddletopia" events at 96th St. Park

2022 - Produced and revived "Third Thursdays" after Covid hiatus (4 event series)

2023 - Launched and produced "Surfside Under the Stars" on 93rd St. (5 event series)

2022, 2023 - Produced "Summer Sundays" beach event (4 event series)



# Activations

- Live music band
- Interactive Drum Circle
- Bubble Soccer
- Free Book Swap
- Art activities
- Blender Bikes
- Surfing + Volleyball demos
- Giveaways
- Cocktails
- Light bites + snacks



# Event components & Budget

- Custom-designed dome tents
- Beach shades + seating
- Live music tent
- Hydration Station
- Food stations
- Branded moments

## Budget

Approved 2024 budget is \$18,500 per event. The Board has discretion on whether to increase the budget to enhance offerings.



# 2024 Dates

Event is 3pm -6pm

June 2nd

July 7th

August 4th

September 8th



# PRIDE BEACH / June 2nd

A celebration of Surfside's inclusive beach community to kick off Pride month with a family-friendly celebration.

Music by **Bòfré** World Music

Rainbow and pride-inspired art activities

Eat the Rainbow fruit and vegetable installation

Flower crown making activity

Tie-dyed T-shirts + bags activity

Lawn games



# SHELL-A-BRATION

An eco-tropical celebration of Surfside's unique location as a turtle nesting area and tropical setting.

Music by 80s Tribute Band

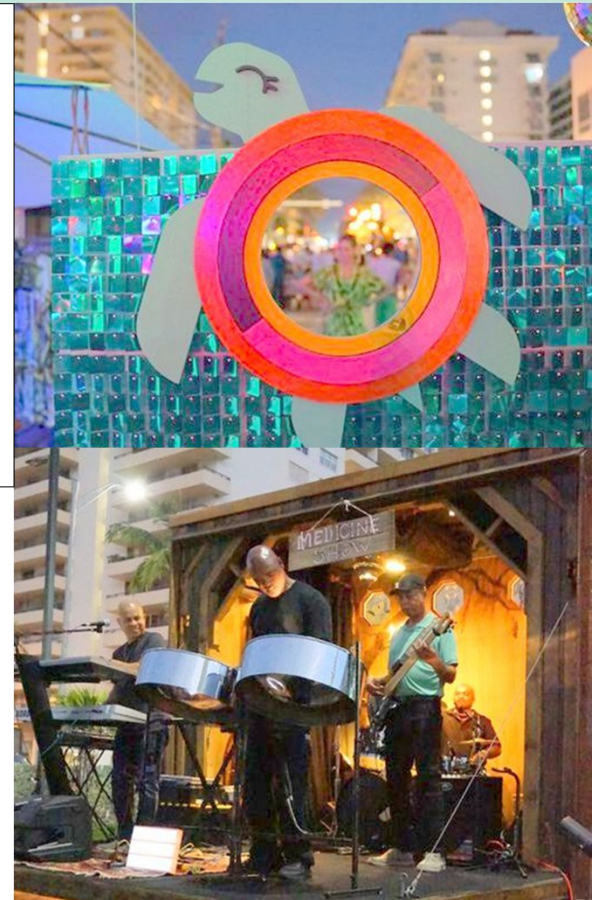
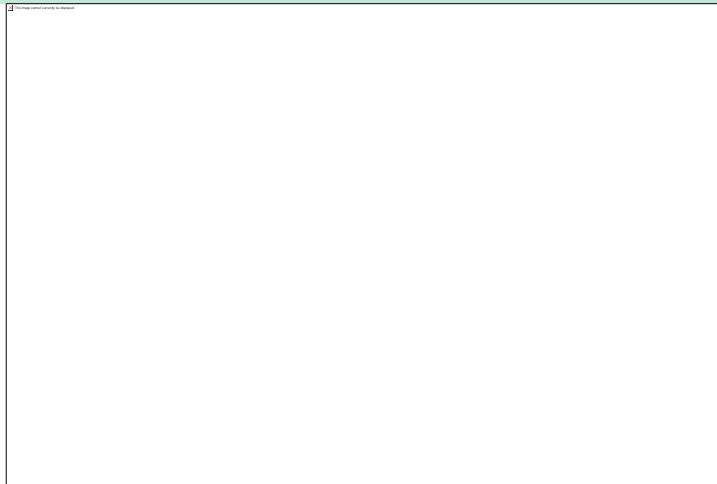
Caribbean food

Fresh Coconut Water

Sand Castle Building Contest with Prizes

Painting shells /sand dollars activity

Turtle Awareness activities





# BEATLEMANIA

On the 60th anniversary of The Beatles performance in Miami Beach we celebrate the Fab Four on the beach.

Music by The Sunset Four and Beatles Tribute Band

Magical Mystery Tour scavenger hunt with prizes

British themed bites

Octopus's Garden vegetable sculpture craft



# AROUND THE WORLD

This celebration embraces the spirit of dance, percussion and art.

Music by The Lotus Collective

Percussion Circle

Brazilian Capoeira demonstration

Henna Tattoos

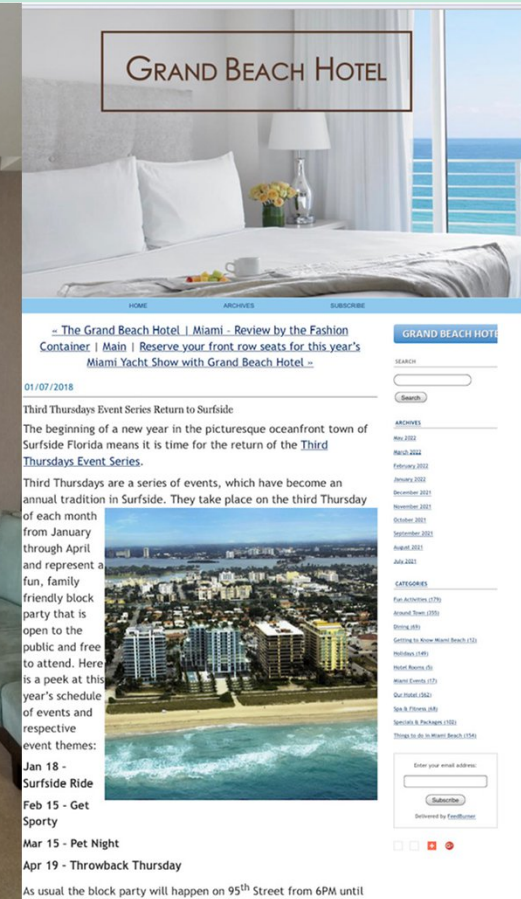
Yoga and Wellness activities

Smoothies via Blender Bikes



# MARKETING & PROMOTION

- Outreach to local hotels and businesses via postcards, posters and installations.
- Visit Surfside e-blasts, social media and Eventbrite.
- Media outreach
- Friday Beach social media and email outreach.



# PARTNERS

Smartwater

Miami Beach Bum SPF

Vacation, Inc. SPF

Fialkoff's Pizza

Five Drinks Co.

Drake's Organic Spirits

SUJA Juice

Museum of Art + Design  
Miami

MoCA North Miami





**Town of Surfside  
Tourist Board  
May 6, 2024**

**DISCUSSION ITEM MEMORANDUM**

**Agenda #:** 7.C

**Date:** May 6, 2024

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

**Subject:** March 7 SURF FOOD FEST Event Recap

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**Suggested Action:** – To discuss the March 7 event and gauge interest for adding more SURF FOOD FEST events to the next fiscal year's budget.

**Background/Analysis:** – One item on the former Tourist Board's wish list was a food truck event. After exploring several ideas, the Board voted to move forward with an event held March 7, SURF FOOD FEST with The Wavey Group (aka Javier Valmana, Farmer's Market) who currently works on the Sunny Isles Beach food truck event. The event featured a large number of food trucks and vendors and was very well attended. The evening also included two energetic musical acts, complimentary seating, bistro lighting and other branding elements. Javier Valmana will recap the event for the Board and gauge interest for a series next fiscal year. Watch a video from the event on our social media @visitsurfside.

**Budget Impact:** – Event cost \$16,000.



**Town of Surfside  
Tourist Board  
May 6, 2024**

**DISCUSSION ITEM MEMORANDUM**

**Agenda #:** 7.D

**Date:** May 6, 2024

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

**Subject:** 96th Street Farmer's Market

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**Suggested Action:** – To discuss the relocated Farmer's Market and consider the possibility of expanding to Saturdays.

**Background/Analysis:** – Last year the Surfside Farmer's Market, originally located on 95<sup>th</sup> street behind The Shul, relocated to the 96<sup>th</sup> Street beach entrance as directed by the Tourist Board. Since the move in October, the Market has flourished in its new location, attracting higher numbers of patrons who take advantage of the convenient location opposite the Bal Harbour market. Vendor and resident Javier Valmana will discuss the market's relocation and the possibility of expanding the market to Saturdays.

**Budget Impact:** – \$10,000 was given to the Farmer's Market last year for enhancements at the new location.



**Town of Surfside  
Tourist Board  
May 6, 2024**

**DISCUSSION ITEM MEMORANDUM**

**Agenda #:** 7.E

**Date:** May 6, 2024

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

**Subject:** ACT Productions Street Art Festival Recap

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**Suggested Action:** – For the Board to discuss events recently produced by ACT Productions including the March 24 Street Art Festival.

**Background/Analysis:** – Vendor ACT Productions will recap the March 24 Street Art Festival, a one-time event that was high on the wish list for the former Board.

**Budget Impact:** – Event budget: \$25,282.80



**Town of Surfside  
Tourist Board  
May 6, 2024**

**DISCUSSION ITEM MEMORANDUM**

**Agenda #:** 7.F

**Date:** May 6, 2024

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

**Subject:** Vendor Update, Beachside Events

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**Suggested Action:** – For the Board to discuss recent events by Beachside Events including Music on the Beach and Third Thursdays.

**Background/Analysis:** – Beachside Events is working on a number of special events for the Tourist Board this year including the current Third Thursday series (ends May 16) and Music on the Beach (ends in June).

The former Board had also approved an Auto Show for February, but that event was postponed due to inclement weather and eventually canceled. 'Taste of Surfside' had also been approved for May, but it did not move forward as it was scheduled during an already busy weekend for events, and to give the new Board the opportunity to weigh in on additional events.

Resident Alan Andai from Beachside events will be at the meeting to discuss his recent events and see if there are any questions or thoughts regarding the canceled events.

**Budget Impact:** – Music on the Beach: \$17,000 per event

Third Thursdays: \$26,000 per event

Auto Show (canceled): \$17,000

Taste of Surfside (canceled): \$45,000





**Town of Surfside  
Tourist Board  
May 6, 2024**

**DISCUSSION ITEM MEMORANDUM**

**Agenda #:** 7.G

**Date:** May 6, 2024

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

**Subject:** Holiday Lights FY 2024

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**Suggested Action:** – Staff is seeking direction on whether to keep the existing decorated fronds as seen for the past two years, or to move forward with a different option.

**Background/Analysis:** – For the past two years, the Tourist Board voted to decorate the palm fronds along the business district during the holiday season. Vendor Miami Christmas Lights will present additional ideas for the Board to consider. Please note a presentation will be emailed to the Board later this week prior to the meeting.

**Budget Impact:** – \$33,000 for the fronds. See attached estimate.



# Estimate

Miami Christmas Lights  
 14374 Commerce Way  
 Miami Lakes, FL 33016

305.908.8000  
 info@miamichristmaslights.com  
 www.miamichristmaslights.com

## Customer Information

Town of Surfside  
 Frank Trigueros  
 9293 Harding Ave  
 Surfside, FL 33154  
 Ph: 305-722-7578  
 Em: ftrigueros@townofsurfsidefl.gov

## Proposal Information

Estimate#: 23 -477  
 Estimate Subject: 2024 Town of Surfside Holiday Project (RGB Fronds)  
 Proposal Date: Dec 29, 2023  
 Lights on Date: Oct 24, 2023  
 Term: 3 years after execution

Product Details	Price	Units	Total
Area Description: Hardings Ave, 96th - 94th 25.8863542549578, -80.12365518545711	\$ 0.00	1	\$ 0.00
Install LED 5MM conical 50L 2" x 4" x 2" grey wire custom colored light string RGB in solid green on palm fronds for 74 trees, 7 lights per tree.	\$ 60.00	518	\$ 31,080.00
Equipment rental fee for 45' bucket truck	\$ 640.00	3	\$ 1,920.00

Sub Total \$ 33,000.00  
 Discount Terms \$ 0.00  
 Adjustments \$ 0.00

**Grand Total \$ 33,000.00**

**Pay Deposit Now Online \$ 16,500.00**

Prices include all materials, which are supplied by Miami Christmas Lights and remain the property of Miami Christmas Lights, installation, maintenance, and removal. Customer is only responsible to supply adequate power sources. If Customer is providing any materials, that will be noted in the Notes section.

Notes: Due to the VIP status on the account premium charges for a one year contract are waived.

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Power: Outlets at the base of each tree.  
 Pocket parks have outlets, but need to run power to the individual products.  
 Outlet Location:  
 Circuit Breaker Location:  
 Timer Hours:

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Insurance  
 Miami Christmas Lights carries \$3,000,000/\$4,000,000 commercial liability and \$1,000,000 workers compensation insurance. [To be added as an additionally insured please click here.](#)

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Terms and Conditions  
 By signing here, I agree and understand that this Estimate, combined with the Miami Christmas Lights Standard Terms and Conditions posted at [www.miamichristmaslights.com/termsandconditions.pdf](http://www.miamichristmaslights.com/termsandconditions.pdf) of which I have read and understand are incorporated by reference herein, becomes a legally binding contract. Miami Christmas Lights will not begin any work until deposit is received

Name: \_\_\_\_\_ Signature: \_\_\_\_\_ Effective \_\_\_\_\_  
 Date: \_\_\_\_\_





**Town of Surfside  
Tourist Board  
May 6, 2024**

**DISCUSSION ITEM MEMORANDUM**

**Agenda #:** 7.H

**Date:** May 6, 2024

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

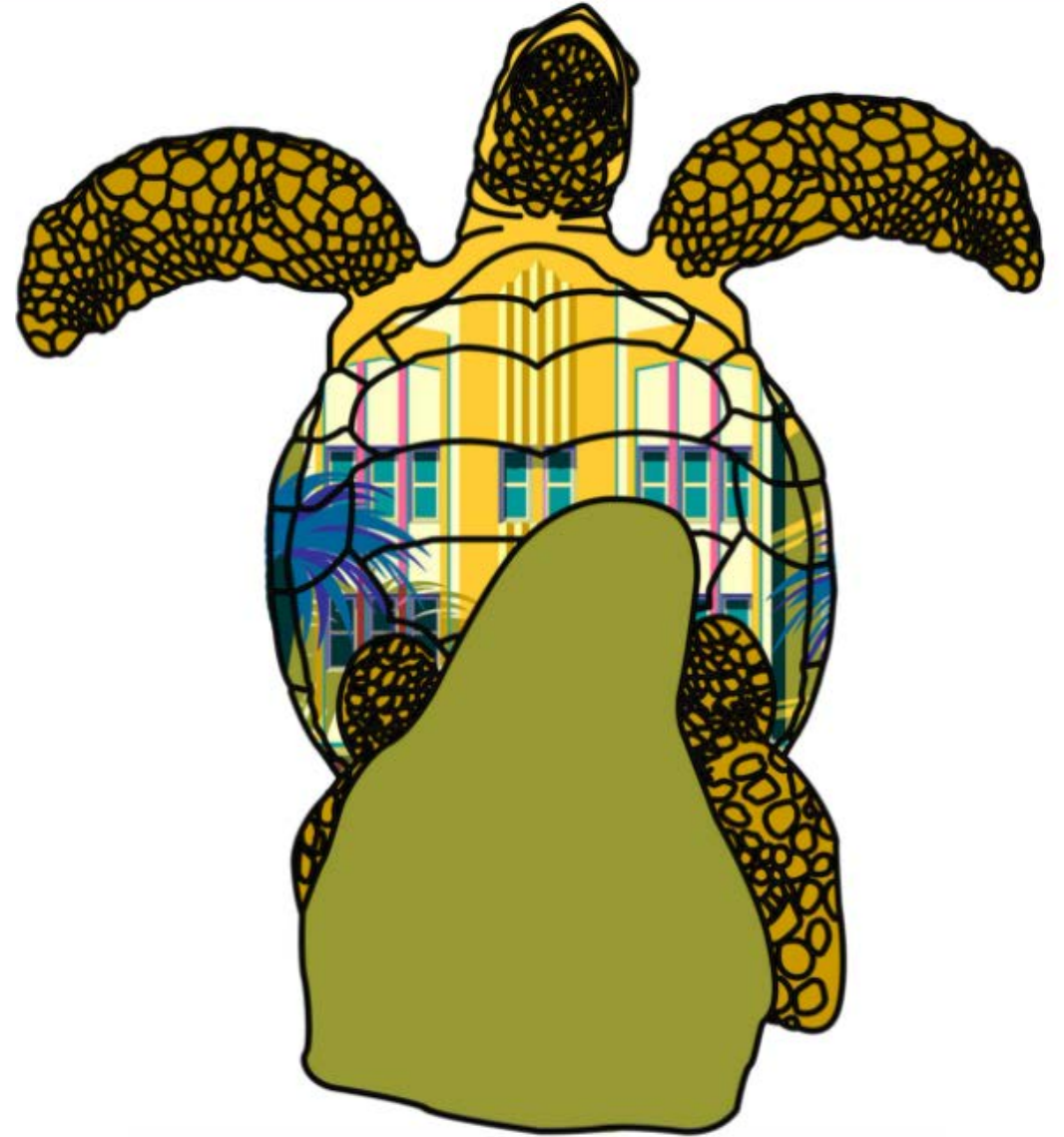
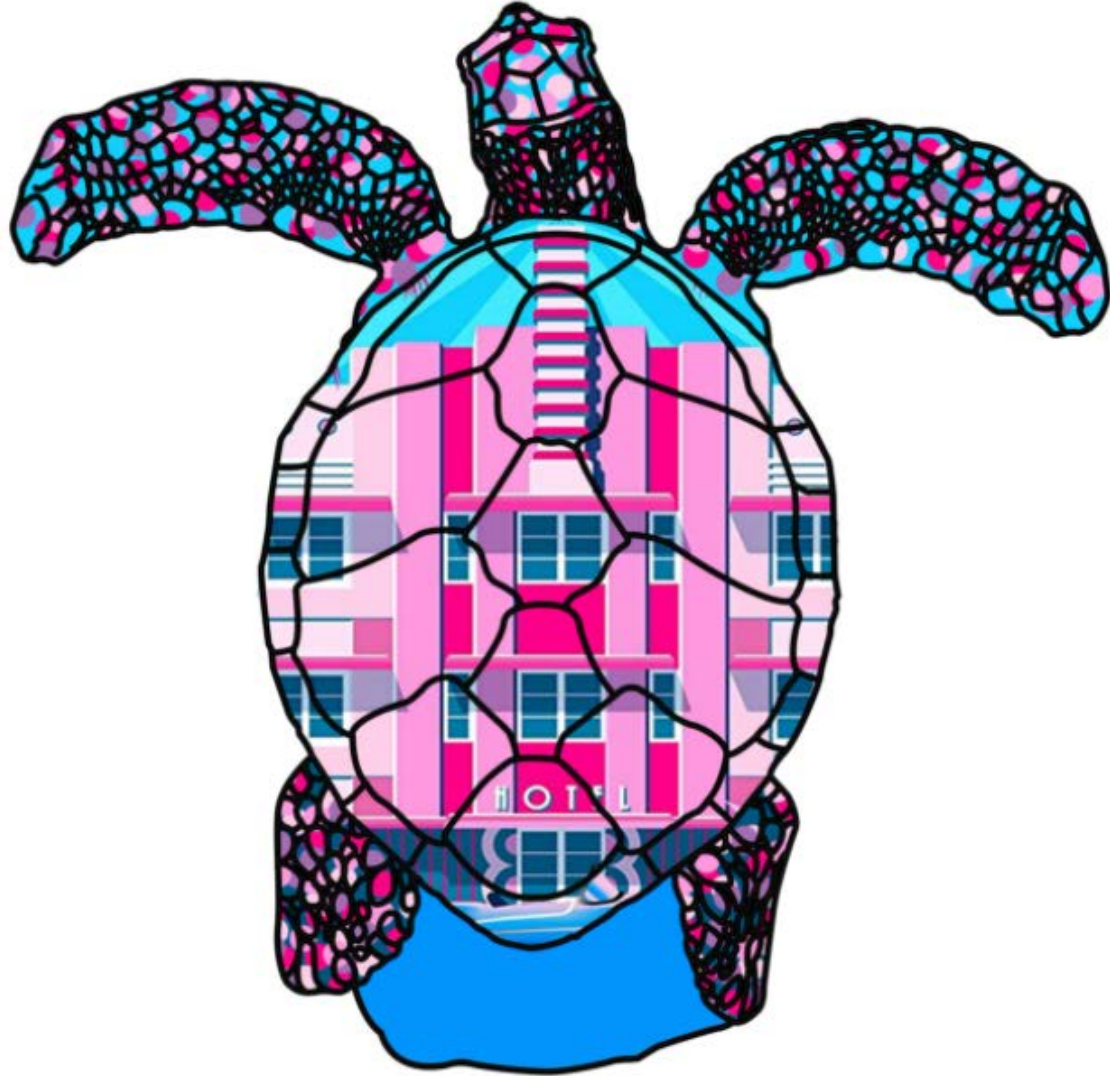
**Subject:** Additional Turtle Sculptures

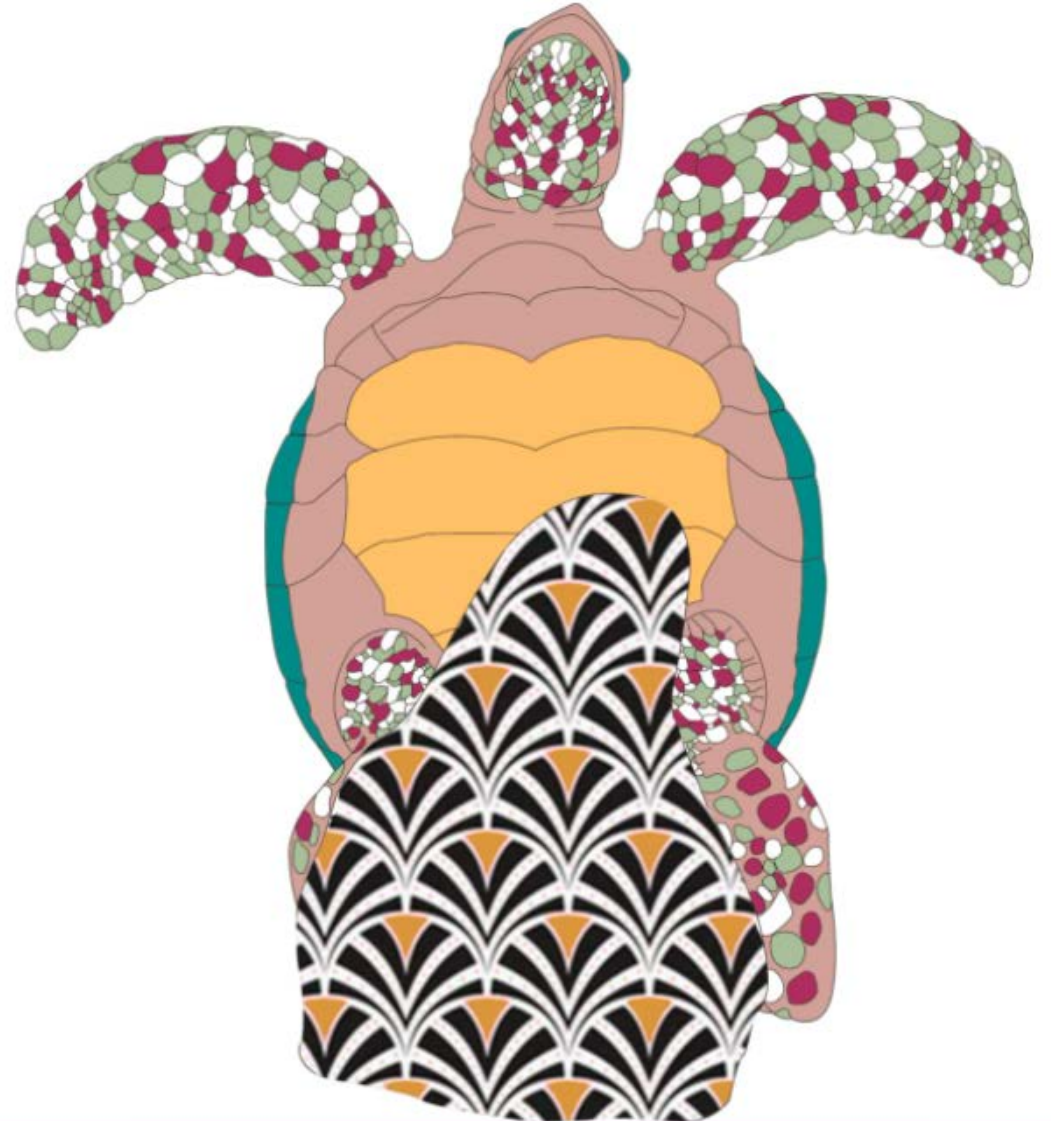
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**Suggested Action:** – Staff is seeking direction on the design/decor of each turtle and placement location.

**Background/Analysis:** – Earlier this year the Surfside Tourist Board requested the addition of more fiberglass turtle sculptures. The Board requested one to be placed in the business district near 95<sup>th</sup> street, and others to be displayed elsewhere with the caveat that they can be donated as an emblematic gift from the Town. The approved \$8,000 for the initiative will cover the three turtle sculptures, but it will not cover design/décor. Staff seeks direction from the Board on which design options they would like to explore, and once selected, those designs can be priced out. For reference and as potential options, staff has included design options created by university students two years ago for the Ke Turtle project.

**Budget Impact:** – \$8,000 was approved for turtle sculptures which would cover acquiring 3 (unpainted).

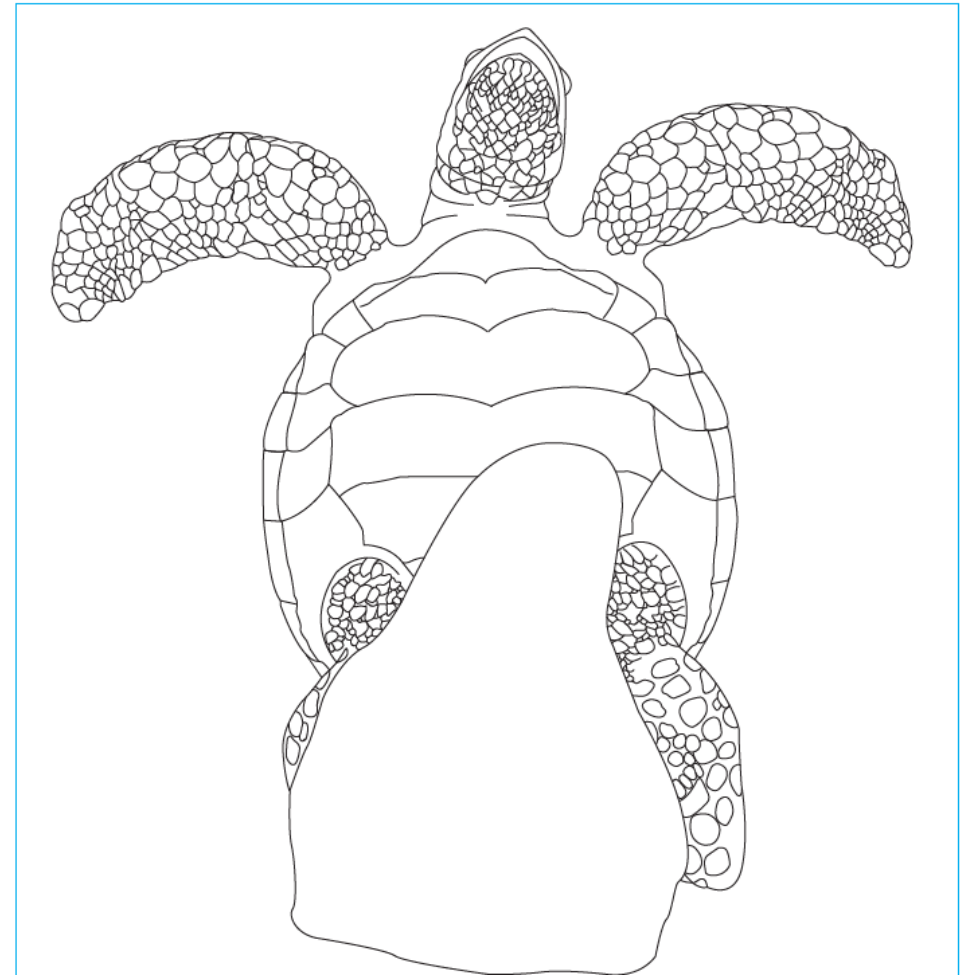




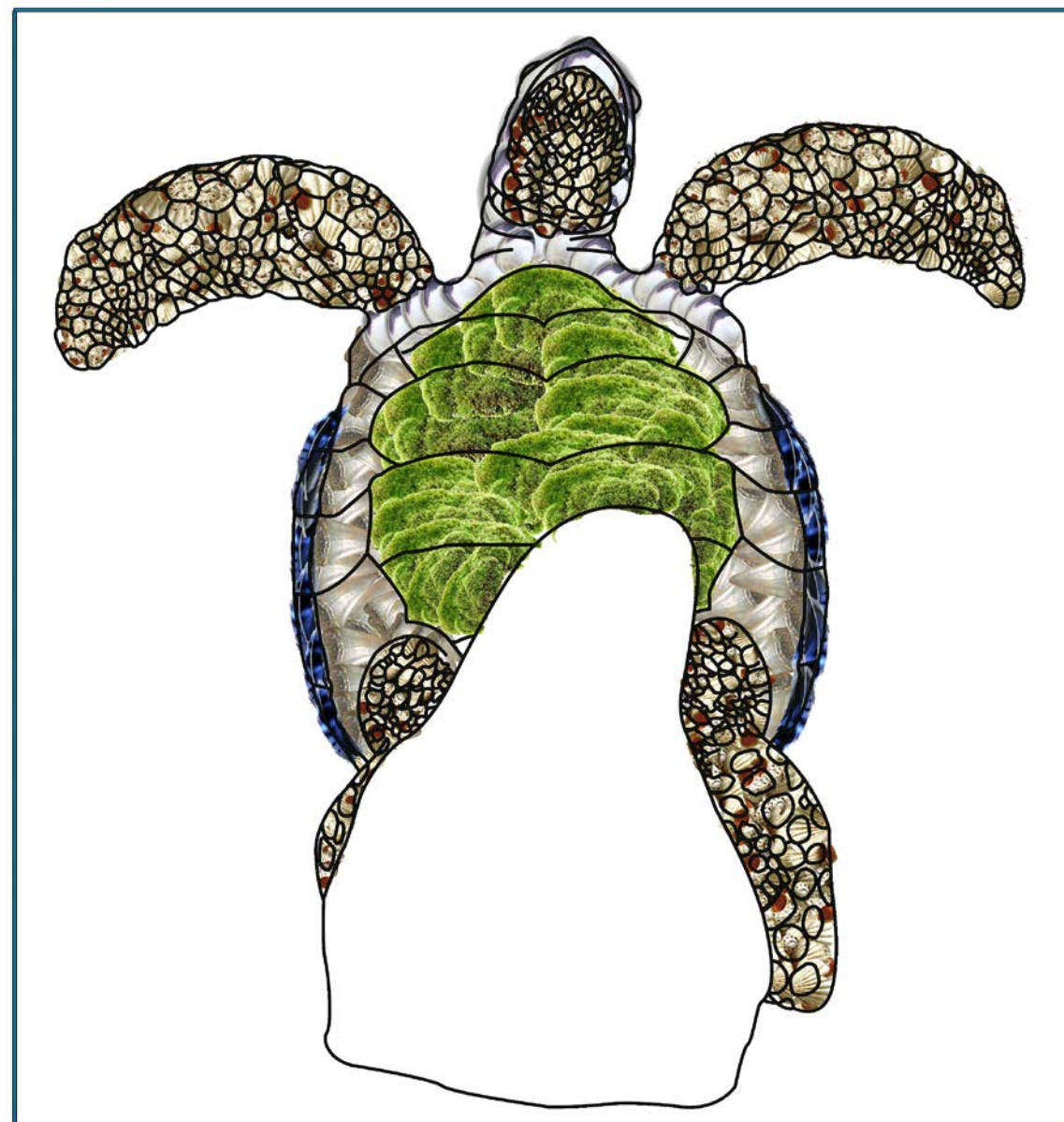
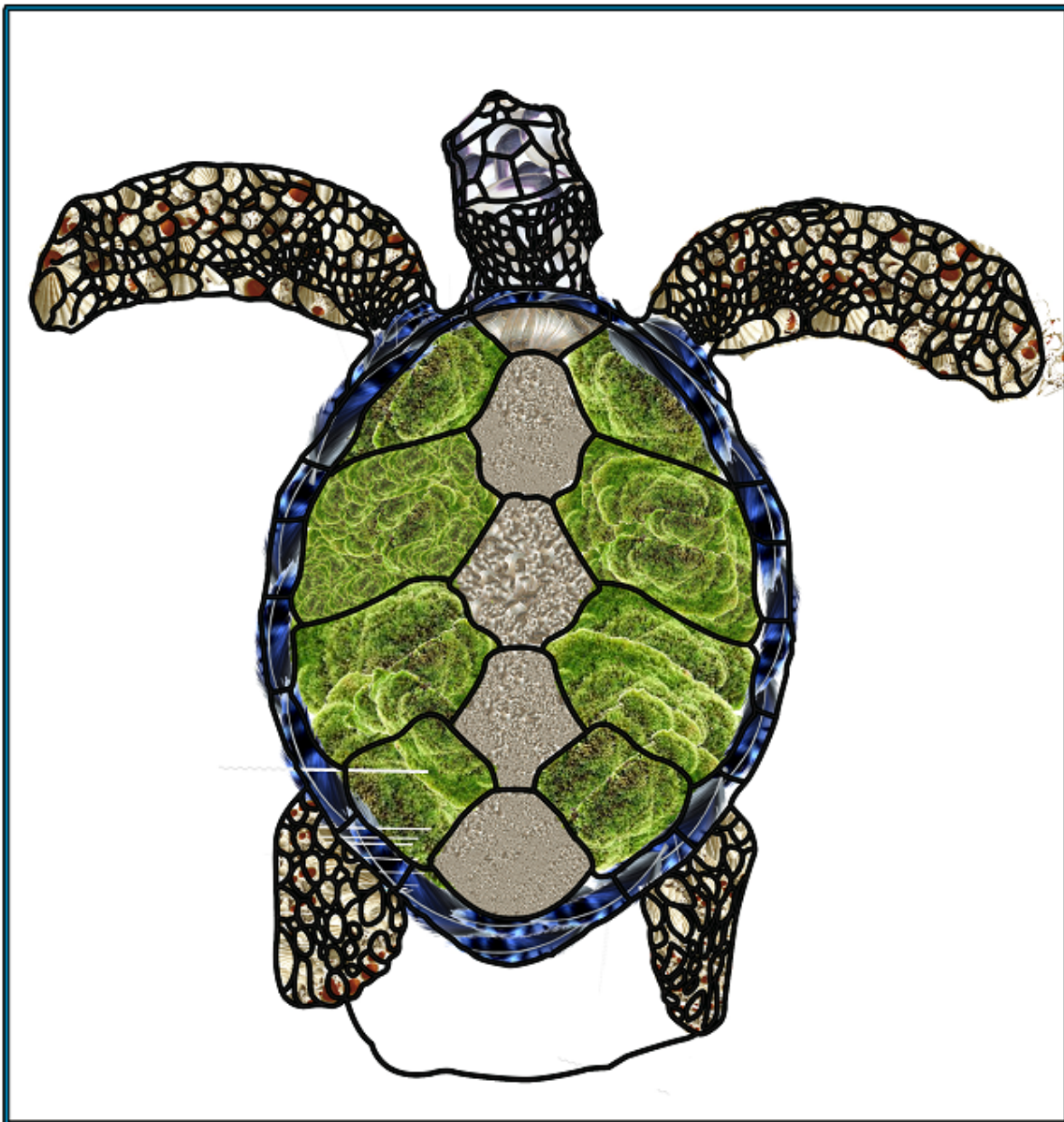


## Concept Art

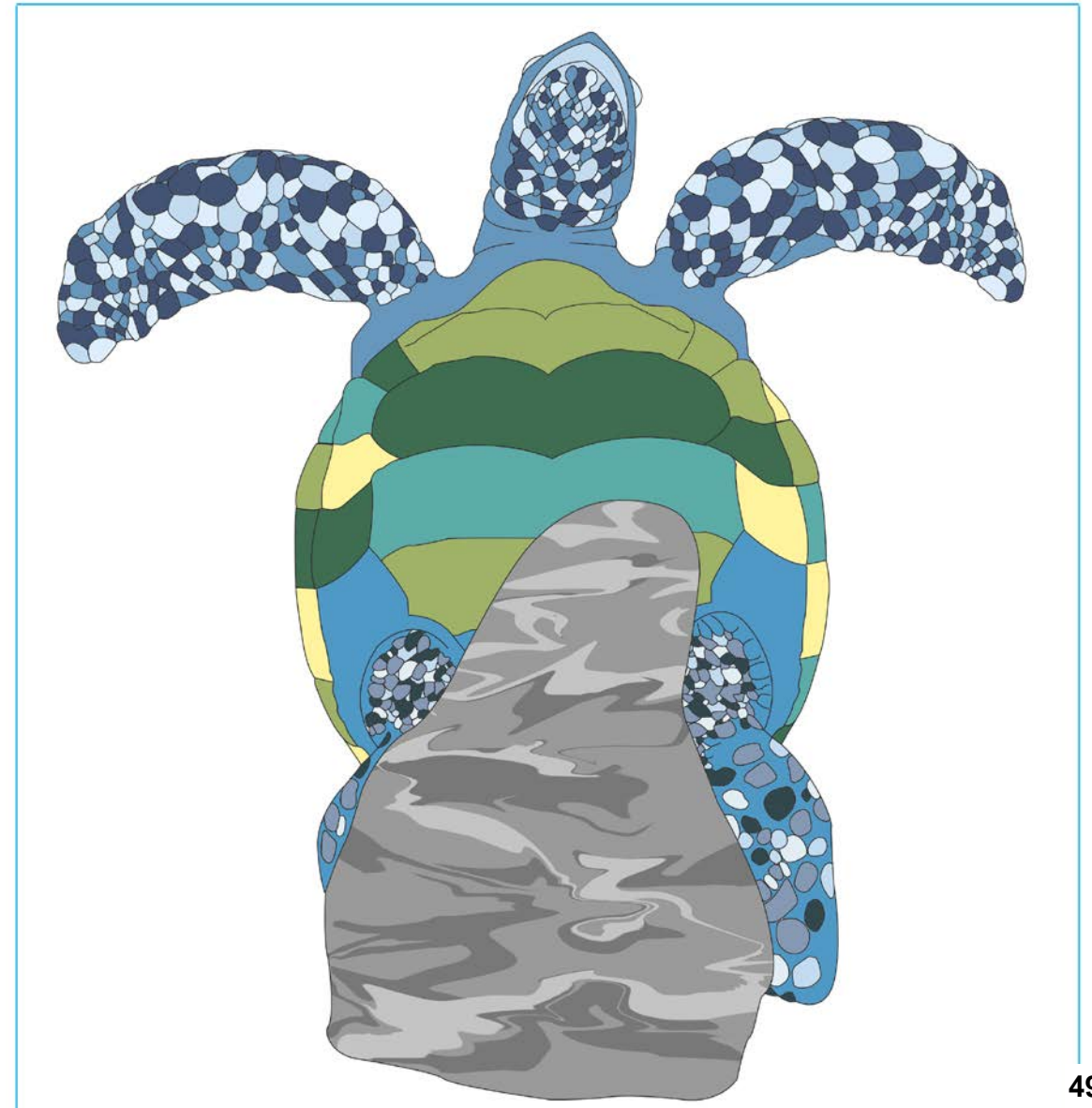
Your imagination is our blueprint.®



This student did not submit a bottom portion for their design; however, it could likely be recreated by the vendor.



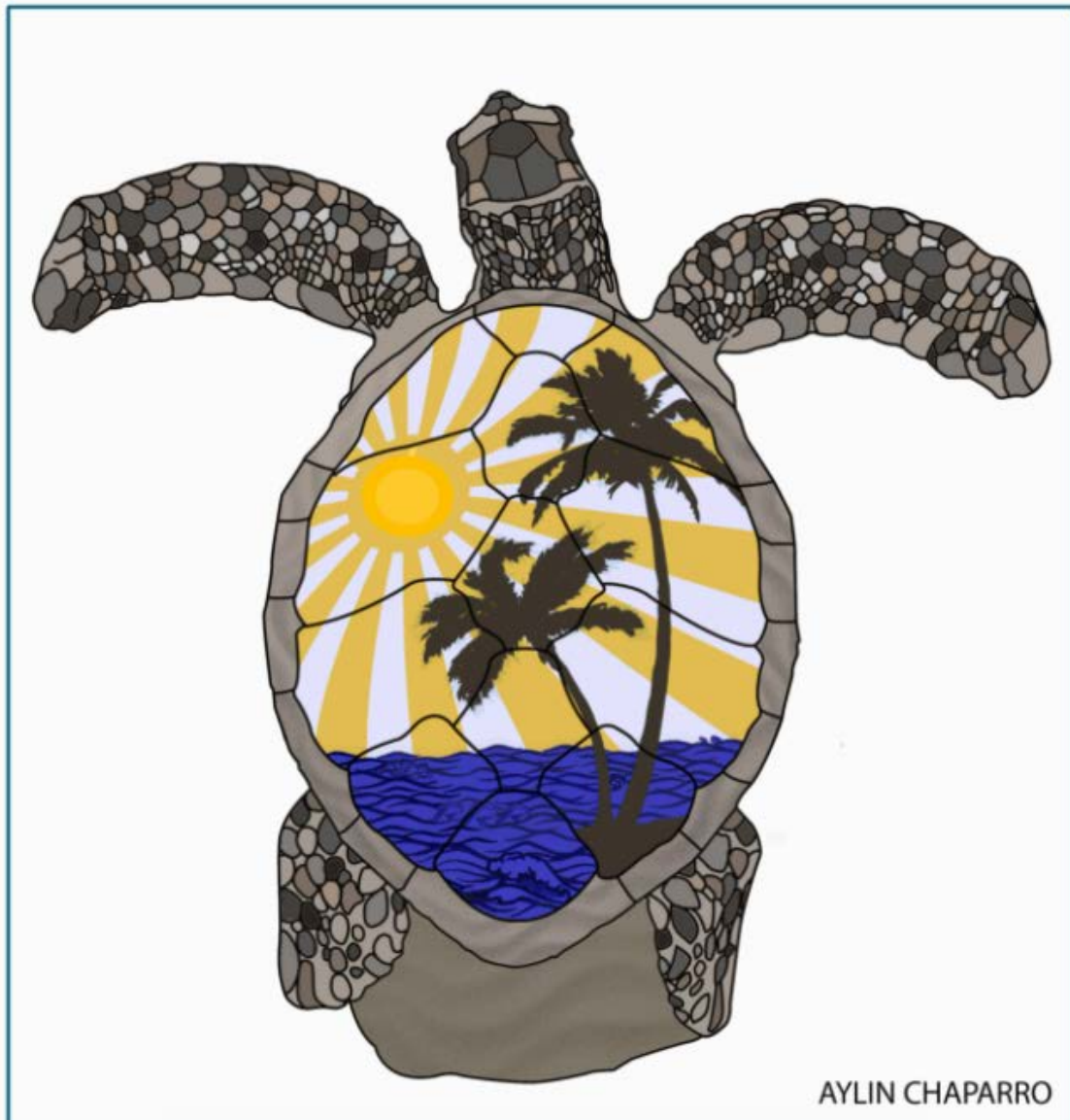






# Concept Art

Your imagination is our blueprint.®

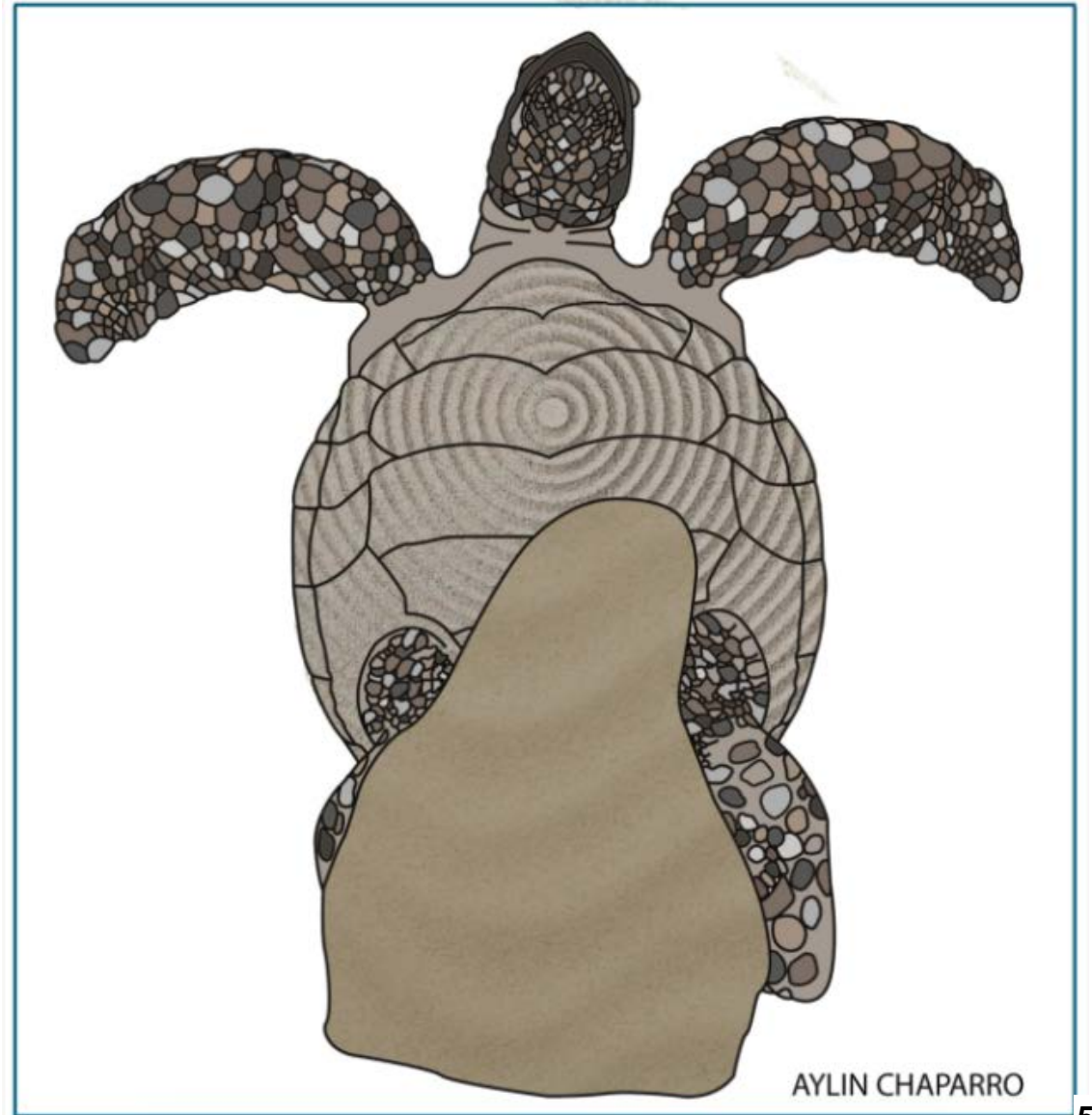


AYLIN CHAPARRO

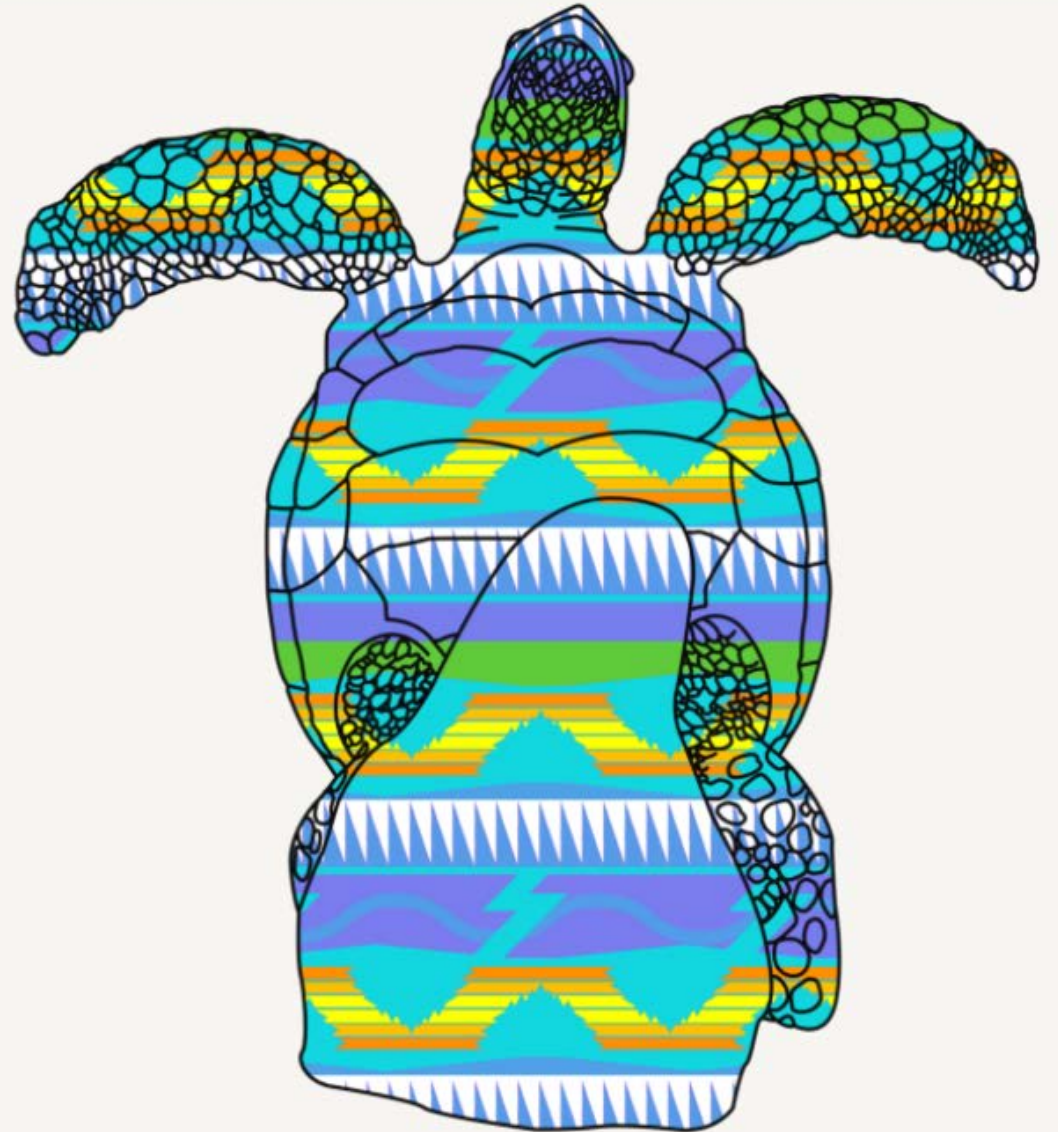
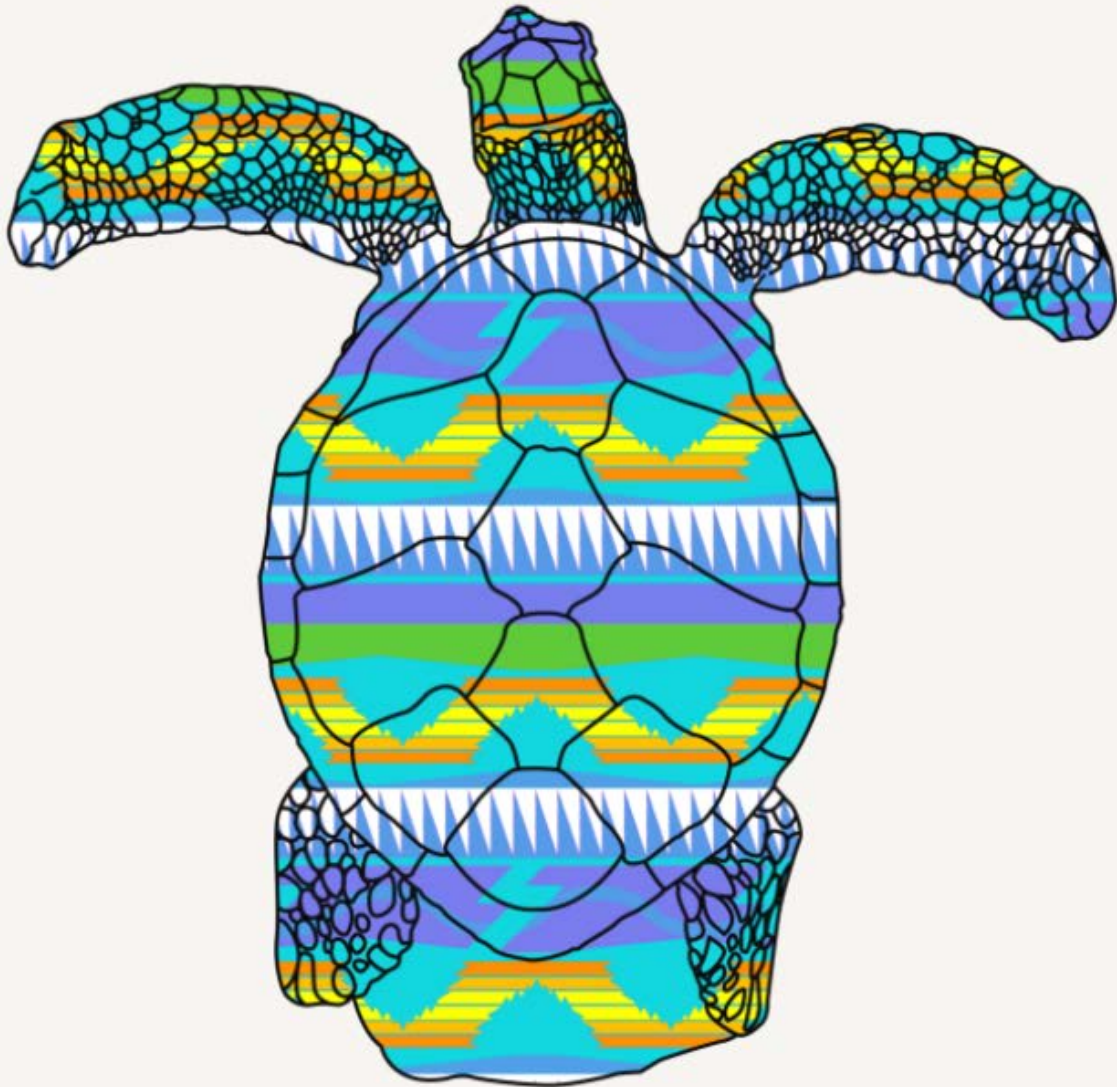


# Concept Art

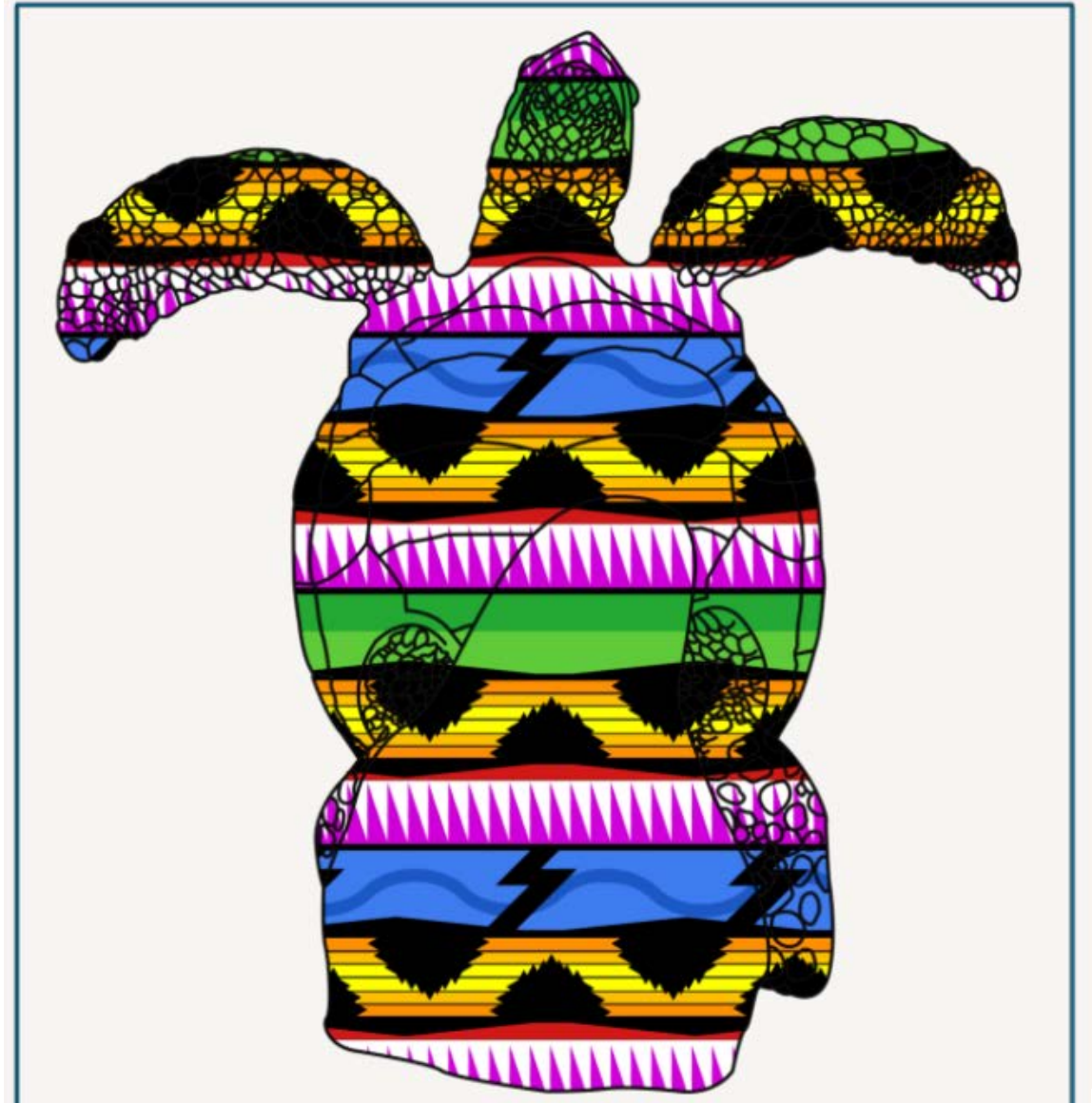
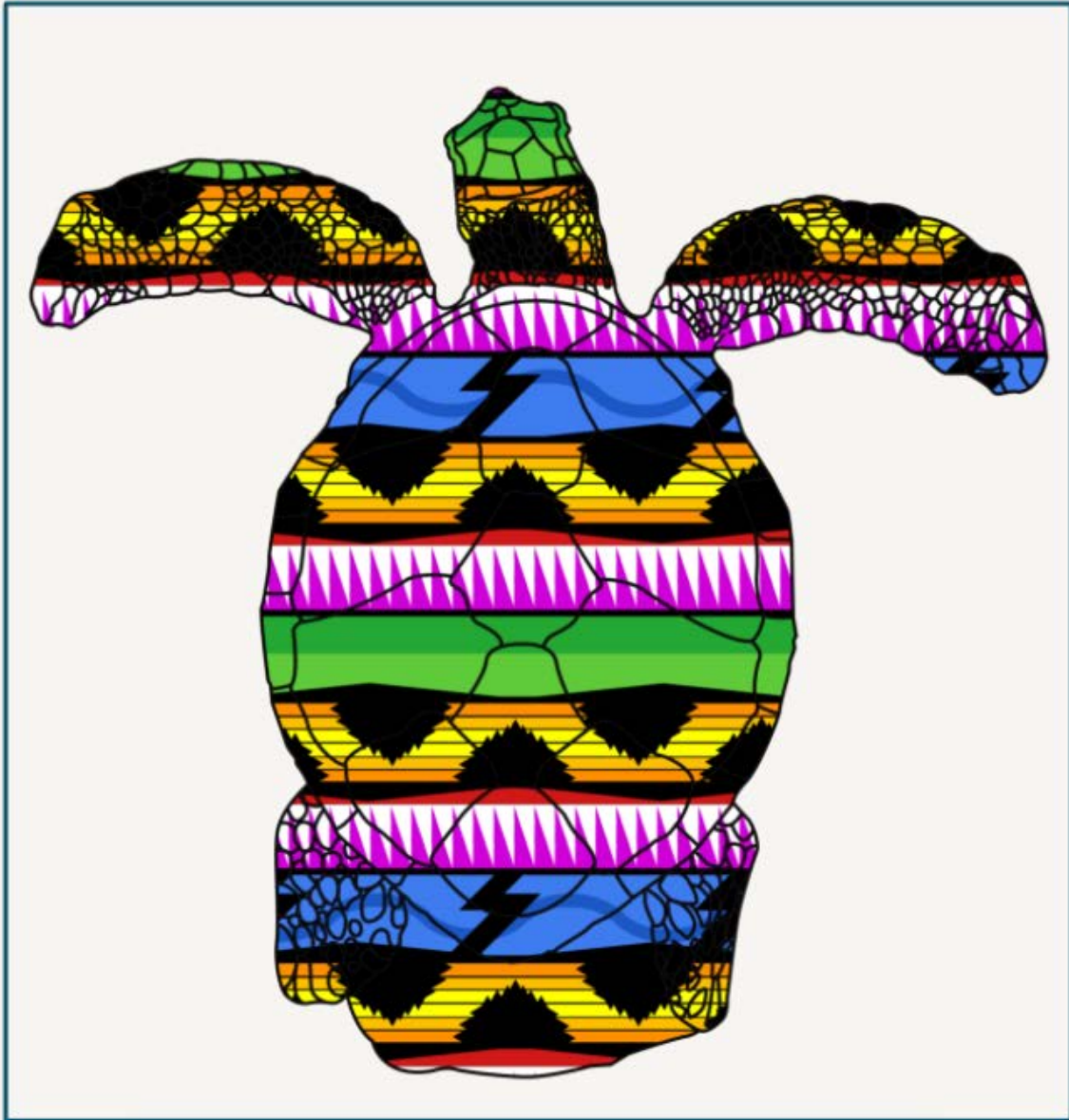
Your imagination is our blueprint.®

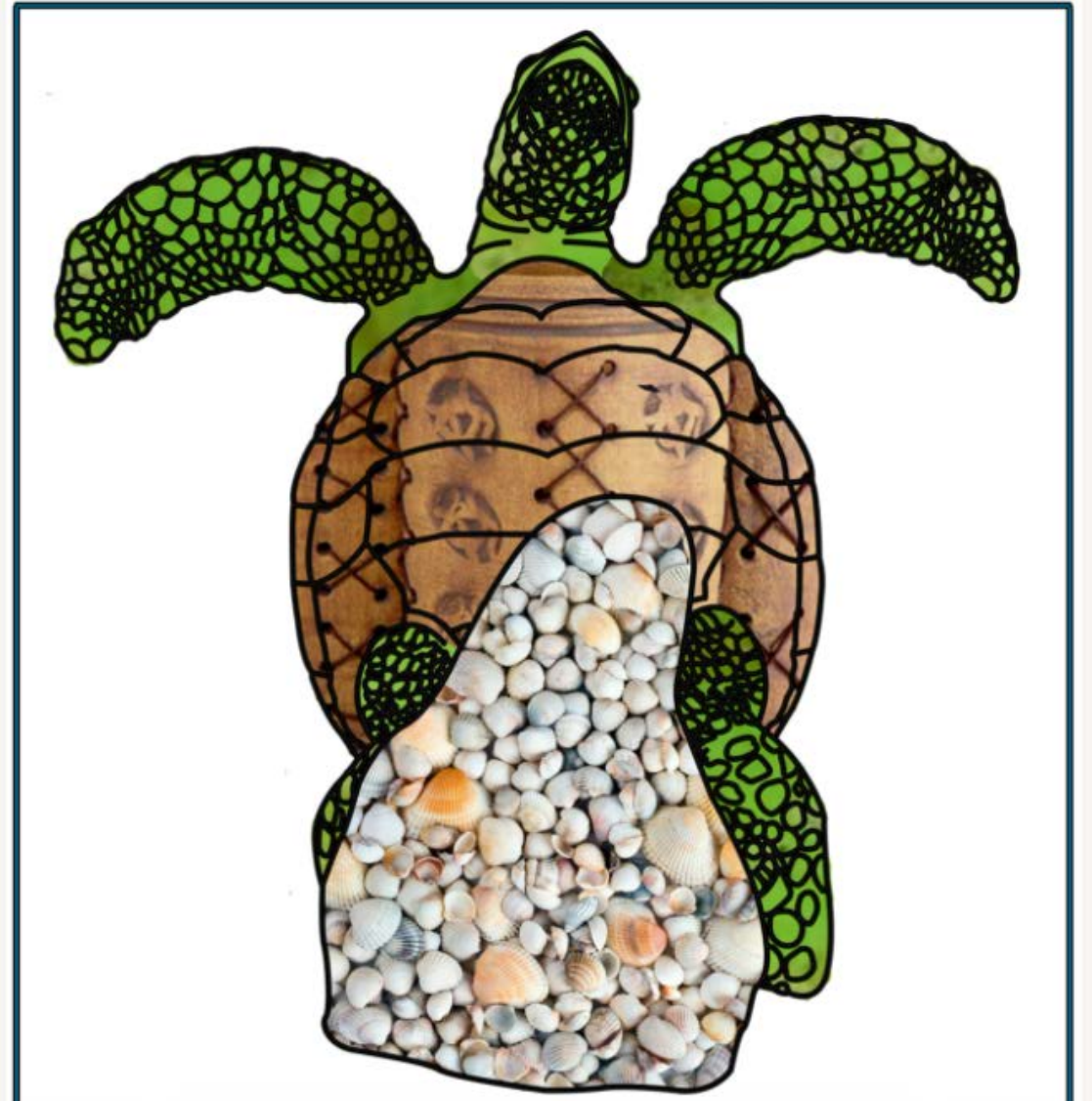
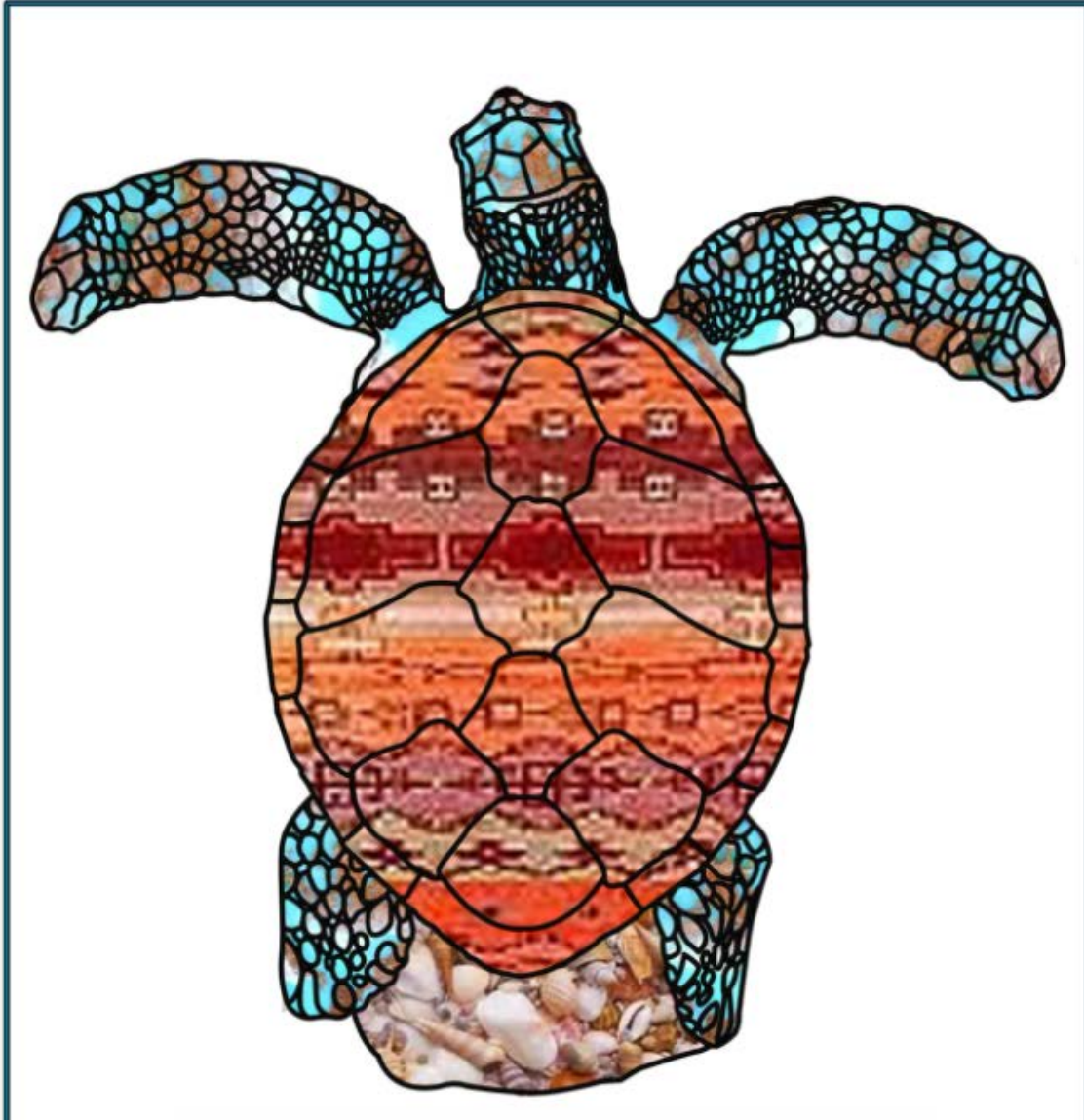


AYLIN CHAPARRO







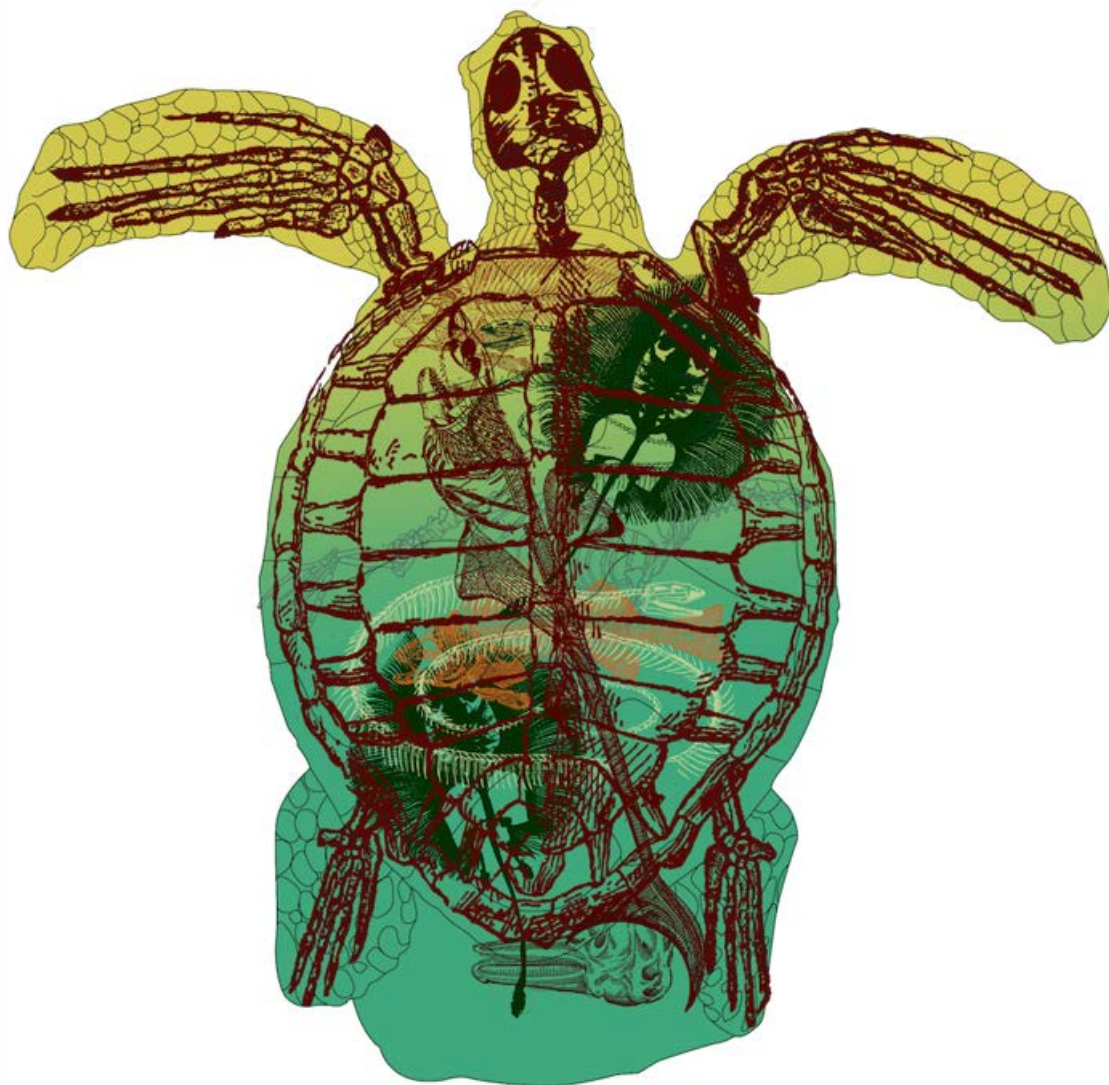




# Concept Art

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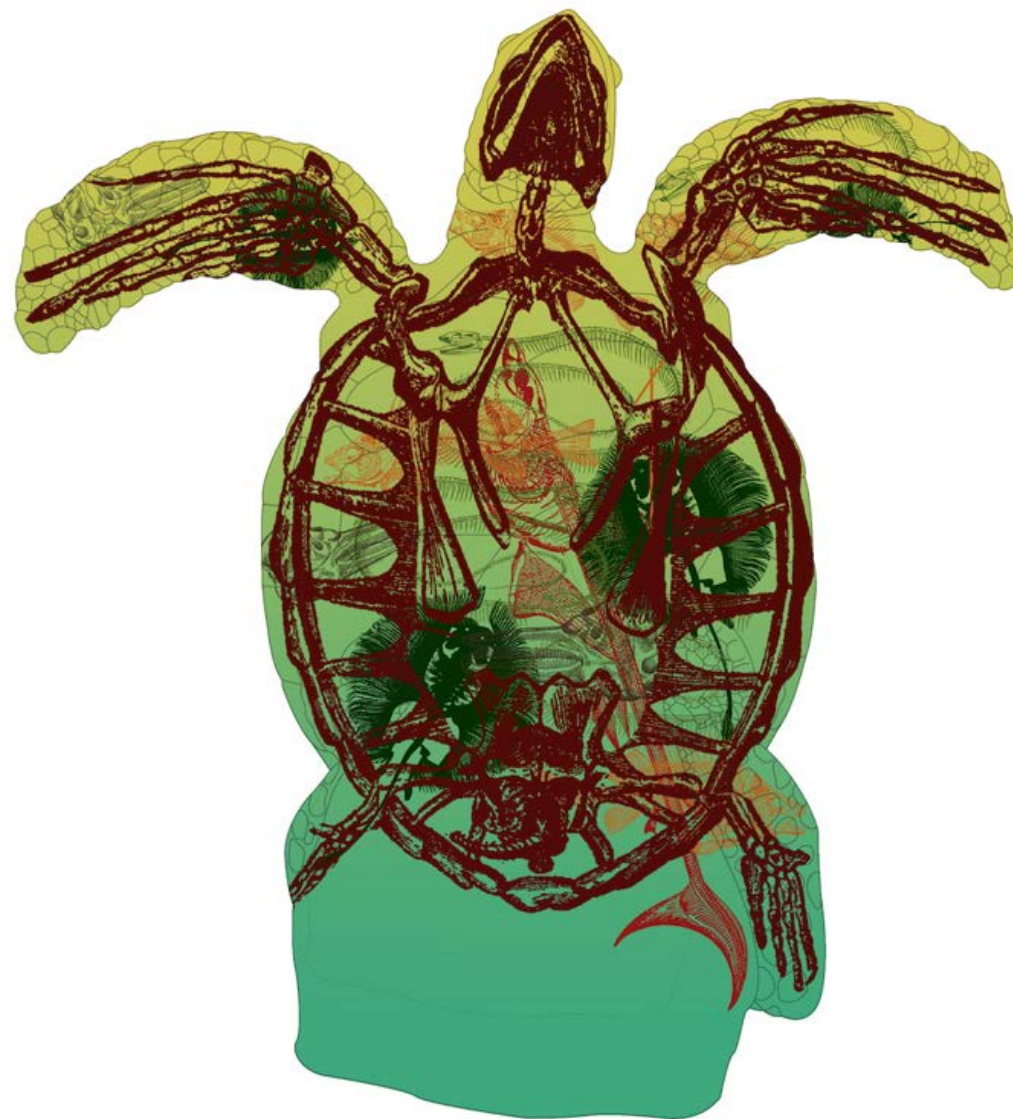
Design by: David Glazier



# Concept Art

Your imagination is our blueprint.®

Design by: David Glazier





**Town of Surfside  
Tourist Board  
May 6, 2024**

**DISCUSSION ITEM MEMORANDUM**

**Agenda #:** 7.1

**Date:** May 6, 2024

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

**Subject:** Surfside, Florida T-Shirt

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**Suggested Action:** – Staff is seeking direction on whether to continue with the T-shirt sales or if the Board would like to utilize the shirts as a giveaway item at upcoming events.

**Background/Analysis:** – Last year, the former Tourist Board introduced a Surfside T-shirt to be sold at Visit Surfside events. The T-shirt features S U R F S I D E in capital letters and different colors.



# SURFSIDE

— FLORIDA —