



**Town of Surfside
Tourist Board
MINUTES
September 11, 2023
5:30 PM
Town Commission Chambers**

1. Call to Order/Roll Call

Chair Tourgeman called the meeting to order at 5:32 p.m.

Town Clerk McCready called the roll with the following members present:

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

Also Present: Town Attorney Daniela Cimo, Commissioner Liaison Mayor Shlomo Danzinger and Town Manager Hector Gomez.

2. Agenda and Order of Business

Chair Tourgeman requested to move Item 7 (Public Comment) to be heard before Item 6 (Discussion Items and Action Items).

A motion was made by Board Member Gonzalez to move Item 7 (Public Comment) to before Item 6 (Discussion Items and Action Items), seconded by Vice Chair Jacobson. The motion carried with a 5-0 vote.

3. Town Commission Liaison Report

Mayor Danzinger provided his Commission Liaison Report.

4. Approval of Minutes

4.A August 7, 2023 Tourist Board Meeting Minutes - Evelyn Herbello, Deputy Town Clerk

A motion was made by Vice Chair Jacobson to approve the August 7, 2023 Tourist Board Minutes, seconded by Board Member Singer. The motion carried with a 5-0 vote.

[August 7, 2023 Tourist Board Meeting Minutes.pdf](#)

5. Resort Tax Collection and Vacancies Report

5.A Resort Tax Collection and Vacancy Report - Frank Trigueros, Tourist and Communications Director

Tourism and Communications Director Trigueros provided the Resort Tax Collection and Vacancy Report.

Chair Tourgeman spoke about Finance sending out the penalties letters.

Town Manager Gomez confirmed that the letters were mailed out.

Vice Chair Jacobson asked about how long would it go before the Town goes to the next step.

Town Manager Gomez stated that they could discuss further later in the meeting.

[September Vacancies and Resort Tax Report](#)

[Full Resort Tax Numbers](#)

6. Discussion Items and Action Items

6.A Farmers Market Reopening Plan for 96th Street - Frank Trigueros, Tourism & Communications Director

During the spring, the Tourist Board directed vendor Javier Valmana with the Surfside Farmers Market to relocate the market to the 96th Street Beach entrance area when it reopens in October, offering the \$10,000 for enhancements from the community sponsorships budget line item. The vendor will be presenting the reopening plan which will be sent to the Board ahead of the September 11 meeting the week of September 5.

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

Javier Valmana spoke about the Farmer's Market. He stated that they used to have the Farmer's Market on the same date as the Village of Bal Harbour. He suggested allocating some of the budget for tents and weights in order to have a successful event considering the winds on the beach. The \$10,000 will be divided. The Farmers Market will be located on 96th street end beginning on October 1, 2023, from 9:30am - 3:30pm. The Village of Bal Harbour will begin on October 15, 2023.

Mr. Valmana explained that if anyone would like to join, they are welcome to submit an application. Application is available on the Town's website and also on the Farmers Market Instagram page. They currently have 15 spaces that will be used.

Chair Tourgeman asked the Town Manager if there is any way possible to advertise the Farmers Market in the Gazette.

Town Manager Gomez responded affirmatively.

Discussion ensued amongst the board members and the vendor. They spoke about the traffic congestion during load in/load out.

Vice Chair Jacobson spoke about the need for off-duty personnel.

Chair Tourgeman asked the vendor to speak to the Village of Bal Harbour and see if between both municipalities they can alternate to have some type of off-duty officer during these times. The cost of the off-duty personnel should be budgeted together with the event budget.

Mr. Valmana stated that he will see how much the off-duty personnel is in order to see if he can accommodate that request.

Mr. Valmana added that on the first date of the Market they will provide some type of live music and if possible some kind of tote bag give away. He would also like to add the Fall photo booth so that people can take photos and for Mother's Day some kind of mini flower bouquet give-away for Mothers.

Vice Chair Jacobson requested for Mr. Valmana to reach out to the Village of Bal Harbour and see if they would be willing to cooperate and partner with the expenses of the different add/on events.

[Tourist Board April 2023 Meeting Minutes](#)

6.B Food Trucks Event - Chair Eli Tourgeman

Chair Tourgeman introduced the item and provided an overview.

Communications and Tourism Director Frank Trigueros stated that 95th Street has been used before, but they can look into other locations.

Chair Tourgeman asked if there was any possibility on having it on 93rd Street just like Third Thursday's event.

Tourism and Communications Director Trigueros stated that if it's the will of the Board, he will get proposals from different vendors, and they can work the logistics.

Vice Chair Jacobson would like to see this event at the end of November and December possibly Sunday evening, like a Thanksgiving weekend kind of event.

Board Member Gonzalez is not sure if this event will bring issues with the parking.

Board Member Karp believes it is worth a try.

Tourism and Communications Director Trigueros stated they can probably do a test run and see if it works. He offered to bring back additional information to the Board.

A motion was made by Vice Chair Jacobson asking for the Town Staff to come back next month with additional information/proposal in order to consider, seconded by Board Member Singer. The motion carried with a 5-0 vote.

6.C Business District Audit - Chair Eli Tourgeman

Chair Tourgeman introduced the item and provided an overview. He stated that many years ago a company used to do a forensic audit on businesses.

Board Member Singer asked questions of the staff related to this item and if the IRS reporting is not sufficient.

Town Manager Gomez stated that the Town does not receive the IRS numbers and the Town goes by the statements provided to the Town by the businesses. He further explained what the benefits of conducting financial audits will be provided to the Town. He further stated that the City of Miami Beach currently has a similar process to audit.

After a lengthy discussion the Town Manager offered to have the Finance Department create a communication that provides the entire process for the board to discuss further during next month's meeting.

6.D Collins Avenue Monument Sign, Updated Proposal - Chair Eli Tourgeman

Tourism and Communications Director Trigueros introduced the item and provided an update.

Chair Tourgeman likes the cursive letter and the Town Seal either on the lower right or the top left of the monument sign.

Board Member Gonzalez likes the combination between the cursive and block letters. She mentioned that cursive style letter has been around for years, and it is still used in many countries.

Board Member Karp likes the cursive letter with the seal on the top left.

Vice Chair Jacobson likes the cursive letter with the seal on the top left.

Board Member Singer likes the seal on the top left but does not support the cursive lettering as he likes more modern style letters.

Discussion took place between the seal versions (full color/outlined blue).

A motion was made by Vice Chair Jacobson to go with the cursive "Surfside" version of the monument with the block letter for "Welcome to" with the yellow seal on top left corner and with the budget of \$12,906.00, seconded by Board Member Gonzalez. The motion carried with a 4-1 vote with Board Member Singer voting in opposition.

[Attachment A - Don Bell Updated Surfside Deck.pdf](#)

[Attachment B-Collins Avenue Monument Sign Mock Ups Final.pdf](#)

[Attachment C - Monument Sign Don Bell Quote](#)

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

Vice Chair Jacobson believes that the way to go is to hire a person that will only report to the Town Manager and that the Town Manager reports to the Board directly

as he currently does.

Chair Tourgeman believes that the proposals in front of them may not be what they are looking for.

Vice Chair Jacobson stated that they should go back to the job description of the Event Planner that they discussed before.

Board Member Singer asked some questions as to why they are in this process in the first place.

Vice Chair Jacobson provided the history and why they are where they are today.

Board Member Gonzalez believes that with a Town employee it will be better to communicate. She would like to see an increase in events but would also like a variety. She stated that they can select a good candidate for this position.

Board Member Karp believes that the proposals they received are very expensive.

Town Manager Gomez spoke about the process and the funding of the position. The board will have to amend the budget which will have to go to the Town Commission.

A motion was made by Vice Chair Jacobson to direct the Town Manager to bring back a plan that they can execute containing a job description and a proposed salary plus benefits, seconded by Board Member Karp. The motion carried with a 5-0 vote.

6.F Promotional Items Selection, Seaside Soiree Fall Beach Series - Frank Trigueros, Tourism & Communications Director

Tourism and Communications Director Trigueros introduced the item and provided an update.

Board Member Gonzalez spoke about the giveaways and probably checking the quality ahead of time.

Board Member singer recommended to look into recycle sport packs, water bottles, beach towel, lunch coolers.

Vice Chair Jacobson suggested beach towel, small items that you can get thousands of like pens, small tape measurers that you can give them to the Downtown and tourists can take back home and promote the Town.

Board Member Karp likes the wine tumblers and liked Vice Chair Jacobson's ideas.

Board Member Gonzalez stated that beach chairs were nice even though she knows those came from Parks and Recreation Department.

6.G Surfside Business District Survey Results - Frank Trigueros, Tourism & Communications Director

Communications Manager Cindy Reyes personally visited each business within the business district and alongside with Tourism and Communications Director Trigueros presented the item.

They read each of the survey questions into the record and each of the results.

Discussion took place among the Board members regard the different results.

6.H Media Outreach Efforts - Chair Eli Tourgeman

Tourism and Communications Director Trigueros introduced the item and provided an update on the team's recent efforts to try and secure travel/lifestyle media for the Plastic Fishing event coming up.

Director Trigueros noted the team had sent a dedicated pitch to local news desks and targeted producers in an effort to obtain coverage. The team also followed up the email pitch with numerous phone calls. He added that they would also be including Deco Drive and Channel 7 in their outreach.

6.I Staff Report: In Progress Updates - Frank Trigueros, Communications and Tourism Director

Tourism and Communications Director Trigueros introduced the item and provided an update. He stated that handheld devices will be arriving tomorrow and with those they will be able to sell some more with the devices at the different events.

Vice Chair Jacobson requested to see if the public comment section could be moved on from the end to the beginning of the agenda and have Board Member comments at the end.

[Surfside_Letters_Project.pdf](#)

[ADA_Beach_Mats_-_The_Waves_Condominium.pdf](#)

7. Public Comments

Chair Tourgeman opened the floor to public comments.

The following individual from the public spoke:

Commissioner Nelly Velasquez spoke about the possible expanding of funds to maybe use funds to possibly create an art walk, use dollars towards infrastructure, statues, art and to get creative to better our Town. Also, she would like to see if instead of outsourcing every event, maybe the Town can have a department that can handle that and it will be easier for the Town Manager and Tourism Director to have better control.

Chair Tourgeman closed the floor to public comments.

Board Member Gonzalez asked Commissioner Velasquez if she had any suggestions or anything in mind she would like to propose to the Board.

Commissioner Velasquez spoke about possibly doing an art walk on 91st street so that possibly the Tourist dollars can be used towards the flooding issues on the area so that Tourist can attend without being afraid of their cars getting flooded. She stated that all this can be accomplished legally to help the Town.

Vice Chair Jacobson spoke about the two funds that the board works with. He suggested the Town to bring forward different visions for the board to consider. He also provided his input regarding the inhouse department, he stated that they will be discussing this under Item 6E (Special Events Consultant Update and Bid Evaluation).

8. Next Meeting

8.A Next Meeting: October 2, 2023 at 5:30 p.m. - Evelyn Herbello, Deputy Clerk

Next meeting is scheduled for Monday, October 2, 2023.

9. Adjournment

There being no further business to discuss before the Board, a motion was made by Board Member Gonzalez to adjourn the meeting at 8:03p.m., seconded by Board Member Karp. The motion carried with a 5-0 vote.

Accepted this ____ day of _____, 2023.

Eli Tourgeman, Chair

Attest:

Evelyn Herbello, CMC
Deputy Town Clerk