



Town of Surfside

SPECIAL TOURIST BOARD MEETING MINUTES

October 22, 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 Jennifer Brilliant
Board Member Bera Kalhan
Board Member MaryAnna Estomba

Absent: Vice Chair Jeff Lehman

Also present:

Lindsay Fast, Tourism Director
Duncan Tavares, Assistant Town Manager
Haydee Sera, Town Attorney
Barry Cohen, Town Commission Liaison
Frank Trigueros, Marketing and Special Proj. Coordinator
Elora Riera, Deputy Town Clerk

2. Welcome – Chair Barbara Cohen

Chair Barbara Cohen welcomed everyone to the meeting.

3. Approval of Minutes: October 8, 2018

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

Discussion Items:

4. Fiscal Year 2018-2019 Marketing Plan – Jacober Creative + Anything But Advertising + Tourism Team

Luisa Jimenez of Jacober Creative presented the marketing plan for FY 2018-2019. Claire Kunzman of Anything but Advertising presented the public relations portion of the marketing plan and Tourism Director Fast presented the trade portion of the marketing plan for FY 2018-2019. Staff answered any questions from the Board.

After some discussion, Board Member Brilliant made a motion to approve the budget as presented. The motion was seconded by Board Member Kalhan which carried 4-0 on roll call vote.

5. Glenn Douglas Winter Chamber Music Festival by the Sea Sponsorship Request – Shana Douglas

Shana Douglas of the Glenn Douglas Winter Chamber Music Festival requested sponsorship to host a music festival in the winter at the Community Center.

Daniel Dietch of 9572 Byron Avenue spoke in support of this item.

After some discussion, passing the gavel, Chair Cohen made a motion to accept the sponsorship request as proposed. The motion was seconded by Board Member Brilliant which carried 4-0 on roll call vote.

6. Next Tourist Board Meeting: Wednesday, November 14, 2018 at 5:30pm

Chair Barbara Cohen advised the Board that the next meeting is on November 14, 2018 at 5:30 p.m.

7. Public Comments

None.

8. Adjournment

There being no further business to discuss, Board Member Kalhan made a motion to adjourn the meeting. The motion was seconded by Board Member Estomba and all voted in favor.

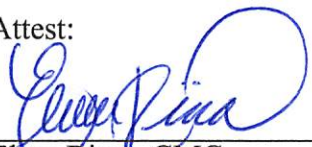
The meeting adjourned at 7:16 p.m.

Respectfully submitted:

Accepted this 14th day of November, 2018


Barbara Cohen, Chair

Attest:


Elora Riera, CMC
Deputy Town Clerk