



**Town of Surfside
Tourist Board
MINUTES
June 5, 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 Herbello called the roll with the following members present:

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

Absent: Board Member Lisa Herman (resigned on 5/12/2023).

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

2. Agenda and Order of Business

3. Town Commission Liaison Report

Commission Liaison Mayor Danzinger was absent, therefore there was no Commission Liaison Report.

4. Approval of Minutes

4.A May 1, 2023 Tourist Board Meeting Minutes - Deputy Town Clerk Evelyn Herbello

A motion was made by Vice Chair Jacobson to approve the May 1, 2023 Tourist Board Meeting Minutes, seconded by Board Member Gonzalez. The motion carried with a 4-0 vote.

[May 1, 2023 Tourist Board Meeting Minutes.pdf](#)

5. Resort Tax Collection and Vacancies Report

5.A June Vacancies and Resort Tax Report - Tourism and Communications Director Frank Trigueros

Tourism and Communications Director Frank Trigueros provided the Resort Tax Collection and Vacancies Report. He provided a handout with the report to the Board Members and stated the numbers are holding steady.

Chair Tourgeman stated he wanted this report so everyone knows who contributed and the amount they contributed.

Vice Chair Jacobson asked for the dates of the vacancies when they existed and could they be added to the report.

Tourism and Communications Director Trigueros stated he would add that information to the upcoming report.

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

6. Discussion Items

6.A Sand Sculpture Contest - Chair Eli Tourgeman - Chair Eli Tourgeman

Tourism and Communications Director Frank Trigueros asked to hear item 6A (Sand Sculpture Contest) and item 6F (ACT Productions-Movies on the Beach) at the same time in order for the vendor, Bruce Oros, ACT Productions, can provide an overview.

A motion was made by Board Member Gonzalez to merge item 6A (Sand Sculpture Contest) and item 6F (ACT Productions - Movies on the Beach), seconded by Board Member Singer. The motion carried with a 4-0 vote.

Bruce Orosz, ACT Productions, provided an overview of the two items and how the events would take place.

Chair Tourgeman stated the Board did not receive the presentation he is stating.

Mr. Orosz continued with the overview of his company and what they do.

Chair Tourgeman asked what source he would be using to promote the events.

Mr. Orosz stated that he will work with the Town to help with the advertising.

Board Member Gonzalez spoke regarding his past presentation and the pricing.

Chair Tourgeman asked regarding the timing of the events.

Mr. Orosz spoke regarding the timing of the events.

Chair Tourgeman stated that they are looking at adding Movies on the Beach in November or December.

Vice Chair Jacobson stated that the price was a bit more than what they paid for past events. He spoke regarding the summer coming up and the restaurants are a bit quieter. He stated they are looking at additional ideas of what can be done on the beach. He asked Mr. Oros what beach concepts he has for the summer.

Chair Tourgeman stated he would like to have a sand castle contest.

Mr. Orosz stated it does take a bit of time to do the sand castle and the kickoff for a sand castle contest would have to be around noon.

Board Member Singer stated he would like to see something like that.

Vice Chair Jacobson stated he is interested and how fast could he put a proposal together. He asked for there to be something more than just the sand sculpture like a slip and slide, music, etc.

Board Member Gonzalez stated she would like to see the proposal as soon as possible.

Tourism and Communications Director Trigueros asked how they would mitigate rain when it comes to the sculpture.

Mr. Orosz stated that they cannot control mother nature. He stated that the DJ and artist would need at least 24 to 36 hours advance notice for cancellation.

Chair Tourgeman asked Mr. Orosz if he could put together a proposal quickly since they are short on time.

Discussion among the Board members and staff took place regarding the sand sculpture event and the date for the event.

Consensus was reached by the Board to move forward with the idea and have Mr. Orosz come back with a proposal to have the event on July 23rd.

Mr. Orosz asked regarding the permitting.

Tourism and Communications Director Trigueros stated that the Town will pull the special event permits and work with the Legal Department to come up with a contract for him to execute along with the Town.

Vice Chair Jacobson stated that the events they have include food, kosher food and drinks and the vendor provides all that.

6.B Cold Water Requirements for Tourist Board Events - Vice Chair Ben Jacobson - Vice Chair Ben Jacobson

Vice Chair Jacobson introduced the item and stated they have brought it to the board at multiple meetings. He stated it is unacceptable for the vendors to run out of water at the events and the vendors should have sufficient water at the events.

A motion was made by Vice Chair Jacobson to add a \$500.00 penalty fine to all existing contracts as an amendment to those contracts and add that clause to all new contracts stating if they run out of water at the events they will pay the fine. He stated that if they refuse to sign the contract with that amendment then their contract

will be terminated immediately, seconded by Chair Tourgeman. The motion carried with a 4-0 vote.

Chair Tourgeman asked if that could be added to future contracts.

Town Attorney Cimo stated that they can provide penalties if they are not doing what they should be doing.

6.C ADA Beach Mats - Vice Chair Ben Jacobson - Vice Chair Ben Jacobson

Vice Chair Jacobson introduced the item and provided an overview of the item and a presentation picture of what the mat looks like. He stated that the condominiums can pay a fee to keep the mat clean and in good condition.

Chair Tourgeman stated he likes the mat and believes it is a good idea in sharing the cost.

Town Manager Gomez stated that the blue mats the Town paid for and explained which mats were paid by the condominiums, hotels and neighboring municipalities.

Chair Tourgeman stated they are providing this idea as a benefit for them and believes it is fair.

Town Manager Gomez stated that the Board will approve the mat cost at 50% but what do they do if they do not have the buy in from the condominiums or hotels. He stated that they will come up with a program and bring to them and see which ones will buy in.

Vice Chair Jacobson stated that they need to continue with the upkeep regardless if this Board changes.

Tourism and Communications Director Trigueros asked regarding the cost.

Town Manager Gomez stated it will be approximately \$40,000.

Vice Chair Jacobson stated that then they are looking at providing half of that cost.

Board Member Gonzalez agrees with this if they accept and help maintain the mats.

A motion was made by Vice Chair Jacobson to approve the ADA Beach Mats with a program that 50% will be covered by the Tourist Board and will require the buildings to pay the other 50% of the cost plus an annual maintenance fee of \$300.00, seconded by Board Member Gonzalez. The motion carried with a 4-0 vote.

6.D Surfside Towels on Beach - Vice Chair Ben Jacobson - Vice Chair Ben Jacobson

Vice Chair Jacobson introduced the item. He provided a suggestion of putting a promotional "Surfside" sign on the towel that people can put on their beach chair.

Chair Tourgeman spoke regarding anything that has to do with the Beach Club they cannot sponsor. He suggested for beach towels at their events, they can do that but not for the Beach Club because the Beach Club is for residents only.

Town Manager Gomez stated that the Beach Club is a general fund and for residents. He stated that the Community Center is funded 66% by Tourist funds.

Chair Tourgeman stated that the hotels should provide their own towels. He suggested having the towels at their promotional events.

Vice Chair Jacobson stated that they have so many events at the beach they can hand them out.

Chair Tourgeman stated that falls under the promotional items.

Consensus was reached by the Board to have Tourism and Communications Director Trigueros look into the purchase of the towels under the section of the budget for promotional items.

6.E Extending Music on the Beach through the Summer - Vice Chair Ben Jacobson - Vice Chair Ben Jacobson

Vice Chair Tourgeman introduced the item. He stated that he spoke with Alan Andai and the beach events are very well received and many people come to those events. He stated that he would like to see it extended through the Summer. He stated that he did ask Mr. Andai regarding some misters and umbrellas in order for the people to have some type of shade. The idea is to extend it for a couple of months.

Board Member Gonzalez suggested changing the time because 3:00 p.m. is very hot.

Board Member Singer spoke about having something different.

Alan Andai addressed the comments made and they could add a dance feature and provided other ideas. He stated that they tried to play with location and timing and explained the reason why they brought it back to 3:00 p.m.

Further discussion took place among the Board members and Mr. Andai regarding the different events and extension of those events.

Consensus was reached by the Board to leave the start time at 3:00 p.m. and extending the events with the remaining funds that were already approved as well as the genres. There was consensus to have the genres be a Top 40 songs, reggae, and Latin.

A motion was made by Vice Chair Jacobson to extend Music on the Beach and to include up to an additional \$1,000 for additional food for July, August and September, seconded by Board Member Singer. The motion carried with a 4-0 vote.

6.F ACT Productions - Movies on the Beach - Chair Eli Tourgeman - Chair Eli

Tourgeman

This item was heard in conjunction with item 6A (Sand Sculpture Contest).

6.G Budget Discussion Part 2 - Tourism and Communications Director Frank Trigueros

Tourism and Communications Director Frank Trigueros introduced a proposal from the MOCA Museum in North Miami for different partnership tiers. He stated that this could be an additional incentive for Surfside hotel guests.

Chair Tourgeman stated he has been asking for Art on the Beach which could be at a venue or at the Community Center but he personally does not believe this is worthwhile spending the money. He would prefer to have an art festival.

Tourism and Communications Director Trigueros stated he did ask if they would bring their art exhibitions to Town and they would not.

Chair Tourgeman asked the Board Members if they were interested in this and none of the Board Members were interested in bringing this to Town.

Board Member Singer provided his input.

Chair Tourgeman stated that an art festival would be more beneficial to the tourists. He explained what they did in the past in Town.

Vice Chair Jacobson stated that Board Member Singer brought up a good idea and explained the different events and if there is something that the hotel partners would like us to be part of like the food and wine, that would be interesting. That would be up to the hotels to come to us and ask us. He asked Tourism and Communications Director Trigueros to see if they would be interested and if he could speak with them.

Tourism and Communications Director Trigueros continued to go over the different other budgeted items and he will contact the hotels.

Vice Chair Jacobson spoke regarding the funding and what Parks and Recreation Department does with their events.

Town Manager Gomez addressed the comments and questions regarding the Parks and Recreation Department events which includes staffing and inhouse operations that is handled by the Parks and Recreation Department team. He stated he would like to discuss that with Parks and Recreation Director Milian and come back to the Board.

Vice Chair Jacobson stated that anything that the Parks and Recreation Department does inhouse we can help fund a portion of it and provide an enhancement like food.

Tourism and Communications Director Trigueros stated that he will ask Parks and Recreation Director Milian. He stated that due to the upcoming budget special workshop, they are on a time restraint.

Further discussion took place among the Board members and staff regarding the allocation of the funds, keeping the higher number for budget for the workshop and what are the estimates of the money being allocated which is \$1.3 to \$1.4 million, which will not be seen until next year.

Town Manager Gomez stated it will be hard to justify an additional \$100,000, his advice is to proceed with the budget officer's recommendation.

A motion was made by Vice Chair Jacobson to approve the budget as presented, seconded by Board Member Singer. The motion carried with a 4-0 vote.

6.H Byron Avenue Monument Sign - Chair Eli Tourgeman - Chair Eli Tourgeman

Tourism and Communications Director Trigueros provided a presentation with the different options.

Chair Tourgeman introduced the item. He asked Town Manager Gomez if it would be better if they had something in concrete.

Town Manager Gomez stated that if they have currently what they have to make it consistent he could provide a cost proposal.

Chair Tourgeman asked regarding the lighting.

Tourism and Communications Director Trigueros stated he did ask them for more options but the turtle lights are still up.

Chair Tourgeman stated that the word "Surfside" on 87th Street and Collins need to have better lighting.

Town Manager Gomez addressed the comments made and provided a google map view of the sign and the area located. He asked if they can come back with a proposal of the one at the Tennis Center and Byron Avenue or recycle one of those to the Byron Avenue and come back next month.

Chair Tourgeman stated they need better signage coming on 87th and Collins and relocate that sign to Byron Avenue.

6.I Food Trucks - Chair Eli Tourgeman - Chair Eli Tourgeman

Chair Tourgeman introduced the item and stated in order to have a variety of food at the events, he is proposing food trucks in addition to the small food bites. This way they can have additional selections as long as the food trucks does not conflict with the restaurant foods provided at the Harding Avenue restaurants. He stated the food trucks will sell the food.

Vice Chair Jacobson asked if restaurants could do some outdoor pop ups at the events.

Chair Tourgeman stated it is hard for the restaurants to do that because they run into the issue of how they could keep their food hot. He is trying to provide different options.

Board Member Singer stated it is only for the events that are not on the beach.

Vice Chair Jacobson stated it would not hurt since they are not paying for it.

Chair Tourgeman stated that the activities they are having does not include food trucks and would like to add the food trucks to the activities they are having.

Board Member Singer believes it should be something to work with the vendors because it might compete with the space they use for the events as well as parking.

Sara Liss spoke regarding the food trucks and the logistics.

Alan Andai stated that restaurant participation is hard and bringing food trucks is a good idea. He has incorporated food trucks at other events. He stated the food cost for them to come out is an issue at times. He suggested a food truck event where you have several trucks like North Bay Village does.

Chair Tourgeman stated that what he is stating is to have a food truck event once a month.

Further discussion took place among the Board Members and Mr. Andai regarding the idea of food trucks and possible logistics.

Board Member Gonzalez stated that Mr. Andai and Ms. Liss need to speak to their employees because some of their employees are extremely rude to the residents and tourists.

Town Attorney Cimo wanted to provide clarification on the previously discussed item 6A. She stated the fine would have to be stated as liquidated damages and they need to clarify the specifics of the change to the contracts as stated under item 6A.

7. Public Comments

Chair Tourgeman opened the floor to public comments.

The following individual from the public spoke:

George Kousoulas spoke regarding the sign proposed for Town Hall.

Chair Tourgeman closed the floor to public comments.

Chair Tourgeman addressed the comment made regarding the colors of the sign "Surfside".

Town Manager Gomez explained what will be coming before the Commission and it is set up for a conversation as a discussion item at the Commission meeting.

8. Next Meeting

8.A Next Meeting: Monday, July 10, 2023 at 5:30 p.m. - Deputy Town Clerk Evelyn Herbello

Deputy Clerk Herbello advised the Board of the next meeting on July 10, 2023 at 5:30 p.m.

Consensus was reached to hold the next meeting on July 10, 2023 at 5:30 p.m.

9. Adjournment

A motion was made by Vice Chair Jacobson to adjourn the meeting at 7:15 p.m., seconded by Board Member Gonzalez. The motion carried with a 4-0 vote.

Accepted this ____ day of _____, 2023.

Eli Tourgeman, Chair

Attest:

Evelyn Herbello, CMC
Deputy Town Clerk