



**Town of Surfside  
Tourist Board  
MINUTES  
May 1, 2023  
5:30 PM**  
Town Commission Chambers

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

Chair Tourgeman called the meeting to order at 5:31 p.m.

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

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

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

**2. Agenda and Order of Business**

Chair Tourgeman recognized new Town Manager Hector Gomez and congratulated Mr. Gomez.

Town Manager Gomez thanked the Chair and the Board. He stated that he is here for anything they might need.

Mayor Danzinger provided his Commission Liaison Report and extended their appreciation to the Board for extending the two events which have been very successful. He stated they were very well attended and thanked them for the effort they have put into the events.

Chair Tourgeman stated that many residents have acknowledged the beach chairs at the community center and the great service they provide to the residents.

Vice Chair Jacobson stated that one of the Commissioners (Commissioner Velasquez) made a statement at the last meeting that this Board was using the funding from COVID to fund the events. He wanted to clarify that statement is incorrect and the funds being used

is from this year's Tourism budget and asked the mayor to take the correct information back to the Commission.

Mayor Danzinger reiterated that the funds being used for the events is from this year's budget from the Tourist Fund.

### **3. Approval of Minutes**

#### **3.A April 3, 2023 Tourist Board Meeting Minutes** - Deputy Town Clerk Evelyn Herbello

A motion was made by Vice Chair Jacobson to approve the April 3, 2023 Tourist Board Meeting Minutes, seconded by Board Member Singer. The motion carried with a 5-0 vote.

[April 3, 2023 Tourist Board Meeting Minutes.pdf](#)

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

#### **4.A Resort Tax Collection and Vacancies Report** - Tourism and Communications Director Frank Trigueros

Tourism and Communications Director Frank Trigueros provided an overview of the Resort Tax and Vacancies Report. He stated the report looks at the peak season to see how they did in those months. He stated there is a slight dip from last year's records. He went over the percentage for both. He stated they are still doing a lot better than a few years ago.

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

### **5. Discussion Items**

#### **5.A Public Works Employee Appreciation, Gift Card Presentation - Chair Eli Tourgeman** - Chair Eli Tourgeman

Chair Tourgeman sponsored the item and recognized the Public Works Department Employees Derick Scott and Curtan Turner and presented them with a gift card. He stated that many times we overlook the individuals that work so hard in the background. He wanted to acknowledge them for their endless hard work. He stated that this Board wants to thank them for all they do for the Town and it's residents.

Vice Chair Jacobson thanked the Chair for bringing this forward.

#### **5.B Earth Day Plastic Fishing Festival Recap** - Frank Trigueros, Tourism & Communications Director

Tourism and Communications Director Frank Trigueros provided an overview of the item and a recap of the event.

Rodrigo Buttori, Plastic Fisherman provided a video presentation and specifics on the event.

Chair Tourgeman asked from his experience of this event would he change anything.

Mr. Buttori stated that he would not but he does believe that if they move the event to Sunday would allow more people to attend. He stated the next event would be on September 16.

Chair Tourgeman suggested having it on a Sunday instead of a Saturday.

Consensus of the Board was to hold the next event on a Sunday.

**5.C 2023 Summer Sundays Beach Party Events** - Frank Trigueros, Tourism & Communications Director

Tourism and Communications Director Frank Trigueros provided an overview of the item and a recap of the event.

Sara Liss provided an overview and presentation of the item along with the different activities at the events.

Tourism and Communications Director Trigueros asked regarding the additional food for the event.

Vice Chair Jacobson asked what type of food they had last time.

Ms. Liss stated that they had fresh fruits, pizza and Surf N Side provided food as well. She also stated they had hydration stations.

Chair Tourgeman asked what the budget amount was and was there any food included.

Tourism and Communications Director Trigueros stated it was \$18,500.

Chair Tourgeman asked regarding the attendance at the event.

Ms. Liss stated they had a good attendance.

Tourism and Communications Director Trigueros stated that it gradually picked up and August, September and October were very well attended.

Ms. Liss stated it covers snack foods not restaurant style food.

Vice Chair Jacobson asked if there is any movement in getting power at the back of the Community Center where the Town could have the generator in the back. He asked what the generator budget would be.

Ms. Liss stated that they need a generator and does not believe it is possible to use the electricity from the Community Center and does not believe it would be enough.

Town Manager Gomez addressed the comments made regarding the generator and

the issues that it could present.

A lengthy discussion took place among the Board members, staff and Ms. Liss regarding the additional food, the possibility of running a wire and power from the community center to the beach along with the logistics and issues it could address. It was determined to leave the event at the original location and not use the community center electricity.

**5.D Update - Official Surfside, Florida T-Shirt for Sale** - Frank Trigueros, Tourism & Communications Director

Chair Tourgeman sponsored the item and asked Tourism and Communications Director Frank Trigueros to introduce the item.

Tourism and Communications Director Frank Trigueros provided an overview and update of the item. He stated that they spoke to Publix and their corporate headquarters said no to selling the shirt. He stated that they can still look into selling it via the vendor's Etsy website store (Hueman Prints). He provided the cost for each shirt and stated that if they sell the shirt for a specific price it might be easier.

Chair Tourgeman stated that they have done this before and the past Tourist Board sold them at the events and they had volunteers selling them. He is unaware of the logistics as to what account the money would go into.

Tourism and Communications Director Trigueros stated he will now check with CVS.

Chair Tourgeman suggested to limiting selling them for \$10 and sell them at our events if CVS falls through.

Town Attorney Cimo stated that there are two separate issues, and it needs to be dealt with the Finance Department and spoke regarding sales tax and does not know how it was done in the past. She stated that she will have Town Clerk McCready look into how it was done in the past. She stated that if you sell them at the Town it would cost \$14.00 each shirt and if you sell them at \$10.00 you are losing money.

Chair Tourgeman stated that they are not here to make money.

Vice Chair Jacobson does not have a problem selling them at a loss and use their promotion budget to subsidize.

Town Attorney Cimo stated that the shirts would be sold through Human Prints which is the vendor.

Board Member Singer stated it should be easy for the Town at a good negotiable price.

Board Member Gonzalez agrees and suggested trying with a smaller amount of shirts to see how it works out.

Board Member Herman is fine with using Hueman Prints.

Further discussion took place among the Board Members regarding the logistics of selling the shirts and the price for the shirt.

Tourism and Communications Director Trigueros stated that he needs to know which shirt the Board would like to move forward with.

Chair Tourgeman stated that if they have to give them money since they are subsidizing, then they will have to agree.

The Board will agree to go with the middle option.

Sara Liss stated that they use Hueman Prints as well, they do not give the t-shirts for free. She stated they pay them on an hourly rate and she provides the shirts.

Town Manager Gomez stated they have two events left and perhaps it is a task to subcontract with them and see what the hourly rate would be like how Sara does and possibly she would not mind adding this on as an additional part of her event.

Tourism and Communications Director Trigueros stated that they still have the Summer events and believes that he will be able to come out for the Summer Sundays.

Chair Tourgeman asked to see if this will work the way they are suggesting.

Town Attorney Cimo asked how much budgeted funds will be going towards the t-shirts and she would like to see a proposal from the vendor.

Vice Chair Jacobson stated that it is a time-consuming process if you do it onsite. He stated that they should have some inventory and just purchase the t-shirt and move on.

Chair Tourgeman agreed with Vice Chair Jacobson.

Further discussion took place among the Board members and staff regarding the logistics to include the amount of shirts to purchase as well as the cost for each shirt. The Board Members agreed to purchase adult shirts 100 Small, 100 Medium, 100 Large, 100 X-Large, 100 children small and 100 children medium.

A motion was made by Vice Chair Jacobson to move forward using Human Prints and purchase adult sizes of 100 Small, 100 Medium, 100 Large, 100 X-Large, 100 children small and 100 children medium at the wholesale cost, seconded by Board Member Herman. The motion carried with a 5-0 vote.

#### **5.E Community Center Sign Enhancement - Frank Trigueros, Tourism & Communications Director**

Chair Tourgeman sponsored the item and had Tourism and Communications Director Frank Trigueros to provide an overview.

Tourism and Communications Director Trigueros provided an overview of the item. He provided an update and a picture of what the sign would look like.

Chair Tourgeman stated that this is a worthwhile investment for the tourists.

Board Member Singer asked if this is the same style as the t-shirts. He stated if you are doing the brand of Surfside then stay consistent.

Mayor Danzinger suggested changing the letter "S" from blue to another color because the rest of the words are in blue.

Chair Tourgeman would like to adopt the standard with the block letters and color sequence like on page 33 in front of Town Hall.

Tourism and Communications Director Trigueros suggested changing the color "S" to red.

Board Member Gonzalez suggested making the rest of the words in black and leave the word "Surfside" in the colors as in page 33.

Vice Chair Jacobson asked if they are painting the whole sign or just the word Surfside.

Town Manager Gomez stated that they will be painting the whole sign.

After a lengthy discussion among the Board members and staff regarding the sign and color scheme, the following consensus was made.

Consensus was made to have the letters the way they are and make the rest of the words painted in white.

A motion was made by Vice Chair Jacobson to move forward with the letters that are on the t-shirts to match the design for the wall with the "Town of, Community Center in white letters and for the "Surfside" to match the colors on the t-shirts, seconded by Chair Tourgeman. The motion carried with a 5-0 vote.

[Community Center Colorful Sign.pdf](#)

#### **5.F Special Events Contractor Position Update** - Frank Trigueros, Tourism & Communications Director

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

Town Manager Gomez stated that this is an exhibit to the contract that still needs to be drawn up.

Vice Chair Jacobson asked Town Manager Gomez for his input.

Town Manager Gomez added some additional language to the job description duties. He also suggested for this individual to be available to the Town as well.

Vice Chair Jacobson agrees and what they always wanted is to have a consultant that will work for them and bring things together.

Town Attorney Cimo asked Tourism and Communications Director Trigueros if they will be posting this on the website.

Tourism and Communications Director Trigueros stated that all consultant positions go through the Town Manager.

Town Manager Gomez stated that section will be defined in the Request for Proposal.

Tourism and Communications Director Trigueros stated that they will move forward with the recommendations.

A motion was made by Vice Chair Jacobson to move forward with the job description along with the additional comments made by the Town Manager to be added to the existing job description duties as well as there will be no additional fees charged, seconded by Board Member Gonzalez. The motion carried with a 5-0 vote.

**5.G Additional Funding for Promo Bike Locks, National Bike Safety Month - Vice Chair Ben Jacobson - Tourism and Communications Director Frank Trigueros**

Vice Chair Jacobson provided an overview of the item. He suggested partnering with the Police Department so they can give those away.

Tourism and Communications Director Trigueros stated that they did not find any bike locks that were brandable, and they cannot use promotional money if they cannot be brandable. He stated that the ones that are brandable that they looked into will take about 3-4 weeks to arrive and it will be after the event. He suggested some helmets and the Police Department can maybe move forward with the Master locks, but they cannot use tourist funding.

Chair Tourgeman asked if they can do the helmets.

Tourism and Communications Director Trigueros stated they can use the helmets and people can decorate them and brand them with "Surfside".

Vice Chair Jacobson asked what the cost of each helmet would be.

Tourism and Communications Director Trigueros stated about \$14.00 a helmet.

Mayor Danzinger asked if they limit them to children of a certain age.

Town Manager Gomez stated that this is not something like a souvenir and to what point would it be brandable. He stated if the Police Department is giving them out it would not be an event.

Tourism and Communications Director Trigueros stated it is for the event. He

suggested if the Board wants to set a quantity.

Sara Liss stated it will be a mix of adult sizes and children sizes.

Consensus was reached to purchase 150 bicycle helmets for the event.

**5.H Tourism Budget, Promotional Activities & Special Events - FY 2023/24 - Frank Trigueros, Tourism & Communications Director**

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

Town Manager Gomez suggested going through the budget and see what they would like added.

Board Member Gonzalez asked regarding the walking tour and the cost for the tour guide.

Chair Tourgeman asked how successful the tour is.

Tourism and Communications Director Trigueros stated it is always sold out and spoke regarding the tours that have taken place.

Vice Chair Jacobson suggested going through the budget line by line.

Tourism and Communications Director Trigueros went through the budget line items.

Chair Tourgeman asked regarding the sign on Byron and what can be done to enhance that entrance signage. He also asked regarding upgrading the lighting of the veteran's park signage.

Vice Chair Jacobson asked regarding the pocket area that belongs to Surfside and monument sign.

Town Manager Gomez addressed the comments made by Chair Tourgeman and Vice Chair Jacobson. He stated that they will come back with a revised budget.

Vice Chair Jacobson stated that they have money in this year's budget to fix the signage discussed.

Consensus was reached to look at updating and fixing the signage with this year's budget.

Tourism and Communications Director Trigueros continued with the budget presentation.

Consensus was reached to keep the sign with block letters and put the sign on the website to promote.

Discussion took place among the Board Members and staff regarding how to make



the car show better and make sure there are no other car shows taking place. Another suggestion was having other types of cars to include electric cars.

Alan Andai spoke regarding the classic car show and stated that he will see if they can open it up to other car clubs.

Board Member Singer stated that they need more input and see what other municipalities do.

Consensus was reached to have Mr. Andai look into different cars to bring.

Vice Chair Jacobson asked what they are doing with Paddletopia since the 96th Street park will still be under construction.

Tourism and Communications Director Trigueros stated that Paddletopia will not be taking place next year since the park is still under construction.

Vice Chair Jacobson asked how much money is left for everything at the end of this budget year. He suggested finding out to see what they can do for the summer.

Tourism and Communications Director Trigueros stated he will bring that information at the next meeting.

Chair Tourgeman asked what they can do to have news channels to cover some of the events and asked Tourism and Communications Director Trigueros if he has any contacts.

Tourism and Communications Director Trigueros stated that as it related to the more leisure tourism they do not have that contact and that is why they have the public relations firm.

Chair Tourgeman suggested having channel 7 to cover some of these events.

Discussion took place among the Board Members and staff regarding having more walking tours and adding 2 more walking tours and bring back to the Board.

Tourism and Communications Director Trigueros spoke regarding the undefined events portion of the budget.

[Current TB Budget.pdf](#)

[Special Events Budget Next Fiscal Year.pdf](#)

#### **5.1 Music on the Beach Time and Location** - Tourism and Communications Director Frank Trigueros

Chair Tourgeman sponsored the item and had Tourism and Communications Director Frank Trigueros provide an overview.

Tourism and Communications Director Trigueros provided an overview of the item. He asked the Board how they felt with the time and location change to 93rd Street.

He stated that the new location looked good.

Vice Chair Jacobson stated that they should move it back to the original time and location because he noticed that the move of the time and location was less attended.

Consensus was reached to move the event back to the original date and location.

**5.J Taste of Surfside Proposal - Tourism and Communications Director Frank Trigueros**

Chair Tourgeman sponsored the item and had Tourism and Communications Director Frank Trigueros provide an overview.

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

Alan Andai provided an overview of the item and presentation along with the tentative participating restaurants. He suggested a 5:30 p.m. to 8:30 p.m. time for the event since most of the restaurants are open in the evening.

Chair Tourgeman stated that in the past they sold these passports.

Mr. Andai stated that he was able to create a budget that would compensate for this event and cater to adults, and he averaged about 200 RSVPs, which would include 200 plates, passports and prosecco glasses.

Vice Chair Jacobson likes it and something to be added is a kids stamp.

Mr. Andai stated that they will also have water and hydration stations.

Vice Chair Jacobson stated that he does not see how the cost is effective.

Discussion took place among Mr. Andai and the Board regarding the cost for the passports and the specifics of the experience.

Mr. Andai stated that he will re-budget the item and bring it back to Tourism and Communications Director Trigueros.

Vice Chair Jacobson gave Town Manager Gomez an overview of the cost and figuring out a way to bring the budgeted line to a more cost-effective manner.

Mr. Andai asked how many guests they would feel comfortable to attend the event at a cost they are comfortable with.

Discussion continued among the Board, staff and Mr. Andai on the specifics and cost of this event.

Mr. Andai stated that he will go back to the restaurants to obtain a new budget.

**5.K Upcoming Activities and New Fiscal Year - Tourism and Communications**

Director Frank Trigueros

Chair Tourgeman sponsored the item and requested Tourism and Communications Director Frank Trigueros to provide an overview.

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

**5.L Permanent Surfside Letters Display** - Frank Trigueros, Tourism & Communications Director

Chair Tourgeman sponsored the item and requested Tourism and Communications Director Frank Trigueros to provide an overview.

Tourism and Communications Director Frank Trigueros provided an overview of the item. He stated they spoke to the company that did the one for Miami Beach and his recommendation is to add a funding up to \$55,000 which will come out of the website line item.

A motion was made by Vice Chair Jacobson to redirect \$55,000 from the website line item to the permanent surfside letter budget line item and recommend commission approval for the option on page 33, seconded by Board Member Singer. The motion carried with a 5-0 vote.

[Surfside Letters Display Harding.pdf](#)

**6. Public Comments**

Chair Tourgeman opened the floor to public comments.

There were no speakers.

Chair Tourgeman closed the floor to public comments.

**7. Next Meeting**

**7.A Next Meeting Date: June 5, 2023 at 5:30 p.m.** - Deputy Town Clerk Evelyn Herbello

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

**8. Adjournment**

There being no further business to conduct before the Board, a motion was made by Board Member Herman to adjourn the meeting at 7:57 p.m., seconded by Vice Chair Jacobson. 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