



Town of Surfside

TOURIST BOARD MEETING MINUTES

November 14, 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
Vice Chair Jeff Lehman

Also present:

Lindsay Fast, Tourism Director
Duncan Tavares, Assistant Town Manager
Haydee Sera, Town Attorney
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 22, 2018**

Board Member Estomba commented that Daniel Dietch spoke under the public comments section and Deputy Clerk Riera clarified that he spoke under item #5 and that she can amend the minutes to include that he spoke if it is the wish of the Board.

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

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

This item was discussed after item #6.

Tourism Director Fast provided some updates on delinquencies for business properties.

Discussion ensued regarding the delinquency process.

Discussion Items:

5. **South Florida Concierge Association Scavenger Hunt Recap – Frank Trigueros**

Marketing and Special Projects Coordinator Trigueros provided a PowerPoint presentation of the scavenger hunt event that took place on October 30th and answered questions from the Board.

6. Salem K. Theatre “Tales from Shoreside” Live Radio Comedy Sponsorship Request – Pamela Salem

Pamela Salem O’Hagan of Salem K. Theatre provided a brief overview of the event details and answered questions from the Board.

Vice Chair Lehman made a motion to approve the sponsorship request. Board Member Estomba seconded the motion which carried 5-0 on roll call vote.

7. Next Tourist Board Meeting: December 12, 2018 at 5:30pm

Chair Barbara Cohen advised the Board that the next meeting is on December 12, 2018 at 5:30 p.m.

8. Public Comments

Tourism Director Fast commented that someone from the Israel Innovation Expo has approached the Town to host a 2-day exposition. She has asked the Grand Beach if they would be interested in hosting the event and they have agreed. The company is proposing \$1,500 a day which totals \$3,000 for the exposition. She wanted to bring it forward to the Board for approval.

Assistant Town Manager Tavares explained that procedurally, since this item is not on the agenda, a motion would need to be made and passed to discuss and add the item to the agenda.

Vice Chair Lehman made a motion to discuss the item. Board Member Estomba seconded the motion which carried 5-0 on roll call vote.

Edita Matic of the Grand Beach Hotel provided proposed dates for the event. After some discussion, the Board requested that this item be added to the next agenda for discussion to be provided with some more information.

Board Member Estomba requested that moving forward, the budget breakdown reflect sponsorships that do not come from the contingency fund.

Vice Chair Lehman requested budget breakdown updates.

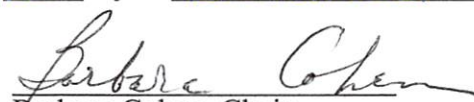
9. Adjournment

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

The meeting adjourned at 6:02 p.m.

Respectfully submitted:

Accepted this 12th day of December, 2018


Barbara Cohen, Chair

Attest:



Elora Riera, CMC
Deputy Town Clerk