



**Town of Surfside
Tourist Board
MINUTES
March 13, 2023
5:30 PM**
Town Commission Chambers

1. Call to Order/Roll Call

Chair Tourgeman called the meeting to order at 5:40 p.m.

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

Present: Chair Eli Tourgeman, Board Member Ezequiel Singer and Board Member Lisa Herman.

Absent: Vice Chair Ben Jacobson, Board Member Diana Gonzalez and Acting Town Manager Hector Gomez.

Also Present: Commission Liaison Mayor Shlomo Danzinger, Town Attorney Daniela Cimo, and Tourism and Communications Director Frank Trigueros.

2. Town Commission Liaison Report

Commission Liaison Mayor Danzinger provided his Commission Liaison Report. He stated they received a complaint from a resident regarding the music on the beach event. He spoke regarding bringing back the rock and roll music on the beach.

Chair Tourgeman spoke about the different events.

Board Member Herman asked if the Town is working with Bal Harbour regarding the 96th Street project.

Mayor Danzinger addressed the comment made and explained the project and stated that the project changed as well as the funding request which was not what was discussed previously.

3. Agenda and Order of Business

Chair Tourgeman acknowledged Cindy Reyes from the Tourism and Communications Department, Town Attorney Daniel Cimo and Deputy Town Clerk Evelyn Herbello.

A motion was made by Chair Tourgeman to move item 8 (Public Comments) to be heard before item 6A (Discretionary Fund, Electrical Outlet for 93rd Street), seconded by Board Member Herman. The motion carried with a 3-0 vote.

4. Approval of Minutes

4.A February 6, 2023 Tourist Board Meeting Minutes - Deputy Town Clerk Evelyn Herbello

A motion was made by Board Member Herman to approve the February 6, 2023 Tourist Board Meeting Minutes, seconded by Board Member Singer. The motion carried with a 3-0 vote.

[February 6, 2023 Tourist Board Meeting Minutes.pdf](#)

5. Resort Tax Collection and Vacancies Report

5.A Resort Tax Collection and Vacancies Report

Tourism and Communications Director Trigueros provided an overview of the Resort Tax and Vacancies Report. He spoke regarding the decrease that was expected and they are not too alarming. He spoke regarding highlighting some of the businesses and this month is Women's Month and they featured one of the boutiques on Harding Avenue. He stated that they will keep an eye out on those numbers.

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

6. Discussion Items

6.A Discretionary Fund, Electrical Outlet for 93rd Street - Tourism and Communications Director Frank Trigueros

Tourism and Communications Director Trigueros provided an overview of the item. He stated that Public Works has installed new outlets in order to hold as many events as possible without any issues. He stated that it worked out for Surfside Under the Stars.

Board Member Singer asked if there are going to be any other things that will be coming up.

Tourism and Communications Director Trigueros spoke regarding another possible visual component.

Board Member Singer asked if they could bring something new to the next event.

6.B Discretionary Funds Approved at the February 6, 2023 Tourist Board Meeting - Chair Eli Tourgeman - Chair Eli Tourgeman

Chair Tourgeman introduced the item. He stated that he was not at the other meeting and spoke regarding what was approved at the last meeting. He stated that it should

be a shared responsibility among Tourism and Communications Director Trigueros and the Chair or Vice Chair. He stated it should be a balance.

Board Member Singer stated it sounds reasonable and the idea was ideally for expedition, and it was not for large scale things. He stated that \$25,000 for major things should be reviewed by the Board.

Board Member Herman stated if it would be small items, she does not think it should come back to the Board.

Chair Tourgeman stated it could be large or small but thinks it would be appropriate to have the Board review the purchase. He stated that it may be large amounts and he believes it would be better to share the burden with the Board. He asked for a motion from the prevailing side to amend the previous motion made at the last meeting.

A motion was made by Board Member Singer to amend the discretionary funds approved at the February 6, 2023 meeting to have moving forward any expenses be reviewed and approved by the Chair of the Board or in his absence by the Vice Chair of the Board, seconded by Chair Tourgeman. The motion carried with a 2-1 vote with Board Member Herman voting in opposition.

6.C Discussion On The Additional Funds for Food and Drinks at Events that was approved at the February 6, 2023 Tourist Board Meeting - Chair Eli Tourgeman - Chair Eli Tourgeman

Chair Tourgeman introduced the item. He stated that he was not at the other meeting and spoke regarding what was approved at the last meeting. He stated that this was for food and drinks.

Tourism and Communications Director Trigueros stated this would expire tomorrow unless they want to extend it to this Thursday.

Board Member Singer asked if the extra funds were used.

Tourism and Communications Director Trigueros stated that Sara Liss and Alan Andai used all the funds.

Alan Andai, Third Thursdays stated that they used \$2,000 for the Third Thursdays and the \$500 for the beach event. He stated that they are seeing double the occupancy and doubling the food. He stated that the funds were fully utilized.

Chair Tourgeman stated that for years they never provided food at the events. He stated that in the past boards it would be a good idea to have food at these events. He spoke regarding bringing food trucks like they did at past events. He stated that these programs are basically made to promote tourism and in conjunction they have opened it up to everybody. He stated that if they are only coming for the food that is not the purpose of the event. He stated his concern is that when these programs were set, they have allocated in their budget food and we in turn have decided to help their food budget by increasing dollars for them to provide more food.

Board Member Herman stated that she tries to go to every event and believes that people are very happy, and they appreciate the food.

Chair Tourgeman is not in agreement with supplementing the food that the vendors provide.

Tourism and Communications Director Trigueros stated that the budget was increased to make them more similar to the parks events like the Winter Wonderland where food is complimentary, essentially making it another service provided.

Chair Tourgeman stated the purpose is not to have food from beginning to end.

Board Member Singer stated that before discussing the budget, the importance is what type of data is being used to push this forward and what percentage of tourists are we servicing.

Board Member Herman asked if they extend it will it be for this Third Thursday.

Mr. Andai spoke regarding the food truck debate and the idea was to get restaurants to participate. He explained what he did in the past as it relates to food.

A motion was made by Board Member Herman to extend up to \$2,500 for the next event. The motion died for lack of a second.

Board Member Singer suggested having 3 more events instead of amending the events.

Consensus was reached to put this on the next agenda for a full board to discuss.

6.D Ballyhoo Media Floating Screen Events - Tourism and Communications Director Frank Trigueros

Tourism and Communications Director Trigueros provided an overview of the item.

Helen Roldan, Ballyhoo Media Floating provided an overview of the item and presentation.

Chair Tourgeman asked about the departure location for the tours.

Ms. Roldan addressed the comment made and spoke regarding extending their route up the coast to the Surfside area.

Chair Tourgeman asked if she had heard of the Plastic Fisherman. He explained that part of the Board's mission is bringing awareness to different causes, and Plastic Fisherman is a local environmentalist that may align well with their capabilities.

Tourism and Communications Director Trigueros suggested potentially partnering and doing a combined event.

Ms. Roldan spoke how their cleanup events take place and partnerships. She continued with the presentation.

Mayor Danzinger stated that there are so many applications that could be used and our biggest asset is the beach. He stated there would be a lot of opportunities for this.

Board Member Singer asked what would be the environmental portion and impact of this.

Ms. Roldan addressed the comments made and what is covered and what would be at an additional cost.

Board Member Herman stated that it would be a great compliment to music on the beach to have movie on the beach.

Ms. Roldan addressed the comments made and the issue would be that they could not anchor but she would not recommend it for movie but for an art exhibit, or other content you can rotate through.

Chair Tourgeman asked what the downside would be, and he could not find one and asked what she needs from them.

Ms. Roldan answered the question from Chair Tourgeman and she could work with Tourism and Communications Director Trigueros.

Tourism and Communications Director Trigueros addressed the advertising opportunity available for small businesses.

Chair Tourgeman asked who would be vetting the potential opportunities for our local businesses.

Tourism and Communications Director Trigueros stated that they have to come up with a system because they could not offer it to everyone.

Further discussion took place among the Board Members, Ms. Roldan and staff regarding the specifics of the partnership, how many slides and what would be provided.

A motion was made by Board Member Herman to approve Ballyhoo Media Floating as a partner and have Tourism and Communications Director Trigueros to work directly with Ballyhoo Media and bring it back to the Board at a future meeting, seconded by Board Member Singer. The motion carried with a 3-0 vote.

[Ballyhoo Media, Town of Surfside.pdf](#)

6.E Budget Updates - New Website, Tradeshow, PR Support - Tourism and Communications Director Frank Trigueros

Tourism and Communications Director Trigueros provided an overview of the item and update to let them know where some funding is available.

A motion was made by Board Member Herman to take a 5 minute recess at 6:41 p.m., seconded by Board Member Singer. The motion carried with a 3-0 vote.

Meeting resumed at 6:51 p.m.

Tourism and Communications Director Trigueros continued the presentation and went through the line items that still have funding available. He stated that Communications is currently enhancing and updating the Town's website which should result in a nice improvement without having to spend the \$57,000 previously allocated for a tourism website.

Chair Tourgeman asked regarding the PR Support and what the results were like for Paddletopia.

Tourism and Communications Director Trigueros gave a brief summary of the results and \$44,000 worth of coverage secured.

Board Member Herman spoke regarding the other platforms.

6.F Surfside, Florida T-Shirts for Sale - Tourism and Communications Director Frank Trigueros

Tourism and Communications Director Trigueros provided an overview of the item and put the design on the screen.

Chair Tourgeman stated that there are many that attend the events and ask about where they can get a t-shirt that says Surfside. He stated he came up with an idea for a Surfside t-shirt that is accessible for purchase at all the events and wanted the Board's input on the design.

Board Member Singer asked what the logistics were in the past when it was done.

Chair Tourgeman stated that the difference between the t-shirts in the past is that they were made for each specific event. He stated that this is even better because it opens it up for any event. His idea is to sell it for \$10.00 not give it for free.

Board Member Singer still does not understand the logistics and who will be in charge of selling it, taking it to the event and who takes the money and what account does the money go into.

Chair Tourgeman stated that the Town deposits it and goes into the Tourist Fund.

Town Attorney Cimo stated that the Town would have to come up with a process and mechanism.

Tourism and Communications Director Trigueros spoke about how they charged attendees for Bootcamp and Brews in 2019.

Further discussion took place among the Board Members and staff regarding the

challenges presented in selling the t-shirts and what was done in the past.

Chair Tourgeman stated there needs to be interest.

Mayor Danzinger suggested reaching out to CVS or Publix to see if that is something that they might be interested in and they can sell it for the Town.

Tourism and Communications Director Trigueros stated that they both sell Miami Beach merchandise and it is a great idea.

Board Member Herman would like to know the cost for front and have something else on the back.

Tourism and Communications Director Trigueros stated he can explore that.

Consensus was reached by the Board to have Tourism and Communications Director Trigueros pursue the idea and possible partnership.

[Surfside Florida T.png](#)

6.G GMCVB Luxury Advertising Program - Tourism and Communications Director Frank Trigueros

The Greater Miami Convention & Visitors Bureau (GMCVB) is the primary destination marketing organization for Miami-Dade County. In recent years, their sales and advertising team launched a targeted luxury campaign with the Village of Bal Harbour and Sunny Isles Beach to highlight these unique areas within Greater Miami. Given its affluent demographics and because of the historic Five-Star offerings of The Surf Club, the GMCVB would like to incorporate the Town of Surfside in their 2023 program.

The Town of Surfside and Sunny Isles would contribute \$25,000 towards the media buy, which would be deployed in the spring, while Bal Harbour would invest \$75,000. The GMCVB would match Bal Harbour's contribution for another \$75,000. The combined total will enable the GMCVB to design a media package that will target key visitor demographics. Included would be a variety of platforms such as paid social media, GlassView, Food & Wine, FlightAware, Travel & Leisure and more.

The Tourist Board currently has \$22,577 available for advertising. The additional \$2,423 could be funded from one of the line items with available funds previously discussed: tourism website, PR support and tradeshow.

(from GMCVB)

Business Goal:

To drive engagement and brand awareness to one of a kind, premium experiences that showcase the expected and unexpected luxury elements that make our destination unique.

Audience/Segments

Travelers 35-55+, affluent, families & couples, empty-nesters, older millennials.

Domestic & Int'l Travelers who are looking for a luxury travel destination to relax, unwind and experience an upscale Miami.

Key Markets (All partners)

Domestic Markets:

New York
Dallas
Boston
Philadelphia

International Markets:

Argentina
Brazil
Mexico
UK

Please refer to the 2022 Luxury Campaign Attachment for more information and a recap of their efforts last year.

Tourism and Communications Director Trigueros provided an overview of the item.

Chair Tourgeman asked regarding the funding available for advertising and the increase needed. He asked if the amount was for all advertising.

Tourism and Communications Director Trigueros stated that when budgeting for advertising, his intention was to partner with GMCVB for this program.

Chair Tourgeman spoke regarding the funding providing more exposure.

Board Member Herman is interested and asked why Bal Harbour.

Tourism and Communications Director Trigueros stated that the GMCVB designed this program for the northern beach communities because they have high-end properties and attract luxury travelers.

Board Member Singer asked if this is digital and if it could be measured to determine if it is working out. He is supportive but would like to be able to measure the performance and how this investment is working and does it have a landing page.

Chair Tourgeman spoke regarding exploring the idea of approving \$22,000 to not miss the deadline.

A motion was made by Board Member Singer to approve GMCVB Campaign with the condition that they will have a landing page ready, add web analytics tax to the landing page, include a budget of \$25,000 and it should come from PR Support, seconded by Board Member Herman. The motion carried with a 3-0 vote.

[GMCVB 2022 Luxury Campaign.pdf](#)

6.H Genre Options, May Music on the Beach - Tourism and Communications
Director Frank Trigueros

During the February 6 meeting, the Board voted to have staff work with Beachside Events LLC to schedule a May Music on the Beach performance and come back with genre options. Sunday, May 21st has been selected as the performance date. The following genres which have not been previously performed this season are available to select from:

- Top 40 covers
- Smooth jazz
- Reggae
- Hebrew music covers

Tourism and Communications Director Trigueros provided an overview of the item.

Alan Andai introduced the item and discussed the genres and which ones they would like.

Board Member Herman stated that she heard very good feedback after yesterday's Rock and Roll performance.

Consensus was reached to move forward with another Rock and Roll concert.

Mayor Danzinger spoke regarding the time adding 4:00 p.m. is a difficult time and proposed to push it off a couple of hours to the evening and to try to attract more people.

Tourism and Communications Director Trigueros stated that the problem with the evening is the breakdown at night and the turtle lighting.

Mr. Andai stated that due to day-light savings time, the event was moved up from its original time slot last year and if pushed back, they would have to bring stage and lighting and that would cost more.

Mr. Andai stated they could go back to 5:00 to 6:00 p.m.

Further discussion took place among the Board Members, staff, Mr. Andai and Mayor Danzinger regarding the time of the event and possibly moving it to 96th Street and promotion of the event.

Consensus was reached to move the event to 96th Street and moving the time to 5:00 p.m. to 6:00 p.m. for April and May with Board Member Herman voting in opposition to the time change.

6.1 Classic Car show Event Recap - Tourism and Communications Director Frank Trigueros

Tourism and Communications Director Trigueros provided a recap of the item.

Alan Andai provided a recap presentation of the Classic Car Show.

Chair Tourgeman stated it was a good event and plenty of participation.

Tourism and Communications Director Trigueros stated that they got really great content and photos to use to promote next year's event.

6.J Surfside Letters Display - Tourism and Communications Director Frank Trigueros

Tourism and Communications Director Trigueros provided an overview of the item highlighting other destinations that have similar displays in a presentation.

Chair Tourgeman stated this is to attract the tourist just like they take pictures with the turtles.

Board Member Singer stated that the proposed location on the corner of the Community Center would not work as tourists would not stop by and take a picture off of Collins Avenue because of the traffic. He stated that he does not think tourist will walk to the Community Center. He suggested asking Grand Beach Hotel to place it in their entrance of the beach.

Chair Tourgeman disagrees and stated that you will be amazed with the amount of tourists that go to the Community Center.

Tourism and Communications Director Trigueros added that the Collins Avenue location would not work anyway as the building behind it would soon be demolished and construction of a new building would likely last several years.

Consensus was reached by the Board to continue exploring the location, pricing, materials and options of the letters.

7. Board Member Comments

8. Public Comments

Chair Tourgeman opened public comment.

The following individual from the public spoke:

Brian Bay spoke regarding the Pride Flag event and when it would be taking place as well as inviting the senator for this area to the event as well as wrapping a police vehicle to represent the event.

Chair Tourgeman closed public comment.

9. Next Meeting

9.A Next Meeting: April 3, 2023 - Deputy Town Clerk Evelyn Herbello

Consensus was reached to hold the next meeting on April 3, 2023.

10. Adjournment

There being no further business to conduct before the Board, a motion was made by Board Member Herman to adjourn the meeting at 7:50 p.m., seconded by Board Member Singer. The motion carried with a 3-0 vote.

Respectfully submitted,

Accepted this _____ day of _____, 2023.

Eli Tourgeman, Chair

Attest:

Evelyn Herbello, CMC
Deputy Town Clerk