



**Town of Surfside
Tourist Board
MINUTES
February 6, 2023
5:30 PM
Town Commission Chambers**

1. Call to Order/Roll Call

Vice Chair Ben Jacobson called the meeting to order at 5:30 p.m.

Deputy Town Clerk Herbello called the roll with the following members present:

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

Absent: Chair Eli Tourgeman and Commission Liaison Mayor Shlomo Danzinger.

Also Present: Town Attorney Daniela Cimo, Acting Town Manager Hector Gomez, and Tourism and Communications Director Frank Trigueros.

2. Town Commission Liaison Report

No Commission Liaison Report was given since Mayor Danzinger was absent.

3. Agenda and Order of Business

4. Approval of Minutes

4.A Approval of January 9, 2023 Tourist Board Meeting Minutes - Deputy Town Clerk Evelyn Herbello

A motion was made by Board Member Gonzalez to approve the January 9, 2023 Tourist Board Meeting Minutes, seconded by Board Member Singer. The motion carried with a 4-0 vote.

[January 9, 2023 Tourist Board Meeting Minutes.pdf](#)

5. Resort Tax Collection and Vacancies Report

5.A February 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. He provided the food and beverage as well as the accommodation noting that the collection for the first two months of the fiscal year, October and November, appear to be records.

Board Member Herman asked about the status of the incoming Domino's Pizza.

Tourism and Communications Director Trigueros stated he was not sure that he would check and spoke regarding another new restaurant coming on board.

[February Vacancies and Resort Tax Report, First 2 Fiscal Months.pdf](#)

6. Discussion Items

6.A Additional Funds for Food and Drinks at Events - Vice Chair Ben Jacobson - Vice Chair Ben Jacobson

Allocate a small amount of funding for additional food and beverages at the events.

Tourism and Communications Director Trigueros advised the Board Members that he provided a budget sheet for them to refer back to.

Board Member Gonzalez asked regarding what is left and wanted clarification.

Tourism and Communications Director Trigueros provided an outline of the special events budget numbers following the Board's most recent event additions.

Vice Chair Jacobson introduced the item and stated that there seems to be a situation where they run out of food and drinks, and since they have the funds available, he would like to propose possibly giving everyone a ticket and those tickets can be reimbursed for a certain amount by the local vendors and establishments. He was looking to allocate a few thousand dollars for events that they could then decide which ones would need the additional funds.

Board Member Gonzalez suggested having a system and would like to propose in addition to the funds that the people in charge to come up with a system that would compliment this proposal.

Tourism and Communications Director Trigueros stated that it would be great to have the vendors here to speak and they are on their way. He agreed to have a system in place.

Board Member Herman stated that this is not supposed to be a buffet but a sampling. She stated that in similar events you usually have to pay.

Board Member Singer suggested providing this to the local vendors and promote those vendors and the coupons should be for the local restaurants.

Board Member Herman stated that it has been difficult to get the local vendors to participate.

Board Member Gonzalez spoke regarding how Parks and Recreation does their

events and it is a good system.

Vice Chair Jacobson stated that part of what he was thinking of doing was appropriate some funding to go back to the vendors for some solution. He stated that it possibly should be better to have a preset system to provide to the guests and if the vendors have a bit of additional funding they could use it for food and drinks. He stated that it might work better and see how they do and then come back and restrict the money more but they need to put a little bit of more money.

Further discussion took place among the Board Members regarding the additional funding for food and drinks and a preset system that will work and promote local vendors.

Tourism and Communications Director Trigueros provided a recap for Sara Liss who had just entered the room.

Vice Chair Jacobson provided his thoughts of providing an additional amount of funding to Sara Liss to give to the vendors and explained the process.

Sara Liss addressed the comments made regarding this idea as it pertains to the vendors and explained the issues that might arise.

Further discussion took place among the Board Members and Sara Liss regarding the possibility of using this system with the vendors possibly doing \$2,500 for the larger events and \$1,000 for small events.

Board Member Gonzalez would like \$1,500 for all events.

Allan Andai stated this is a great point and they passed out 1,000 bites at the last Third Thursdays event and agrees having additional funds would help. He stated that what you want is for them to grab a bite and continue. He also addressed the idea of the tickets being handed out.

A motion was made by Vice Chair Jacobson to approve an additional \$2,500 per event for the larger events (Third Thursdays and Surfside Under the Stars) and \$1,500 per event for the smaller events (Music on the Beach) effective immediately to cover all events through March 14, seconded by Board Member Herman. The motion carried with a 4-0 vote.

6.B Discretionary Funds for Tourism and Communications Director- Vice Chair Ben Jacobson - Vice Chair Ben Jacobson

Approve to allocate \$25,000 to a discretionary fund for items that may come up or upgrades that might be needed for any existing event.

Vice Chair Jacobson introduced the item and stated this is to prevent for Tourism and Communications Director Trigueros hands being tied in the event he needs additional funding for the ability to enhance and enjoy additional activities for the tourists. This will allow him to make a decision at the moment and allocate \$25,000 in the event he needs it.

A motion was made by Board Member Singer for purposes of discussion, seconded by Board Member Gonzalez. The motion carried with a 4-0 vote.

Board Member Singer asked if the contract allows them to expand and if that would affect the contract with the vendors.

Vice Chair Jacobson explained examples and this would allow certain enhancements for an event in the case he needs additional funding at the last minute.

Board Member Gonzalez stated that this proposition is better than the other one of additional money for foods. She would like this option more than the other one.

Vice Chair Jacobson stated this is the unknown question that comes up and this will give staff more wiggle room to take care of this and then come back to the Board.

Acting Town Manager Gomez asked if the \$25,000 is consistent with any of our policies that is pursuant to our procurement policies and explained the policies the Town has in place. He also asked if this is per event or for the event season.

Vice Chair Jacobson stated it is for the event season and provided examples.

Tourism and Communications Director Trigueros addressed the comments made and stated this is a good idea in the event something does come up and special events are exempt from the procurement process and they have the discretion to add enhancements to events.

A motion was made by Vice Chair Jacobson to allocate \$25,000 as a discretionary fund for Tourism and Communications Director Trigueros to use at his discretion for any events and report back to the Board, seconded by Board Member Gonzalez. The motion carried with a 4-0 vote.

6.C Tourist Board Shirts - Tourism and Communications Director Frank Trigueros - Tourism and Communications Director Frank Trigueros

Tourism and Communications Director Trigueros introduced the item and asked the Board members to choose which design they would prefer.

Board Member Herman asked where the logos would be going.

Tourism and Communications Director Trigueros addressed the comments made. He stated for the Board to study the different options and designs and to email him back letting him know which one they select.

[shirts 1.pdf](#)

[shirts 2.pdf](#)

6.D Third Thursdays Event Location - Tourism and Communications Director Frank Trigueros - Tourism and Communications Director Frank Trigueros

Tourism and Communications Director Trigueros introduced the item. He stated that the 93rd Street location has worked out great for Surfside Under the Stars. He informed the Board that there are some challenges with the 95th Street location including safety and traffic, and additionally, there are no public restrooms to offer, therefore the Police Department and several members of the administration had recommended moving it over to 93rd Street.

Producer Alan Andai stated he would just need to scout the location, but they would probably be able to fit everything that they need.

Vice Chair Jacobson stated that here you have a bigger parking lot.

Mr. Andai stated he would do a quick measurement and get back to Tourism and Communications Director Trigueros.

Acting Town Manager Gomez stated it is the same width and the sidewalk is wider and it is easier to provide power in this facility.

Vice Chair Jacobson stated that the Board voted on the concept not the location.

Tourism and Communications Director Trigueros stated it has been on 95th Street because it was closer to the businesses.

Consensus was reached to leave the event location up to Tourism and Communications Director Trigueros.

6.E Special Events Manager Position - Tourism and Communications Director Frank Trigueros - Tourism and Communications Director Frank Trigueros

Tourism and Communications Director Trigueros introduced the item and went over the job description which included the comments made by the Board members. He stated that they are working with Human Resources to develop it.

Vice Chair Jacobson likes that they will have to do emergency planning and help with that aspect.

A motion was made by Board Member Gonzalez to proceed with the Special Events Manager position, seconded by Board Member Herman. The motion carried with a 4-0 vote.

[Special Events Manager 1-30-23.pdf](#)

6.F Additional Events, Beachside LLC (Alan Andai) - Tourism and Communications Director Frank Trigueros - Tourism and Communications Director Frank Trigueros

Tourism and Communications Director Trigueros introduced the item.

Allan Andai provided a presentation with the different events and cost for each one.

Discussion took place among the Board and Mr. Andai regarding the amount of

players for the poker night and the other events on the presentation.

Vice Chair Jacobson asked if anyone would like to proceed with any of the events.

Board Member Gonzalez would like the mixology, promote more surfside, seafood festival, and more games for families and karaoke.

Board Member Singer asked how would they vote for the events.

Board Member Gonzalez would like Taste of Surfside.

Board Member Herman's concern is that with mixology you are moving away from the tourists because it seems to be for more locals. She thinks the bigger ones would be better.

Vice Chair Jacobson asked if they are able to sponsor half and they pay for the difference.

Tourism and Communications Director Trigueros stated that they could find someone to sponsor a portion or sell tickets.

Mr. Andai stated that they have to promote Surfside.

Vice Chair Jacobson asked the turn out for the events.

Mr. Andai addressed the comments made. He stated Taste of Surfside is one that will be very well received and attended.

Tourism and Communications Director Trigueros asked Mr. Andai to see if he could bring at the next meeting which restaurants would be participating.

Mr. Andai addressed the comments made by Tourism and Communications Director Trigueros as it pertains to the different vendors and believes at least 16.

Vice Chair Jacobson suggested blocking the parking on Harding for the restaurants and they will not fit the people on the sidewalk if they do not block the parking.

Board Member Herman stated the restaurants will be annoyed. She suggested having the vendors in a tent and people going around.

Tourism and Communications Director Trigueros suggested for Mr. Andai to come back with a better flow and some photos from his past experiences with these events.

Vice Chair Jacobson asked if Mr. Andai could come back with a concrete plan for the Taste of Surfside and a firm commitment on restaurants that will participate.

Mr. Andai agreed to come back with the information requested and he will pitch it to the vendors.

Tourism and Communications Director Trigueros asked for him to provide every detail and what the partners need etc.

Board Member Gonzalez would like movie night.

Tourism and Communications Director Trigueros stated that he is looking at different options of a floating screen and will probably bring that back at the March meeting.

Board Member Gonzalez spoke regarding the event that Bay Harbour does.

Further discussion took place among the Board members and Mr. Andai regarding the different events and substitutes for some of the events.

A motion was made by Board Member Gonzalez to have one additional Music on the Beach for May and one Summer Sunday event in June 2023, seconded by Board Member Singer. The motion carried with a 4-0 vote.

Board Members agreed to come back with the type of genre they would like and have Mr. Andai come back with different options.

7. Board Member Comments

Vice Chair Jacobson spoke regarding the amazing events and when someone sends you a public records request for their calendars they are doing a great job by having plenty of events and the tourists and residents are enjoying it.

8. Public Comments

There were no public comments.

9. Next Meeting

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

Deputy Town Clerk Herbello advised the Board Members that the March 6, 2023 meeting needs to be moved to March 13, 2023 due to the Jewish holiday.

A motion was made by Board Member Herman to move the March 6, 2023 meeting to March 13, 2023, seconded by Board Member Singer. The motion carried with a 3-1 vote with Board Member Gonzalez voting in opposition.

10. Adjournment

There being no further business to discuss before the Board, a motion was made by Board Member Herman to adjourn the meeting at 7:06 p.m. The motion carried with a 4-0 vote.

Respectfully submitted:

Accepted this _____ day of _____, 2023.

Eli Tourgeman, Chair

Attest:

Evelyn Herbello, CMC
Deputy Town Clerk