



**Town of Surfside  
Tourist Board  
MINUTES  
January 9, 2023  
5:30 PM  
Town Commission Chambers**

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

Chair Tourgeman called the meeting to order at 5:33 p.m.

Deputy Town Clerk Herbelo called the roll with the following members of the Board present.

Present: Chair Eli Tourgeman, Vice Chair Ben Jacobson, Board Member Ezequiel Singer, Board Member Lisa Herman and Board Member Diana Gonzalez (arrived at 5:34 p.m.).

Chair Tourgeman welcomed everyone and wished everyone a Happy New Year.

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

**2. Town Commission Liaison Report**

Commission Liaison Mayor Shlomo Danzinger provided his Commission Liaison Report.

**3. Agenda and Order of Business**

A motion was made by Vice Chair Jacobson to move item 6E (Updated Destination Guide) to be heard as new item 6A, seconded by Board Member Herman. The motion carried with a 5-0 vote.

A motion was made by Chair Tourgeman to have public comments heard after new item 6A (Updated Destination Guide), seconded by Board Member Herman. The motion carried with a 5-0 vote.

**4. Approval of Minutes**

**4.A December 5, 2022 Tourist Board Meeting Minutes** - Deputy Town Clerk Evelyn Herbelo

A motion was made by Vice Chair Jacobson to approve the December 5, 2022 Tourist Board Meeting Minutes, seconded by Board Member Herman. The motion carried with a 5-0 vote.

[12-05-2022 Tourist Board Meeting Minutes.pdf](#)

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

### **5.A Resort Tax Update - Tourism and Communications Director Frank Trigueros**

Tourism and Communications Director Trigueros provided an overview of the Resort Tax and Vacancies Report for the previous fiscal year which is a record with an excess of \$5 million dollars collected. He provided the amount of dollars collected and included numbers dating back to 2019.

Board Members asked regarding short term rentals and tracking those dollars.

Tourism and Communications Director Trigueros responded to the questions from the Board members.

## **6. Discussion Items**

### **6.A 2023 Historical Walking Tours - Tourism and Communications Director Frank Trigueros**

Tourism and Communications Director Trigueros introduced the item. He stated that they booked the four dates for 2023. He stated those dates are January 22, 2023, February 26, 2023, March 26, 2023 and April 30, 2023. He stated that they have changed the route and will head through the business and commercial district towards the new turtle sculpture.

### **6.B Event Recaps: Mike's Birthday and Music on the Beach Salsa Band - Tourism and Communications Director Frank Trigueros**

Tourism and Communications Director Trigueros introduced the item. He stated that they spent approximately \$2,000 on Officer Mike's birthday which was a big success.

Tourism and Communications Director Trigueros provided a video presentation of the recap of the Music on the Beach Salsa Band performance. He invited everyone to attend the upcoming event the Tropical Steel Band event.

### **6.C Event Series Proposal: Plastic Fisherman - Tourism and Communications Director Frank Trigueros**

Tourism and Communications Director Trigueros introduced the item.

A motion was made by Vice Chair Jacobson to table the item until they hire the events manager, seconded by Chair Tourgeman.

Vice Chair Jacobson stated that this individual is requesting \$40,000.

Board Member Herman stated that @plasticfisherman has nothing to do with the event's position therefore she would like to hear what he has to say.

Vice Chair Jacobson withdrew his motion in order for Mr. Buitori to provide his presentation.

Rodrigo Buitori, Plastic Fisherman, provided a presentation of his global project. He played a video that tells a bit about his story. He explained his project and what they do which is to bring awareness to the dangers of marine plastic pollution through a creative art project and social media movement.

Board Member Gonzalez asked what type of entity they are.

Mr. Buitori stated that they are a non-profit organization.

Mr. Buitori continued with his presentation going through different options for the suggested beach cleanup events as well as the cost breakdown.

Tourism and Communications Director Trigueros stated that their current budget goes until September.

Chair Tourgeman thanked him for the presentation.

Board Member Herman asked if he is proposing that the events be held on 96th Street.

Mr. Buitori stated that they could manage to have them at different parts of Surfside.

Board Member Gonzalez stated that they used to have buckets in the beach and if they pay for these buckets is the Town keeping them.

Mr. Buitori addressed the comments made and stated that the buckets he uses are recycled, cleaned and branded so he cannot leave them behind.

Vice Chair Jacobson stated that from all the proposals they have received this is a very professional and great presentation.

Board Member Gonzalez asked regarding the budget and the sorbets.

Mr. Buitori addressed the question asked by Board Member Gonzalez.

Board Member Herman believes adding these types of events would be great PR for the Town.

Chair Tourgeman stated that this activity is similar to the Earth Day and beach events that Parks and Recreation holds.

Tourism and Communications Director Trigueros stated that this is a chance to do it at a bigger scale and it is a bigger PR opportunity.

Chair Tourgeman stated the presentation was very nice and wondered about the timing as it relates to litter on the beach knowing that the Community Center beach operation will soon begin and those vendors have strict rules and incentives to ensure the areas remain clean and litter free, so he does not want to duplicate efforts.

Mr. Buitori addressed the comment made by Chair Tourgeman.

Acting Town Manager Gomez stated that the Town does participate in the County's annual Baynanza event which is a beach cleanup and stated the different similar events they have had in the past.

Further discussion took place among the Board, staff and Mr. Buitori regarding the activities, events and possibly leveraging existing events like Baynanza or Earth Day.

Vice Chair Jacobson stated that it should be clean all the time and code enforcement should be enforcing this properly. He recommends one event to see how it goes and what kind of attention is received.

Board Member Singer is agrees with one event.

Board Member Gonzalez stated that she would like to do at least two events.

Tourism and Communications Director Trigueros stated that last year he participated in the Town's Earth Day event and he felt it needed more attendees and activities to increase visibility and make it more successful. He added that partnering with @plasticfisherman for that event would be a win for all.

A motion was made by Vice Chair Jacobson to approve the two events on April 22, 2023 and September 16, 2023, seconded by Board Member Herman. The motion carried with a 5-0 vote.

[Let's go Plastic Fishing, Surfside! \(2023 Event Program\).pdf](#)

**6.D Updated Destination Guide** - Tourism and Communications Director Frank Trigueros

Tourism and Communications Director Trigueros introduced the item and provided a PowerPoint presentation with new additions which included a new cover, updated business listings, the Town's Tequesta history, the Ke Turtle sculpture and more.

Chair Tourgeman asked if they could also add "Surfside" towards the bottom portion of the cover.

**6.E Special Events Manager** - Vice Chair Ben Jacobson

Vice Chair Jacobson introduced the item and spoke regarding funding for the position which would come from the Resort Tax collection. This would be a full time Special Events Manager whose job would be strictly to produce and work the events.

A motion was made by Vice Chair Jacobson to direct the Acting Town Manager to

bring back a job description for the hiring of a special events manager to be presented at the next meeting and for the information to be shared with the Board and the Board Members to give ideas to Tourism and Communications Director Trigueros, seconded by Board Member Herman. The motion carried with a 5-0 vote.

Board Member Gonzalez wants more information and spoke against the idea of adding a full time position with benefits. She asked if they really need to hire someone for that and gave examples.

Vice Chair Jacobson stated that the idea is not to replace the event producers that work on the larger flagship events, but to add a new position that can bring in more new programming and smaller events at a better rate because there are no third parties and they would negotiate directly with the logistics vendors.

Chair Tourgeman disagrees with Board Member Gonzalez. He stated that this coordinator will contact the vendors and in those events like the pop-up events, the Town will be in charge of the events unlike Third Thursdays, for example, and additional contractors will not be needed.

Vice Chair Jacobson continued explaining the position and the type of events that would be taking place in Town and what that individual would be doing.

Board Member Herman would like to hear what Tourism and Communications Director Trigueros has to say.

Tourism and Communications Director Trigueros stated he is getting a better understanding of what the Board is requesting and if in fact this position will not affect the larger events with Ms. Liss and Mr. Andai, he believes it will be a good addition. He explained that the important thing is that as they understand that Board members may change with election cycles and that could ultimately affect that position.

Chair Tourgeman stated that would not change and provided examples.

Board Member Gonzalez would like to support the idea if they do not have to hire someone as a Town employee if you have to give them insurance and benefits.

Chair Tourgeman left the dais at 5:57 p.m.

Vice Chair Jacobson stated that if you hire a contract individual, they will not be giving 100% and explained the importance of this position. He explained the reasoning for his request.

Board Member Singer stated it is up to the Town to determine if they prefer a contract individual or hire that person as a Town employee and they have the budget.

Chair Tourgeman returned to the dais at 6:00 p.m.

Acting Town Manager Gomez addressed the comments made and provided his

opinion. He stated that they do have a good resource and they need to create a structure and having an events coordinator will support the department. He stated for right now it is being considered as a full time position, and it will help introduce a number of smaller events. He stated that administratively they are allowing the Town to use the funding and to have someone hired within 30 days will be a bit hard to do. He stated that they can start the search right away. He asked if they are trying to redraft a new job description or use what they previously have.

Tourism and Communications Director Trigueros stated that they do have a handful of job descriptions from other municipalities which can be used as a reference.

Acting Town Manager Gomez suggested to come back with a job description to the Board and then go to Human Resources to classify it.

Chair Tourgeman asked to send that job description to the Board and then continue to explore to see if there is anyone out there. He stated that you have to obtain a job description first and then advertise for that position.

Further discussion took place among the Board and staff regarding the specifics, obtaining the job description and bringing it back to the Board.

Acting Town Manager Gomez stated that they do not have a job description and they must take it through the Human Resources channels including if they are a bargaining or non-bargaining unit employee and the salary ranges.

Chair Tourgeman suggested for the job description to be put together and send it to the Board members so they can start with the review.

Acting Town Manager Gomez stated it is mandatory to advertise the position like they do with all the job openings.

Vice Chair Jacobson stated that they have to bring the Town with events that will make the Town inviting.

## **7. Board Member Comments**

Vice Chair Jacobson spoke regarding Saturday's event and there was a lack of hydration and would like to have two hydration stations at the next event. He also stated that there a lot of kids running and to put some form of barrier to put one entrance on each side of the street and someone to stand there to make sure that the children do not run around. He also would like to work on polo shirts for the members.

## **8. Public Comments**

Chair Tourgeman opened public comment.

The following individual from the public spoke:

Richard Gabi spoke regarding having the Tourist Board to purchase t-shirts for the Town to give away to guests that can go home with.

Chair Tourgeman closed public comment.

Chair Tourgeman addressed the comment made and he stated that many years ago they had t-shirts for sale at different events. They discontinued it because many individuals that did not want to purchase them. He stated that they can look at purchasing them again and perhaps doing it again.

Board Member Gonzalez stated that some of the events that Parks and Recreation hold they do give away some t-shirts.

Board Member Herman asked if they have to talk to CVS to see if they could sell them there.

Chair Tourgeman stated that they used to have tables with the shirts and towels for sale at different events. He asked Tourism and Communications Director Trigueros if he has his message printed out.

Tourism and Communications Director Trigueros stated that he will look into different products.

Vice Chair Jacobson stated that they have \$5,000 to be able to get shirts and possibly getting them in Town Hall that they can come and purchase them.

Tourism and Communications Director Trigueros addressed the comments made by the Board.

## **9. Next Meeting**

### **9.A Next Meeting: February 6, 2023 at 5:30 p.m. - Deputy Town Clerk Evelyn Herbello**

Consensus was reached by the Board to hold the next meeting on February 6, 2023 at 5:30 p.m.

### **9.B Tourist Board Meeting Dates for 2023 - Deputy Town Clerk Evelyn Herbello**

Approve the meeting dates for the Tourist Board for 2023.

Deputy Town Clerk Herbello introduced the item and advised the Board of the upcoming meeting dates for the year of 2023.

A motion was made by Vice Chair Jacobson to accept the proposed 2023 meeting dates, seconded by Board Member Herman. The motion carried with a 5-0 vote.

[2023 Tourist Board Meeting Dates.docx](#)

## **10. Adjournment**

There being no further business to conduct before the Board, a motion was made by Vice Chair Jacobson to adjourn the meeting without objection at 6:57 p.m., seconded by Board Member Herman. The motion carried with a 5-0 vote.

Respectfully submitted:

Accepted this \_\_\_\_\_ day of \_\_\_\_\_, 2023.

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Eli Tourgeman, Chair

Attest:

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Evelyn Herbello, CMC  
Deputy Town Clerk