



**Town of Surfside  
Tourist Board  
MINUTES  
November 13, 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 and Board Member Diana Gonzalez.

Absent: Board Member Ezequiel Singer and Board Member David Karp.

Also Present: Town Attorney Daniela Cimo and Town Manager Hector Gomez.

**2. Agenda and Order of Business**

Chair Tourgeman requested a motion to defer indefinitely item 6I (Surfside Under the Stars Series).

A motion was made by Vice Chair Jacobson to table item 6I (Surfside Under the Stars Series), seconded by Diana. The motion carried with a 3-0 vote.

A motion was made by Vice Chair Jacobson to change the agenda to have the following items heard in this order: 6A (Taste of Surfside Proposal), 6H (Third Thursdays 2024 Proposal), 6M (Seaside Soiree Recap, Food Budget), 6B (Plastic Fishing Festivals, 6C (Farmers Market Update), 6K (Food Trucks Event), 6L (Art Events Ideas), 6D (Event Safety and Logistics Budget), 6E (Finance Department Process, Resort Tax Collection), 6F (Special Events Position), 6G (Eventbrite Funding FY 2024) and 6J (Beach Waste Receptacle Sleeves), seconded by Board Member Gonzalez. The motion carried with a 3-0 vote.

A motion was made by Vice Chair Jacobson to move public comments before item 6.

Vice Chair Jacobson withdrew his motion.

### 3. **Town Commission Liaison Report**

No Commission Liaison Report was provided since Mayor Danzinger was absent.

### 4. **Approval of Minutes**

#### 4.A **September 11, 2023 Tourist Board Meeting Minutes** - Evelyn Herbello, Deputy Town Clerk

A motion was made by Vice Chair Jacobson to approve the September 11, 2023 Tourist Board Meeting Minutes, seconded by Board Member Gonzalez. The motion carried with a 3-0 vote.

[September 11, 2023 Tourist Board Meeting Minutes.pdf](#)

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

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

Tourism and Communications Director Trigueros provided the Resort Tax Collection and Vacancy Report. He spoke regarding the different business coming onboard.

Vice Chair Jacobson stated that it seems that everybody has been brought up to date with their payments.

Tourism and Communications Director Trigueros stated they do have less pending.  
[November Vacancies and Resort Tax Report.pdf](#)

### 6. **Discussion Items and Action Items**

#### 6.A **Taste of Surfside Proposal** - Frank Trigueros, Tourism & Communications Director

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

Alan Andai provided an overview of the proposal.

Chair Tourgeman asked regarding a date.

Mr. Andai stated they discussed April or May.

The Board reached consensus with the dates for the upcoming event.

Discussion took place regarding the number of participants being 250 and the entire budget will cover the cost and keep a wait list open and do it in advance.

Chair Tourgeman opened the floor to public comments.

There were no public speakers.

Chair Tourgeman closed the floor to public comments.

A motion was made by Vice Chair Jacobson to approve the Taste of Surfside Proposal as proposed, seconded by Board Member Gonzalez. The motion carried with a 3-0 vote.

[Attachment A - Taste of Surfside Proposal](#)

**6.B International Coastal Cleanup Day Plastic Fishing Festival Recap and FY 2024 Events.** - Frank Trigueros, Tourism & Communications Director

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

Rodrigo Bottori provided a presentation and recap of the event.

Chair Tourgeman opened the floor to public comments.

There were no public speakers.

Chair Tourgeman closed the floor to public comments.

Tourism and Communications Director Trigueros stated that anything beyond October and November would be another fiscal year.

Mr. Bottori provided the dates for the different events.

Chair Tourgeman spoke regarding three dates with exposure is coastal clean up and earth day. He stated that the Parks and Recreation Department has also cleanups and do they have it on a regular basis and if not they can sponsor some activities with the Parks and Recreation Department.

Further discussion took place among the Board Members, staff and Mr. Bottori regarding the different events being proposed and cost.

A motion was made by Board Member Gonzalez to do the coastal cleanup event on September 22, 2024 and Earth Day on April 21, 2024, seconded by Vice Chair Jacobson. The motion carried with a 3-0 vote.

**6.C Farmers Market Reopening Update** - Frank Trigueros, Tourism & Communications Director

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

Javier Valdamara provided an update on the Farmer's Market.

Chair Tourgeman spoke regarding moving the coconut stand north to avoid both markets from being close to each other.

Mr. Valdamara continued with the update of the market.

Chair Tourgeman asked for Tourism and Communications Director Trigueros to have the coconut stand to move.

Vice Chair Jacobson asked regarding the coconut stand and if they owe the Town money.

Mr. Valdamara addressed the comments made regarding the coconut stand.

Town Manager Gomez asked for them to have a conversation with the vendor of the coconut stand.

Vice Chair Jacobson asked to look into having "Surfside" added on to the awning.

Chair Tourgeman asked regarding the surfside logo and who does that.

Tourism and Communications Director Trigueros stated it depends on the vendor and asked regarding an idea for a hanging sign off the canopy.

Further discussion took place among the Board members, staff and the vendor regarding possible signage.

Chair Tourgeman opened the floor to public comments.

There were no public speakers.

Chair Tourgeman closed the floor to public comments.

**6.D Event Safety & Logistics Budget** - Frank Trigueros, Tourism & Communications Director

The Administration recommends that the Board approve \$30,000 in funding towards personnel and logistics-related costs for tourism events in order to avoid utilizing the General Fund.

Tourism and Communications Director Trigueros provided an update on the item and request \$30,000 for the event.

Town Manager Gomez provided a summary of the item and what is needed to cover these events. He explained it is overtime expenses for the employees from the different departments.

Chair Tourgeman opened the floor to public comments.

There were no public speakers.

Chair Tourgeman closed the floor to public comments.

Discussion among the Board Members and staff took place regarding the specifics of the cost and logistics of this item.

A motion was made by Vice Chair Jacobson to approve the item and an amount of \$30,000 to cover the operation of the events, seconded by Board Member Gonzalez.

The motion carried with a 3-0 vote.

**6.E Finance Department Process, Resort Tax Collection** - Hector Gomez, Town Manager

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

Town Manager Gomez provided an overview of the process in detail.

Discussion took place among the Board Members and Town Manager Gomez regarding the process and resort tax collection.

Chair Tourgeman opened the floor to public comments.

There were no public speakers.

Chair Tourgeman closed the floor to public comments.

[Resort Tax Collection, Finance Department Process.pdf](#)

**6.F Special Events Position** - Frank Trigueros, Tourism & Communications Director

Town Manager Gomez provided an update on the item and looking at \$119,000 to fund the position, that includes benefits. The salary itself would be between \$80,000-\$85,000 a year.

Chair Tourgeman opened the floor to public comments.

There were no public speakers.

Chair Tourgeman closed the floor to public comments.

Discussion took place among the Board Members and Town Manager Gomez regarding the position, salary and they would report to the Town Manager but would work directly with the Tourist Board.

Board Member Gonzalez spoke regarding the new position and has heard many critiques of the salary.

Consensus was reached by the Board Members that the salary is too high and to continue to have further conversations.

Town Manager Gomez explained that this person would have to deliver 5-6 events.

Discussion among the Board Members, staff and the Town Manager took place as it pertains to need for this position and the specifics of the duties of this individual as to what they can deliver.

Consensus was reached by the Board to place this on hold and for further thought.

**6.G Eventbrite Funding for FY 24** - Frank Trigueros, Tourism & Communications

Director

Staff is seeking approval to fund Eventbrite listings for the full fiscal year.

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

Chair Tourgeman opened the floor to public comments.

There were no public speakers.

Chair Tourgeman closed the floor to public comments.

A motion was made by Vice Chair Jacobson to approve \$1,920 for Eventbrite per year, seconded by Board Member Gonzalez. The motion carried with a 3-0 vote.

[Attachment A - Eventbrite Pricing](#)

**6.H 2024 Third Thursday Series** - Frank Trigueros, Tourism & Communications Director

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

Alan Andai provided an overview of the 2024 Third Thursday Series, their history, involvement and gave a presentation.

Chair Tourgeman asked how do they tie with the businesses.

Mr. Andai responded to the comments made.

Mr. Andai provided the different event themes.

Board Member Gonzalez likes the mardi gras new orleans theme, health and awareness, latin festival, classic rock, and great gatsby.

Vice Chair Jacobson asked which was the most popular one.

Mr. Andai stated the caribbean and latin are a great hit as well as the health and awareness.

Vice Chair Jacobson stated they did not get a lot for the skating one.

Mr. Andai stated it is because everyone had to bring their own skates.

Vice Chair Jacobson likes the karaoke.

Mr. Andai explained what type of karaoke it would be and suggested replacing Great Gatsby with karaoke.

Discussion among the Board members took place regarding the different event themes and the following motion was made.

Tourism and Communications Director Trigueros asked if they wanted to increase the food budget by \$2,000.

The Board reached consensus to leave the amount for the food as is.

A motion was made by Vice Chair Jacobson to approve the Third Thursdays events with an additional \$1,500 per event for the following events: Latin Festival, Mardi Gras, Health and Awareness, Classic Rock and Karoeke live to be held from January to May, 2024. The motion died for lack of a second.

Chair Tourgeman asked regarding the allotted money for the event.

Vice Chair Jacobson explained what took place in the past with the additional \$1,500 for the food and it was better.

Chair Tourgeman spoke regarding the money being spent on food for this event.

Mr. Andai addressed the comments made.

Further discussion took place among the Board Members, staff and Mr. Andai regarding the cost for additional food for this event and what has taken place in the past.

Chair Tourgeman opened the floor to public comments.

There were no public speakers.

Chair Tourgeman closed the floor to public comments.

A motion was made by Vice Chair Jacobson to approve the Third Thursdays events with an additional \$1,500 per event for the following events: Latin Festival, Mardi Gras, Health and Awareness, Classic Rock and Karoeke live to be held from January to May, 2024, seconded by Chair Tourgeman. The motion carried with a 2-0 vote with Board Member Gonzalez voting in opposition.

[Third Thursday 2024 Board Presentation.pdf](#)

**6.I 2024 Surfside Under the Stars Series** - Frank Trigueros, Tourism & Communications Director

TBD

A motion was made by Vice Chair Jacobson to table the item, seconded by Board Member Gonzalez. The motion carried with a 3-0 vote.

**6.J Beach Waste Receptacle Sleeves** - Frank Trigueros, Tourism & Communications Director

Town Manager Gomez provided an update on the item and pictures of options.

Chair Tourgeman asked if the sleeves are strong enough to support the picking up

by the trucks.

Discussion among the Board Members and Town Manager Gomez took place regarding the sleeves and questions as to the durability of the sleeves and what would happen if they get dirty.

Chair Tourgeman opened the floor to public comments.

There were no public speakers.

Chair Tourgeman closed the floor to public comments.

A motion was made by Vice Chair Jacobson to approve the purchase of sleeves for 77 cans at a cost of \$1,000, seconded by Board Member Gonzalez. The motion carried with a 3-0 vote.

**6.K Food Trucks Event** - Frank Trigueros, Tourism & Communications Director

TBD

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

Javier Valdamara provided an overview and a presentation of the Food Truck Event on Thursdays.

Discussion took place among the board members and Mr. Valdamara regarding this event, specifics and challenges.

Chair Tourgeman suggested trying one event and see how it works and coordinate with Tourism and Communications Director Trigueros.

Tourism and Communications Director Trigueros suggested using a vacant lot that is not a Town lot and hold some food trucks and for Mr. Valdamara develop a proposal.

Vice Chair Jacobson stated that might work and have at least one kosher food truck.

Further discussion took place among the board members, staff and Mr. Valdamara regarding location, event specifics and time frame.

Chair Tourgeman opened the floor to public comments.

There were no public speakers.

Chair Tourgeman closed the floor to public comments.

Mr. Valdamara will come back next month with a proposal.

**6.L Art Event Ideas - ACT Productions** - Frank Trigueros, Tourism & Communications Director



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

Barbara Goigochea, ACT Productions, provided a presentation of the different art ideas.

Chair Tourgeman asked them what time they are looking at holding the event.

Discussion took place among the Board Members, staff and ACT Productions regarding the event presented, possible time frame, dates and food vendors.

Chair Tourgeman opened the floor to public comments.

There were no public speakers.

Chair Tourgeman closed the floor to public comments.

A motion was made by Board Member Gonzalez to approve the Street Art Festival at a cost of \$25,000 to be held at the end of January and February 2024, seconded by Vice Chair Jacobson. The motion carried with a 3-0 vote.

[ACT Productions, Art Related Concepts](#)

**6.M Seaside Soiree Recap, Food Budget** - Frank Trigueros, Tourism & Communications Director

Tourism and Communications Director Trigueros provided an update on the item. He spoke regarding the time change.

Alan Andai provided an overview of the project and the issues encountered due to the time change and it being dark.

Vice Chair Jacobson stated they should be done by 5:00 p.m.

Mr. Andai stated it would be either 3:00 p.m. to 5:00 p.m.

Board Member Gonzalez spoke regarding the event on the beach and the amount of people coming to the event that are not residents.

Chair Tourgeman believes it was great and they should do it again and the activity is for everyone.

Chair Tourgeman opened the floor to public comments.

There were no public speakers.

Chair Tourgeman closed the floor to public comments.

A motion was made by Vice Chair Jacobson to hold the event from 2:00 p.m. to 5:00 p.m. and approval of \$500.00 towards the event, seconded by Board Member Gonzalez. The motion carried with a 3-0 vote.

**7. Public Comments**

Chair Tourgeman opened the floor to public comments.

There were no public speakers.

Chair Tourgeman closed the floor to public comments.

**8. Board Member Comments**

There were no Board Member comments.

**9. Next Meeting**

**9.A Next Meeting: December 4, 2023 at 5:30 p.m.** - Evelyn Herbello, Deputy Town Clerk

Deputy Town Clerk Herbello advised the Board of the next meeting date of December 4, 2023 at 5:30 p.m.

Consensus was reached to have the meeting on December 4, 2023 at 5:30 p.m.

**10. Adjournment**

There being no further business to discuss before the Board, a motion was made by Board Member Gonzalez to adjourn the meeting at 7:29 p.m., seconded by Vice Chair Jacobson. The motion carried with a 3-0 vote.

Accepted this \_\_\_\_ day of \_\_\_\_\_, 2023.

\_\_\_\_\_  
Eli Tourgeman, Chair

Attest:

\_\_\_\_\_  
Evelyn Herbello, CMC  
Deputy Town Clerk