



Town of Surfside

TOURIST BOARD MEETING MINUTES

July 9, 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
Board Member MaryAnna Estomba
Board Member Jennifer Brilliant
Board Member Bera Kalhan

Absent: Vice Chair Jeff Lehman

Also present:

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

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

Chair Barbara Cohen welcomed everyone to the meeting.

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

Board Member Brilliant 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.

Board Member Kalhan requested to view the resort tax on a monthly basis and Tourism Director Fast responded that the Finance Director has asked that that level of detail not be shared.

Discussion Items

5. **FY 2017/2018 Q3 Results & Updates – Jacober Creative, Pinzur Communications + Tourism Director**

Luisa Jimenez of Jacober Creative, Rachel Pinzur and Suanny Garcia of Pinzur Communications presented the third quarter update and along with Tourism Director Fast, answered questions from the Board Members.

6. Fiscal Year 2018/2019 Budget Discussion

Tourism Director Fast presented a handout to the Board for budget discussion.

Discussion ensued regarding the discontinuation of the digital app, adjusting the event schedule, golf cart shuttle services for hotels, Miami Spice, summer monthly downtown festival, health and wellness pop up events and video content.

Board Member Estomba made a motion to assess the Miami Spice interests from the local restaurants. Board Member Brilliant seconded the motion and all voted in favor.

Board Member Kalhan mentioned that while speaking with the restaurants regarding Miami Spice to also ask the other shops regarding how they can participate in Third Thursdays.

Ronaldo Caldas of Peikin Empire speaks and says that he would be willing to stay open and participate in the Third Thursdays events and encourages other businesses to do the same.

7. Moving November Tourist Board Meeting from November 5th to November 14th

Tourism Director Fast explained that the Chambers will be reserved for the Election and therefore the meeting will be rescheduled to November 14th.

8. Next Tourist Board Meeting: Monday, August 6, 2018 at 5:30pm

Chair Barbara Cohen advised the Board that the next meeting is on August 6, 2018 at 5:30pm.

9. Public Comments

There were no public comments.

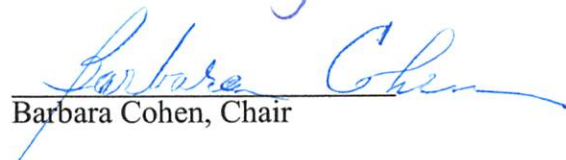
10. Adjournment

There being no further business to discuss, Board Member Estomba made a motion to adjourn the meeting.

The meeting adjourned at 7:21 p.m.

Respectfully submitted:

Accepted this 10th day of August, 2018


Barbara Cohen, Chair

Attest: 
Elora Riera, CMC
Deputy Town Clerk