



**Town of Surfside
Tourist Board
MINUTES
April 3, 2023
5:30 PM**

Town Commission Chambers

1. Call to Order/Roll Call

Chair Tourgeman called the meeting to order at 5:35 p.m.

Chair Tourgeman acknowledged the presence of Cindy Reyes, Communications Department, Acting Town Manager Hector Gomez, Town Attorney Daniela Cimo and Mayor Shlomo Danzinger.

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

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

Absent: Board Member Ezequiel Singer.

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

2. Town Commission Liaison Report

Commission Liaison Mayor Shlomo Danzinger provided the Liaison Report. He stated they continue having a great amount of positive feedback on all the events.

3. Agenda and Order of Business

Chair Tourgeman would like to walk on two items. One regarding "Extending Third Thursdays for one more month", the second item would be titled "Extending the Surfside Under the Stars for one more month (May)". He explained why he would like to extend these two activities for the month of May.

A motion was made by Chair Tourgeman to add two walk items titled "Extending Third Thursdays for one more month" (new item 6I), the second item would be titled "Extending the Surfside Under the Stars for one more month (May) (new item 6J), seconded by Board

Member Gonzalez. The motion carried with a 4-0 vote.

A motion was made by Chair Tourgeman to have items 6I (Extending Third Thursdays for one more month) and item 6J (Extending the Surfside Under the Stars for one more month (May) to be heard before item 6A (Discussion On the Additional Funds for Food and Drinks at Events), seconded by Board Member Herman. The motion carried with a 4-0 vote.

4. Approval of Minutes

4.A March 13, 2023 Tourist Board Meeting Minutes - Deputy Town Clerk Evelyn Herbello - Deputy Town Clerk Evelyn Herbello

A motion was made by Vice Chair Jacobson to approve the March 13, 2023 Tourist Board Meeting Minutes, seconded by Board Member Herman. The motion carried with a 4-0 vote.

[March 13, 2023 Tourist Board Meeting Minutes.pdf](#)

5. Resort Tax Collection and Vacancies Report

Tourism and Communications Director Frank Trigueros provided the Resort Tax Collection and Vacancies Report. He provided the January numbers and they are up on the food and beverage by 13.5% and only 1.6% down in the accommodation side. He spoke regarding the 2021 and 2022 numbers and stated that year over year they are up in both categories for the month of January.

Chair Tourgeman asked what is anticipated for the next budget year.

Tourism and Communications Director Trigueros addressed the comment made by Chair Tourgeman and stated that they are still seeing a large demand and the hotel rates are staying higher than neighboring ones.

Vice Chair Jacobson is happy with the numbers.

Acting Town Manager Gomez stated that they were looking at the numbers and they are looking at a plateauing of 5.5% for 2023 and commencing the budget season.

Chair Tourgeman stated it is still a very high percentage.

Vice Chair Jacobson asked regarding the businesses and if there are any new closings.

Tourism and Communications Director Trigueros addressed the comment made and does not foresee any new closings.

Vice Chair Jacobson spoke regarding some new businesses opening up.

Chair Tourgeman welcomes all new restaurants.

6. Discussion Items

6.A Discussion On The Additional Funds for Food and Drinks at Events - Chair Eli Tourgeman - Chair Eli Tourgeman

Chair Tourgeman introduced the item.

Vice Chair Jacobson stated the additional events they just approved was approving the additional funding and now they have to address the other events. He asked if they used the entire amount. He spoke regarding the food at the events.

Mr. Andai stated that they tried having the food and this time they will have to do a bulk buy. He suggested authorizing what they did prior and will use it on a case by case basis.

Board Member Herman suggested utilizing the ice cream again.

Board Member Gonzalez stated that when you have them at 96th Street they have more people coming from other places and to consider that.

Vice Chair Jacobson stated it saves room for the tourists to park and when you move it to 96th Street you will have more Surfside residents having to park and did not know if it was moved permanently. He asked if they could look at doing it once and then reevaluate.

Chair Tourgeman stated to look at it and if it does not work move it back to 93rd Street. He spoke regarding the idea of getting a larger turnout and exposure.

Acting Town Manager Gomez spoke regarding the powering of that area.

Further discussion took place among the Board and Mr. Andai regarding the moving of the event and the production of the event.

Mr. Andai stated that for continuity it is better to have it on the same location and gave the pros and cons.

Chair Tourgeman stated that he does not believe the bathroom is an issue because it is only for a couple of hours.

Mayor Danzinger stated the reason why they decided to move it and explained it was a waste of money and program due to the lack of turnout. He spoke regarding weighing in the pros and cons.

Tourism and Communications Director Trigueros stated that continuing to change it will affect the newsletter and confusion for the residents and tourists.

Chair Tourgeman spoke regarding trying new things and see if they work.

Vice Chair Jacobson stated that the only one that can make a motion for reconsideration is a member from the prevailing side and since Board Member Singer is absent it would be up to Chair Tourgeman.

Chair Tourgeman stated to leave it as it is.

A motion was made by Vice Chair Jacobson to increase the funding to \$1,200 for each Music on the Beach event and \$2,000 for Third Thursday on April 20th, seconded by Board Member Herman. The motion carried with a 4-0 vote.

Board Member Gonzalez stated that she feels that \$2,000 is too much and wants to hear from Ms. Liss and Mr. Andai. She would suggest \$1,200 for both events.

Board Member Herman stated that \$2,000 is necessary for the longer events.

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

Tourism and Communications Director Frank Trigueros introduced the item.

Acting Town Manager Gomez stated that the Board would be making a recommendation regarding the location.

Tourism and Communications Director Trigueros provided a slide show of possible locations. He stated that they will reach out to find a vendor to do the letters.

Discussion took place among the Board regarding the location and material of the letters. They stated this is for the Tourists to stop and take pictures.

Chair Tourgeman spoke regarding the location of the letters.

Mayor Danzinger stated that many people are always standing by the turtle sculptures to take pictures. He spoke about them being continuously used and based on the traffic it is in a spot where people take pictures.

Board Member Gonzalez suggested having more than 1 sign and placing them in different locations.

Chair Tourgeman stated that they should look at this more like art on the beach and he does not want to litter this Town with signs.

Chair Tourgeman would like a consensus on how each one would like to proceed.

Board Member Gonzalez is in agreement with the letters and location (Harding Avenue).

Board Member Herman is in agreement with the letters and location (beach).

Vice Chair Jacobson is in agreement with the letters and location (Harding Avenue).

Chair Tourgeman is in agreement with the letters and location (Harding Avenue).

Acting Town Manager Gomez stated the location will be defined by the Commission and the funding by this Board and clarified that the location is on Harding Avenue.

Vice Chair Jacobson asked if there is ballpark of how much it will cost.

Tourism and Communications Director Frank Trigueros stated it is approximately \$10,000 per sign.

Vice Chair Jacobson stated for Tourism and Communications Director Frank Trigueros to come back with a proposal first with material that is strong enough and durable enough.

Chair Tourgeman would like to also replace the sign in the Community Center.

Consensus was to place a tourist attraction sign at the Harding Avenue sight.

A motion was made by Chair Tourgeman to place the sign on Harding Avenue outside Town Hall, seconded by Board Member Gonzalez. The motion carried with a 4-0 vote.

6.C Events Manager Search Update - Tourism and Communications Director Frank Trigueros

Tourism and Communications Director Frank Trigueros introduced the item.

Acting Town Manager Gomez spoke regarding the resumes and advised them they will short list the resumes and conduct the interviews and those he will share with the Board. He spoke regarding the process.

Vice Chair Jacobson spoke regarding the process and advised them that they want to make sure they get someone that the Board likes and have everyone be on the same page.

Acting Town Manager Gomez stated that it is stated that this funding is contingent on the budget being approved by the Tourist Board.

Board Member Gonzalez stated that she understood that they had to follow the Human Resources process and it would fall under Tourism and Communications Director Trigueros.

Chair Tourgeman stated that they have to feel comfortable with the individual they will interview and it will be up to the Town to decide who is hired.

Acting Town Manager Gomez gave a point of clarification that the Board wants the person holding that position to report to the Board and that cannot be done. He suggested that they hire a consultant and not a Town employee which they can then report to the Board and they could do an RFP.

Further discussion took place among the Board and Acting Town Manager Gomez regarding the individual for this position, if it should be an employee or a consultant and the process and type of position if it would be a Town employee or a consultant.

Town Attorney Cimo read the portion of the charter regarding the position and they can designate a member to help the Board.

The Board decided to move forward with a consultant for the position.

6.D Surfside T-Shirt Retail Follow-Up - Tourism and Communications Director Frank Trigueros

Tourism and Communications Director Frank Trigueros introduced the item. He stated that they need to provide the official memorabilia. He also stated that they can engage the vendor that is printing t-shirts at the event to figure out a purchase system. He stated that additionally that vendor has an Etsy store and they can also sell them online.

Mayor Danzinger suggested licensing it so the Town owns the design.

Vice Chair Jacobson spoke regarding the cost of the shirts.

Chair Tourgeman spoke regarding the tourists obtaining these t-shirts and they can take it home. He suggested starting to sell it at \$10 and see if it works and if it doesn't then to look at alternatives.

Vice Chair Jacobson suggested giving out some shirts free of charge. But have options to sell them too.

Chair Tourgeman stated they agreed to the design and to sell them for \$10.00.

Tourism and Communications Director Frank Trigueros asked if they want to explore using Publix and CVS to sell the shirts.

Chair Tourgeman stated yes.

Mayor Danzinger spoke regarding being consistent with the pricing.

Further discussion took place regarding the item and consensus was reached to continue looking at the cost and bring it back next month with pricing details.

6.E Highlighting New Town Businesses - Tourism and Communications Director Frank Trigueros

Tourism and Communications Director Frank Trigueros introduced the item and found opportunities to feature those businesses.

6.F Beach Safety Flyer for Hotels - Tourism and Communications Director Frank Trigueros

Tourism and Communications Director Frank Trigueros introduced the item and explained this came about from the Parks and Recreation Committee and they will be delivering it to the hotels and sharing it digitally.

Vice Chair Jacobson spoke regarding Hatzalah seeing severe sunburns and suggested adding that to the flyer.

Board Member Gonzalez asked regarding the lights on the path.

Chair Tourgeman stated that the Town is working on it and has been placed already behind the Community Center.

Acting Town Manager Gomez addressed the comments made and stated the process of the lights and by the Summer they should have the connection completed and it should be approved in April by the Commission.

6.G South Florida Concierge Association (SFCA) Membership - Tourism and Communications Director Frank Trigueros

Tourism and Communications Director Frank Trigueros introduced the item and stated the importance of this membership and see if the Board is interested in reengaging this membership which is under \$600.00. He explained what this membership will bring.

Board Member Gonzalez asked if they had this membership before.

Tourism and Communications Director Frank Trigueros stated that they did have this membership before.

Chair Tourgeman stated it looks limited.

Tourism and Communications Director Frank Trigueros stated there are less hotels.

Vice Chair Jacobson stated that he is in the travel business and has never heard of them and does not think it will do much for us.

Chair Tourgeman stated that he sees that most of the Board is not in favor.

Consensus of the Board is not to move forward with this membership.

6.H Farmer's Market Relocation - Chair Eli Tourgeman - Chair Eli Tourgeman

If the Board wants to explore the possibility of relocating the Sunday Farmer's Market to 96th Street.

Chair Tourgeman introduced the item. He spoke regarding the event at the entrance of 96th Street that Bal Harbour holds. He suggested to move the Farmer's Market to be parallel to the Bal Harbour side of 96th Street and it could help with the Town's event.

Board Member Gonzalez agrees completely and believes it would be more successful.

Vice Chair Jacobson stated it helps using the parking lot as well.

Chair Tourgeman stated that they need to talk to the vendor.

Board Member Herman asked if the Bal Harbour one is similar to the Town's.

Chair Tourgeman stated they are not.

Javier Vallarama, Farmer's Market, stated he spoke with Tourism and Communications Director Frank Trigueros before regarding 96th Street and our half is a lot smaller. He stated that Bal Harbour maximizes theirs at 10 vendors. He stated that ours has had a tough comeback from the summer and if it would be as slow as mentioned they would not be there. He stated it has been slower than last season. He spoke regarding the number of spaces and since the Bal Harbour Market opened it has affected them. He reached out to Bal Harbour Market and he is waiting on their response but they are considering our idea.

Chair Tourgeman stated at times you need to look at different options and asked Tourism and Communications Director Frank Trigueros to talk to Bal Harbour and see if we can work together.

Further discussion took place among the Board and Mr. Vallarama regarding the Farmer's Market, specifics of Bal Harbour partnership and what could be done on the Surfside side.

Vice Chair Jacobson discussed the pros and cons of the competition and permitting with Bal Harbour and the spacing among both sides.

Tourism and Communications Director Frank Trigueros stated this event is not approved by the Tourist Board but the Board has given money.

Acting Town Manager Gomez stated this is an agreement by resolution from the Town Commission. He asked regarding what the Board allocated and whatever decisions made they must then amend the contract.

Town Attorney Cimo stated what the contract states and the renewal process.

Chair Tourgeman stated that the consensus is that the Board is in favor that it should be moved to 96th Street. He stated that Bal Harbour does not have an upper hand on us and this Board is trying to revive a very good thing that he is doing.

Vice Chair Jacobson stated he would like to send him to 96th Street with Bal Harbour.

Acting Town Manager Gomez asked Mr. Vallarama if they told them why they would set up a conflicting event with ours.

Mr. Vallarama stated they did not and that is an issue and has brought it to their attention and gave them the idea of either them relocating it to a different location or to a different date.

A motion was made by Vice Chair Jacobson to relocate the market to 96th Street and allocate up to \$10,000 to be determined at a later meeting to be approved by the Board to make a greater market, seconded by Chair Tourgeman. The motion carried with a 4-0 vote.

6.I) Extending Third Thursdays for One More Month.

Chair Tourgeman introduced the item.

Board Member Herman asked if Alan Andai would be available for May 18.

Alan Andai stated he is available for May 18 to do the additional Third Thursday.

Chair Tourgeman would like for the entire Commission and Board to be present at this event since it will be the last one. He stated he makes it a point at the events to introduce the Board and asked the Board to make an effort to be present.

Tourism and Communications Director Trigueros stated it will be \$24,500 for each additional event and advised the allocated amount available.

A motion was made by Vice Chair Jacobson to approve the additional \$24,500 for the additional Third Thursday event to be held on May 18th and to add an additional \$2,500 for food for this event, seconded by Board Member Gonzalez. The motion carried with a 4-0 vote.

6.J) Extending the Surfside Under the Stars for One More Month for the Month of May 2023

Chair Tourgeman introduced the item.

Sara Liss stated she is available to do it but would like to do it on May 7, 2023 from 5:00 p.m. to 8:00 p.m.

Vice Chair Jacobson is good with the new time.

Chair Tourgeman spoke regarding the food and the funding is not for people to have dinner but tastings.

Vice Chair Jacobson explained that providing vendors with funding for more food leads to increase in event attendance.

Chair Tourgeman spoke regarding these two events and they are so welcomed by visitors and residents.

A motion was made by Vice Chair Jacobson to approve the additional event on May 7, 2023 with the additional \$24,500 for the event and an additional \$2,500 for food,

seconded by Board Member Herman. The motion carried with a 4-0 vote.

7. Board Member Comments

Chair Tourgeman spoke regarding the Town events and the employees who work very hard doing the cleanup. He would like to offer these two gentlemen from Public Works each a \$50 gift card.

Chair Tourgeman requested to add as a discussion item on the next agenda to issue a \$50.00 gift card to the two public works employees.

8. Public Comments

There were no public comments.

9. Next Meeting

9.A Next Meeting: May 1, 2023 at 5:30 p.m. - Deputy Town Clerk Evelyn Herbello

Consensus was reached to hold the next meeting on May 1, 2023 at 5:30 p.m.

10. Adjournment

There being no further business to discuss before the Board, a motion was made by Vice Chair Jacobson to adjourn the meeting at 7:47 p.m., seconded by Board Member Gonzalez. 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