



**Town of Surfside  
Tourist Board  
MINUTES  
November 9, 2022  
5:30 PM  
Town Commission Chambers**

**1. Call to Order/Roll Call**

The meeting was called to order at \_\_\_\_\_ p.m.

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

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

**2. Town Commission Liaison Report**

There was no Commission Liaison report provided.

**3. Agenda and Order of Business**

**4. Approval of Minutes**

**4.A October 3, 2022 Tourist Board Meeting Minutes** - Deputy Town Clerk Evelyn Herbello

A motion was made by \_\_\_\_\_ to approve the October 3, 2022 Tourist Board Meeting Minutes, seconded by \_\_\_\_\_. The motion carried with a \_\_\_ vote.

[10-03-2022 Tourist Board Meeting Minutes.pdf](#)

**5. Resort Tax Collection and Vacancies Report**

**5.A November Vacancies and Resort Tax Report** - Tourism and Communications Director Frank Trigueros

Tourism and Communications Director Trigueros provided an overview of the Resort Tax and Vacancies report.

[November Vacancies and Resort Tax Report.pdf](#)

**6. Discussion Items**

**6.A 96th Street Concept Design - Bal Harbour Village - Vice Chair Ben Jacobson -**  
Vice Chair Ben Jacobson

Recommend to the Town Commission to move forward with a partnership with the Village of Bal Harbour to beautify 96th Street between Collins Avenue and the water.

Vice Chair Jacobson provided an overview of the item.

A motion was made by \_\_\_\_\_ to recommend to the Town Commission to enter into a partnership with Bal Harbour Village for the 96th Street Design project, seconded by \_\_\_\_\_. The motion carried with a \_\_\_\_ vote.

[96 Street Concept Design.pdf](#)

**6.B Bootcamp and Brews - Frank Trigueros, Tourism and Communications Director**

Tourism and Communications Director Trigueros introduced the item.

**6.C Officer Mike's Birthday Event - Frank Trigueros, Tourism and Communications Director**

Tourism and Communications Director Trigueros introduced the item.

**6.D Third Thursdays Theme Selection - Frank Trigueros, Tourism and Communications Director**

Tourism and Communications Director Trigueros introduced the item.

[Third Thursdays 2023 Theme Options.pdf](#)

**6.E Alan Andai Additional Events - Frank Trigueros, Tourism and Communications Director**

Tourism and Communications Director Trigueros introduced the item.

[Alan Andai Additional Events.pdf](#)

**6.F Surfside Under the Stars - Frank Trigueros, Tourism and Communications Director**

Tourism and Communications Director Trigueros introduced the item.

**6.G Summer Fridays/Sundays Events 2023 - Tourism and Communications Director Frank Trigueros**

Tourism and Communications Director Trigueros introduced the item.

**6.H Public Relations Update - Tourism and Communications Director Frank**

Trigueros

Tourism and Communications Director Trigueros introduced the item.

**7. Public Comments and Board Member Communication**

**8. Next Meeting**

**8.A Next Meeting: December 5, 2022 - Combine December and January Meeting to be held on December 5, 2022 since January 2, 2022 is a holiday.** - Deputy Town Clerk Evelyn Herbello

Deputy Town Clerk Herbello introduced the item and advised the Board since the January meeting falls on a holiday it would be prudent to combine the December and January meetings to be held on December 5, 2022 at 5:30 p.m.

A motion was made by \_\_\_\_\_ to combine the January 2, 2023 and the December 5, 2022 meetings to be held on December 5, 2022, seconded by \_\_\_\_\_. The motion carried with a \_\_\_\_ vote.

**9. Adjournment**

There being no further business to discuss before the Board, a motion was made by \_\_\_\_\_ to adjourn the meeting at \_\_\_\_\_ p.m., seconded by \_\_\_\_\_. The motion carried with a \_\_\_\_ vote.