



Town of Surfside

TOURIST BOARD MEETING MINUTES

June 4, 2018 – 5:30 p.m.

Town Hall Commission Chambers –
9293 Harding Ave, 2nd Floor, Surfside, FL 33154

Opening Items:

1. Call to Order/Roll Call

The meeting was called to order by Chair Barbara Cohen at 5:30 p.m.

The following were present:

- Chair Barbara Cohen
- Vice Chair Jeff Lehman
- Board Member MaryAnna Estomba
- Board Member Jennifer Brilliant
- Board Member Bera Kalhan

Also present:

- Guillermo Olmedillo, Town Manager
- Duncan Tavares, Assistant Town Manager
- Lindsay Fast, Tourism Director
- Mitch Bierman, Town Attorney
- Frank Trigueros, Marketing & Special Projects Coordinator
- Elora Riera, Deputy Town Clerk

2. **Welcome New Members – Chair Barbara Cohen**

Chair Barbara Cohen welcomed the new members to the Board and welcomed everyone to the meeting.

3. **Approval of Minutes: May 14, 2018**

Vice Chair Lehman made a motion to approve the minutes as written. The motion was seconded by Board Member Estomba and all voted in favor.

4. **A/R (Resort Tax)**

The A/R resort tax spreadsheets were provided to the Board for their information. Tourism Director Fast commented that moving forward there will be a year over year comparison. Chair Lehman requested that the budget to actual comparison be added to the report as well as the funds that go to the Town and the funds that go to the Tourist Board and Tourism Director Fast responded that it will be included moving forward.

Discussion Items

5. **RFP 2018-04 “Marketing Services for Town of Surfside’s Tourist Bureau” Update**

Tourism Director Fast provided an update to the Board on the RFP for marketing services for the Tourist Bureau. She commented that the Town held a mandatory pre-RFP submission conference meeting and that there was a great turnout.

6. Downtown Vision Advisory Committee (DVAC) Tourist Board Representation

Tourism Director Fast reported that this item was deferred from the last meeting so that a nomination could be made with a full board.

Passing the gavel, Chair Barbara Cohen made a motion to assign Vice Chair Lehman as the Tourist Board Liaison to the Downtown Vision Advisory Committee (DVAC). The motion was seconded by Board Member Estomba and all voted in favor.

7. Paddletopia Recap – Sara Liss

Sara Liss of Friday Beach, LLC presented a PowerPoint overview of the Paddletopia event.

The Board commended her on a job well done.

8. June 1 – “Summer of Love” First Fridays Recap

Tourism Director Fast provided a recap of the “Summer of Love” First Fridays event that took place on June 1st.

The Board discussed some ideas for future events to bring more attention to all areas of the event.

9. Status update of Digital Application

Tourism Director Fast deferred this item.

10. Next Tourist Board Meeting: Monday, July 2, 2018 at 5:30pm

Chair Barbara Cohen advised the Board that the next meeting is on July 2, 2018 at 5:30pm.

Discussion ensued regarding the budget process.

11. Public Comments

There were no public comments.

12. Adjournment

There being no further business to discuss, Vice Chair Lehman made a motion to adjourn the meeting. Board Member Estomba seconded the motion and all voted in favor.

The meeting adjourned at 6:38 p.m.

Respectfully submitted:

Accepted this 9th day of July, 2018


Barbara Cohen, Chair

Attest:


Elora Riera, CMC
Deputy Town Clerk