



**Town of Surfside
Tourist Board
MINUTES
July 10, 2023
5:30 PM
Town Commission Chambers**

1. Call to Order/Roll Call

Chair Tourgeman called the meeting to order at 5:30 p.m.

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

Present: Chair Eli Tourgeman, Vice Chair Ben Jacobson, Board Member Diana Gonzalez, Board Member David Karp and Board Member Ezequiel Singer (arrived at 5:34 p.m.).

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

2. Agenda and Order of Business

Chair Tourgeman acknowledged the presence of Town Attorney Cimo, Cindy Reyes and Frank Trigueros from the Tourist and Communications Department, Deputy Town Clerk Herbello, Mayor Danzinger and Town Manager Gomez.

A motion was made by Vice Chair Jacobson to move item 6G (Additional Summer Events, Beachside Events) to be heard before item 6A (Sand Sculpture Contest Proposal from ACT Productions), seconded by Board Member Gonzalez. The motion carried with a 4-0 vote with Board Member Singer absent.

3. Town Commission Liaison Report

Mayor Danzinger provided his Commission Liaison Report. He introduced the new member of the Board, David Karp. He spoke regarding the new location for the Surfside sign and explained what took place at the commission meeting.

4. Approval of Minutes

4.A June 5, 2023 Tourist Board Meeting Minutes - Deputy Town Clerk Evelyn Herbello

A motion was made by Vice Chair Jacobson to approve the June 5, 2023 Tourist

Board Meeting Minutes, seconded by Board Member Gonzalez. The motion carried with a 5-0 vote.

[June 5, 2023 Tourist Board Meeting Minutes.pdf](#)

5. Resort Tax Collection and Vacancies Report

Tourism and Communications Director Trigueros provided the Resort Tax Collection and Vacancies Report. He stated that they are 33% down on food and beverages but some of the payments from some of the hotels are still outstanding. He stated that they are 17% down on the accommodation side as well. He spoke regarding the numbers in 2019 and they did bring more money this year than what was brought in 2019. He stated that they have not received the numbers yet for Spring.

Chair Tourgeman asked for clarification on the itemized resort report.

Tourism and Communications Director Trigueros explained that the Finance Department puts these numbers together and explained that penalty letters will go out if those hotels have not paid.

Chair Tourgeman stated he is concerned with the 33% down on food and beverages.

Vice Chair Jacobson spoke regarding the penalty letters sent out to the different restaurants and stated it is more than half of the restaurants that have not reported.

Tourism and Communications Director Trigueros stated that collection is always a few months behind schedule and Finance has a system in place.

Vice Chair Jacobson stated that the 2023 numbers is missing half of the restaurants.

Board Member Singer spoke regarding inflation and asked what they can do as a Board to assist with that as it pertains to promotions or activities they can help them.

Chair Tourgeman asked if the businesses are doing what they need to do.

Mayor Danzinger stated that these numbers are numbers from coming out of COVID and one thing you will notice is that the rest of the world is open.

Chair Tourgeman asked Tourism and Communications Director Trigueros to send a letter to all the restaurant owners and hotels to attend the next meeting to provide feedback.

Town Manager Gomez stated that from his experience with DVAC they have reached out to the restaurant owners and have not received feedback. He suggested putting a survey together and he will still try to get some feedback from the restaurants.

Further discussion took place among staff and the Board regarding the restaurants and the survey as well as possibly putting an ad in the newspaper promoting the businesses.

6. Discussion Items

6.A Sand Sculpture Contest Proposal from ACT Productions - Chair Eli Tourgeman - Chair Eli Tourgeman

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

Barbara Goicochea, ACT Productions introduced the item and provided a presentation.

Discussion took place regarding the spacing of the sand castle building, where it would take place and the site plan as well as having to possibly move the location she is presenting.

Board Member Singer stated that possibly the time proposed might not be the best time of the day to do the event due to the heat and sun.

Vice Chair Jacobson spoke regarding the time and the location as proposed. He stated that they would have to come up with a time that would work.

Board Member Karp asked if parents and children can sign up.

Ms. Goicochea addressed the comments made.

Further discussion took place among the Board members, staff and Ms. Goicochea regarding location, time, having kosher food and splitting the event into two places in order to accommodate the large number of attendees.

Ms. Goicochea will reach out to Proud Water to provide water.

Vice Chair Jacobson spoke regarding the importance of having plenty of water.

Town Attorney Cimo asked what the cancellation policy would be in the event of having to cancel due to weather.

Ms. Goicochea stated that she will look into that.

A motion was made by Vice Chair Jacobson to approve the Sand Sculpture event for July starting at 4:00 p.m. and to direct the Town Manager to enter into a contract with ACT Productions for an amount not to exceed \$25,000, seconded by Board Member Gonzalez. The motion carried with a 5-0 vote.

6.B Surfside Letters Installation - Alternate Locations - Chair Eli Tourgeman - Chair Eli Tourgeman

Chair Tourgeman provided an introduction to the item and advised of the decision

the Commission made regarding the letter installation. He stated that the Commission did not agree with the location of the letters.

Board Member Gonzalez asked if the letters were mobile.

Chair Tourgeman stated that making them mobile would make it difficult to transport and they would get beat up. His suggestion is to have it made of a more resistant and resilient material that will adhere to the weather and environment.

Board Member Singer asked if there is anything off of the entrance of 95th or 96th Street.

Tourism and Communications Director Trigueros stated it might be a conflict with the Farmer's Market which sets up on the entry way of the Bal Harbour side.

Town Manager Gomez stated that some street ends might be able to host the sign. He stated he has to explore what he can do since this is a permanent installation. He also stated that what the Town controls are the street ends. He stated that he will have to find out if it could be considered a temporary installation with FDEP.

Further discussion took place among the Board members and staff as to the location of the sign possibly in the dune and engaging with FDEP for approval if they can put the letters on a sled which would make it temporary and keep the signs as close to the beach as possible. Also, if the dunes are not available, would the street ends work as a secondary location option.

Consensus was reached by the Board Members giving direction to the Town Manager to look at possible locations.

6.C IKE Smart City Kiosks - Frank Trigueros, Tourism and Communications Director

Chair Tourgeman spoke regarding the marquee signs they used to have in the past and those currently in place.

Mayor Danzinger provided an overview of the item and stated that this is an added benefit at zero cost.

Tourism and Communications Director Trigueros continued with the presentation of the item and its technology.

Chair Tourgeman asked if they would be located outside of the incoming Eden hotel property.

Town Manager Gomez stated that they would probably start with 5 kiosks and the location can be worked out.

Mayor Danzinger stated he would like to see one outside the Community Center.

Town Manager Gomez stated it will be a Town initiative.

Board Member Singer asked regarding advertising and promoting this item.

Mayor Danzinger addressed the comments made by Board Member Singer and they do have to be careful of what they advertise.

A motion was made by Vice Chair Jacobson to recommend to the Commission to move forward with the IKE Smart City Kiosks Town initiative, seconded by Board Member Gonzalez. The motion carried with 5-0 vote.

[IKE Surfside Proposal.pdf](#)

6.D Surfside Art Market Proposal, Festival and Event - Chair Eli Tourgeman -
Chair Eli Tourgeman

Mario Pi, Festival and Events, Inc., provided an overview and presentation of the item.

Chair Tourgeman asked regarding the space and the cost of the presentation and production.

Board Member Gonzalez stated this would be a very exclusive event and asked regarding the pop up event with the restaurants.

Mr. Pi addressed the comments made by Board Member Gonzalez as to the specifics.

Board Member Karp stated that anybody can come in to see the art and Surfside Taste. He asked where the beverage portion would be as well as the cost and what it includes.

Mr. Pi addressed the comments made by Board Member Karp.

Town Manager Gomez stated that there are other costs that will be incurred which includes parking lot closure, public works staffing, etc. and it needs to go before the Commission for approval.

A lengthy discussion among Mr. Pi and the Board Members as it pertains to the time of the event and the specifics.

Chair Tourgeman stated that he believes it is the general consensus that this needs to be revisited and would like to have more time to look at this and speak with the Town Manager and possibly having this at the next meeting in a smaller scale.

Town Manager Gomez suggested coming up with a separate committee like an Arts and Festival Committee to be able to grasp all the logistics of an event of this magnitude.

Mr. Pi stated that this type of event can only be done January through March.

Consensus was reached to have Board Member Gonzalez be the liaison to work with the Town Manager on this item.

6.E Special Events Consultant Update - Frank Trigueros, Tourism and Communications Director

Tourism and Communications Director Trigueros provided an introduction of this item. He stated that they had their pre-bid meeting this morning and stated they had a good attendance. He stated the bid opening date is August 3.

Town Manager Gomez explained the process of the evaluation of the proposals.

6.F ADA Mats Update - Vice Chair Ben Jacobson - Vice Chair Ben Jacobson

Tourism and Communications Director Trigueros provided an introduction of the item and stated they reached out to the condominiums and handed out pamphlets and they will meet with them to see if they have any interest.

Chair Tourgeman opened the floor to public comments.

The following individual from the public spoke:

Barbara Cohen thanked the Tourist Board and Parks and Recreation Department for an amazing Fourth of the July event. She spoke against the condominiums paying for a portion of the ADA mats.

Chair Tourgeman closed the floor to public comments.

Vice Chair Jacobson stated this is not a requirement for any building and the Tourist Board was going to cover 50% and was asking if the condominiums could come in and pay the other 50%. He stated they could do it building by building.

Board Member Gonzalez stated it would be a win win situation for the condominiums.

Board Member Karp agrees with Ms. Cohen.

Chair Tourgeman stated if there is no one that wants to change the original motion that was made in an earlier meeting, then this will continue as voted on.

Town Manager Gomez addressed the comments made by the speaker.

Ms. Cohen stated that there are other sources of funding which includes grants.

Mayor Danzinger addressed the comments made by the speaker and they could look at other options.

6.G Additional Summer Events, Beachside Events - Vice Chair Ben Jacobson - Vice Chair Ben Jacobson

Vice Chair Jacobson provided an introduction to the item. He stated they have tried to add events on the calendar so people can enjoy. He provided an update and recap of the different summer events that have taken place. He spoke regarding possibly putting slip and slide or misters. He wanted to open it up to the Board to see

which events they are happy with and if there is anything they want to see changed.

Board Member Gonzalez commented on the events they had on the beach and the way the food was handed to the people was not very professionally served and they need better quality of food.

Tourism and Communications Director Trigueros stated that the Board did not approve extra food for Summer Sundays.

Chair Tourgeman stated it is in their proposal and if the quality of the food is not correct then something has to be done. He stated if they are unhappy and they have two remaining activities what she suggests for the Board to do.

Board Member Gonzalez suggested changing the event and food.

Board Member Karp stated they love the pizza and it was not enough.

Vice Chair Jacobson stated they have two different vendors operating the two events. The idea of having two vendors is to see what they like and if this is the issue with one specific vendor then they should look at that.

Further discussion took place among the Board and staff regarding the quality of the food, deliverance of the food, the events and what should be done to rectify the issue.

Board Member Singer asked if they can cancel the contract without any issue.

Town Attorney Cimo stated she will have to look at the contract but believes they could cancel.

Tourism and Communications Director Trigueros stated to keep in mind that they have already done promotions for the remaining events.

Board Member Singer asked when the next event would take place.

Vice Chair Jacobson stated that they have two vendors here and they can hear from them and see what they like but you definitely cannot lose events.

Chair Tourgeman asked if they are ready to do a presentation, they can come up and speak.

Board Member Karp stated that the majority of the people liked the event that the issue was the food.

Vice Chair Jacobson provided examples and what events would be the one with the best feedback or try something new and looking at a date of August 6.

Mario Pi, Festivals and Events, Inc., addressed the questions and concerns and stated it seems they are not vetting their vendors for the food very well. He provided suggestions and introduced his company and the events they have put together.

Chair Tourgeman spoke regarding a past event that involved the restaurants and he brought it to the Board. He stated the event was called Passports and asked if realistically if he could do something like that.

Mr. Pi stated he could.

Vice Chair Jacobson stated that the idea is to keep having beach related activities during the summer and get through the beach events and then look at other activities in the schedule. He does not recommend replacing a beach event with this vendor. The question is having the vendor do a new beach event.

Mr. Pi stated he can do a beach event and stated that it could be done in a very controlled basis.

Board Member Gonzalez provided Mr. Pi with a summary of how the events take place.

Mr. Pi continued with ideas for the beach events.

Barbara Goicochea, ACT Productions, stated they just got done doing the City of Miami Beach's Fourth of July event and addressed the cost and number of individuals. She provided examples of what they have done in the past. She stated that \$18,000 for not knowing exactly the number of people attending is a big ask. She stated she would have to go back to the table and see what she can provide for that amount of money.

Chair Tourgeman stated these events are on an ongoing basis and if she is interested in working with the Town, to get with Tourism and Communications Director Trigueros and he can tell you what is expected.

Alan Andai, provided his input and ideas for the events and the different programs. He stated the idea was to propose a new event.

Chair Tourgeman stated that presently he has Music on the Beach and he asked what types of activities he was thinking of incorporating.

Mr. Andai stated that any of those in the presentation. He stated he could create a music on the beach with a spinoff of any items on the presentation list.

Vice Chair Jacobson spoke regarding some of the activities on his list.

Chair Tourgeman asked if Mr. Pi could get the event ready for August 6.

Mr. Pi stated absolutely and asked where the location would be. He stated he would be bringing in vendors and make it an interactive event.

Chair Tourgeman stated it would be on the beach.

Town Attorney Cimo stated they will have to look at the agreement for Summer

Sundays with Sara Liss to see how to terminate the agreement. She asked for this one will they be looking at approving the amount without a proposal.

Vice Chair Jacobson stated that they can give Tourism and Communications Director Trigueros direction to work with the vendor to make sure that there is Kosher food, power where needed and have one Board member to give some advise to give the most successful event.

Chair Tourgeman stated that they have authorization to use the discretionary budget to enhance the events.

Tourism and Communications Director Trigueros stated they have \$23,800.

Chair Tourgeman opened the floor to public comments.

The following individual from the public spoke:

Sara Liss, Summer Sundays, stated she is the current vendor and was not aware of the dissatisfaction of the events she has put together.

Chair Tourgeman closed the floor to public comments.

Chair Tourgeman stated he will not be going over it again and sorry she was not here. He stated that one of the Board members stated people were not happy with the production.

Board Member Gonzalez stated that the idea is to have good quality events and a change.

After a lengthy discussion among the Board members regarding the issues at the events and possible changes, the following motion was made.

Town Attorney Cimo suggested bringing a new item at the next meeting to terminate the contract. She stated legal has to review the current contract.

A motion was made by Chair Tourgeman to terminate the remaining balance of the contract with Sundays on the Beach contingent that there is no liability with the Town, seconded by Board Member Singer. The motion carried with a 4-1 vote with Board Member Karp voting in opposition.

A motion was made by Vice Chair Jacobson to have an event on August 6 and September 10. This event is to be a beach style event, 3 hours long, include food, kosher food, activities, and music on the beach; to have for Chair Tourgeman to be the liaison with Tourism and Communications Director Trigueros in order to have the proposal completed and award it to Festival and Events, Inc.; and to authorize Town Manager Gomez to enter into an agreement with Festival and Events, Inc., not to exceed \$18,000 per event unless there are discretionary funds available, seconded by Board Member Singer. The motion carried with a 5-0 vote.

Alan Andai provided an overview of the beachside events.

Vice Chair Jacobson spoke regarding possible events in October and the different options presented by Mr. Andai.

Board Member Singer spoke regarding the time of these events.

Vice Chair Jacobson stated it is a lot of events for a 3 hour time slot.

Mr. Andai explained how the event will take place with the different activities.

A motion was made by Board Member Karp to approve the Surfside Beach Collective Series with Alan Andai, Beachside Events, for the months of October, November and December for a budget of \$19,000, seconded by Board Member Singer. The motion carried with a 5-0 vote.

6.H New Monument Sign - Chair Eli Tourgeman - Chair Eli Tourgeman

Town Manager Gomez stated they have a proposal of a possible monument sign much smaller in nature.

Tourism and Communications Director Trigueros introduced the item.

Chair Tourgeman wants to make sure the sign is properly lighted and to be consistent with what their recommendation is to the Commission.

Town Manager Gomez asked Tourism and Communications Director Trigueros to come up with a mock up that is illuminated.

Chair Tourgeman asked to have some lighting on the one at the Community Center.

Mayor Danzinger stated that they have a smaller easement since they want to move the sign from the Byron Avenue area.

Town Manager Gomez addressed the comments made.

Consensus was reached by the Board to move forward with a smaller version of the sign and have the vendor come up with a quote, a mock up and have it for the next meeting and place it on the Commission agenda.

[Monument Sign.pdf](#)

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

Chair Tourgeman asked to defer this item to the next meeting.

A motion was made by Chair Tourgeman to defer this item to the next meeting, seconded by Vice Chair Jacobson. The motion carried with a 5-0 vote.

7. Public Comments

There were no additional public comments.

8. Board Member Comments

There were no Board Member comments.

9. Next Meeting

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

Deputy Town Clerk Herbello advised the Board of the next meeting on August 7, 2023 at 5:30 p.m.

Consensus was reached to hold the next meeting on August 7, 2023 at 5:30 p.m.

10. Adjournment

A motion was made by Board Member Gonzalez the adjourn the meeting at 8:44 p.m., seconded by Vice Chair Jacobson. The motion carried with a 5-0 vote.

Accepted this ____ day of _____, 2023.

Eli Tourgeman, Chair

Attest:

Evelyn Herbello, CMC
Deputy Town Clerk