



**Town of Surfside
Tourist Board
MINUTES
December 4, 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, Board Member Ezequiel Singer, Board Member David Karp and Board Member Diana Gonzalez.

Absent: Vice Chair Ben Jacobson

Also Present: Town Attorney Roger Pou and Commission Liaison Mayor Shlomo Danzinger.

2. Agenda and Order of Business

Chair Tourgeman acknowledged the presence of the Tourist and Communications Department and Town Attorney Roger Pou, Deputy Town Clerk Evelyn Herbello and Mayor Shlomo Danzinger.

A motion was made by Board Member Karp to defer item 6B (Plastic Fisherman Do the Dunes Competition) to the next meeting, seconded by Board Member Singer. The motion carried with a 4-0 vote.

Board Member Karp asked to walk on an item that was tabled at the last meeting regarding Sara Liss and Surfside under the Stars.

Town Attorney Pou explained to the Board that the item pertaining to Sara Liss was tabled at the last meeting and the proper motion would be to remove it from the table.

A motion was made by Board Member Karp to remove the item from the table. The motion died for lack of a second.

3. **Town Commission Liaison Report**

Commission Liaison Mayor Danzinger provided his liaison report.

4. **Approval of Minutes**

4.A **November 14, 2023 Tourist Board Meeting Minutes** - Evelyn Herbello, Deputy Town Clerk

A motion was made by Board Member Gonzalez to approve the November 14, 2023 Tourist Board Meeting Minutes, seconded by Board Member Karp. The motion carried with a 4-0 vote.

[November 13, 2023 Tourist Board Meeting Minutes.pdf](#)

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

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

Tourism and Communications Director Trigueros provided the Resort Tax Collection and Vacancy Report. He provided an overview of the businesses and the ones expanding.

Chair Tourgeman stated that the Marriott has temporarily closed and are doing some repairs and wanted the Board to be aware.

Tourism and Communications Director Trigueros stated that will affect the collection.

Board Member Karp spoke regarding Josh's Deli and the pop up pizza restaurant and Tourism and Communications Director Trigueros went and spoke to them.

Chair Tourgeman asked what the name of the pop up pizza restaurant is.

Tourism and Communications Director Trigueros provided the name of the pop and stated it is world class.

Discussion took place among the Board members, staff and Town Attorney Pou regarding the new pop up pizza restaurant and is there any signage in order to promote. The Board asked Tourism and Communications Director Trigueros to check with Code Enforcement regarding possible signage for this pop up pizza restaurant.

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

6. **Discussion Items**

6.A **Music on the Beach 2024 Series** - Frank Trigueros, Tourism & Communications Director

TBD.

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

Allan Andai provided a presentation of the item and gave the specifics of the event.

Chair Tourgeman asked if this was chosen at the last meeting.

Mr. Andai stated what was chosen was the theme for Third Thursdays.

Board Member Gonzalez stated she recommends, Jazz, Latin Salsa Mambo Band, Flamenco, and Classic Rock Band.

Board Member Karp stated he recommends steel drums island vibe, Jazz ensemble, Latin Salsa Mambo Band, Flamenco, Classic Rock Band, Beach Band Covers "Jack Johnson Vibe" and Dueling Pianos.

Mr. Andai recommended Dueling Pianos.

Board Member Gonzalez would like to add that.

Board Member Singer suggests jazz ensemble, dueling piano, reggae, classic rock, steel drums and beach band.

A motion was made by Board Member Gonzalez to have as events for the Sundays performance, Jazz ensemble, steel drums, Latin salsa mambo band, classic rock, dueling pianos, beach band covers, seconded by Board Member Singer. The motion carried with a 4-0 vote.

[Attachment A - Music on the Beach 2024 Presentation](#)

6.B Plastic Fisherman Do the Dunes Competition - Frank Trigueros, Tourism & Communications Director

Item was deferred to the next meeting.

[Attachment A - Plastic Fisherman Do the Dunes Competition](#)

6.C Smaller Scale Food Trucks Event - Frank Trigueros, Tourism & Communications Director

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

Javier Valdemara provided a verbal update on the item and the location. He stated that they could fit 5 food trucks and 7 tent vendors. He stated it would take place every Thursday from 5:30 p.m. to 9:30 p.m.

Chair Tourgeman asked for how long it would take place.

Mr. Valderama stated through January.

Chair Tourgeman spoke regarding possible conflicts in January which is Third Thursday events.

Mr. Valderama stated it would not be impacting Third Thursdays and it would be an

added option.

Board Member Singer asked for the timeline and asked what time Third Thursdays.

Tourism and Communications Director Trigueros stated Third Thursdays is until 9 p.m.

Chair Tourgeman stated he does not want any interference with the Third Thursday's events.

Board Member Gonzalez was under the impression it was one event a month.

Mr. Valderama stated there were two options and explained they can do it biweekly if they choose to.

Chair Tourgeman asked if the Board would be amicable to do it instead of a Thursday another day of the week, maybe a Monday or Tuesday.

Mr. Valderama stated that Monday would not work because it is the start of the week and Tuesdays is the Haulover Food Truck event, Wednesday there are two, in Sunny Isles and the one by North Bay Village.

Further discussion took place among the Board Members and Mr. Valderama regarding the timing of the event as well as the day of the week for the event.

Chair Tourgeman suggested for this item to be brought back once they have more information and the availability of the lots.

Tourism and Communications Director Trigueros asked if the Board would like to obtain more information and the availability of the lots and then bring it back.

Mr. Valderama stated he has a proposal for one time event.

Board Member Gonzalez likes that idea.

Board Member Karp states that he would like to try one and see how it goes and if they get a good feedback they can then proceed.

Board Member Singer asked when that one-time event would take place.

Mr. Valderama stated it would be on 93rd Street and the name would be Surf Food Fest and it would be more of a food festival. He stated that event could take place on a Saturday night in February it would have food trucks and food tents. He stated it would come with a cost.

Chair Tourgeman stated that Saturday night would not work because of Shabbat and if you do a large food truck event, they will conflict with the existing local restaurant business.

Board Member Karp stated they could do the smaller one.

Chair Tourgeman spoke regarding being sensitive to the community.

Board Member Singer asked what the time would it be on Saturday. He stated that the Marriott would do movie night on Saturdays.

Mr. Valderama stated it would be from 6:00 p.m. to 9:00 p.m.

Board Member Singer stated they would have to look at the events that the Marriott is holding.

After a lengthy discussion among Mr. Valderama and the Board Members regarding the different options for this event, promotional suggestions, cost of the event, date, time and location, the following motion was made.

A motion was made by Board Member Karp to do one event on the first Thursday of the month on March 7, from 6:00 pm to 10:00 pm and approve an expenditure of \$16,000, seconded by Board Member Singer. The motion carried with a 4-0 vote.

Mr. Valderama stated that he will come back with a proposal for the smaller lot and availability for future events at a later meeting.

6.D Promotional Items Selection, Third Thursdays Series - Frank Trigueros,
Tourism & Communications Director

Tourism and Communications Director Trigueros provided an update on the item. He provided some promotional item ideas and would like to entertain what other types of promotional items the Board would like. He stated the Board can email him some ideas.

Chair Tourgeman suggested candles, and magnets.

Board Member Gonzalez suggested possibly some small lamps or flashlights.

Board Member Singer suggested water bottles, bags things for the beach.

Tourism and Communications Director Trigueros provided different items they have used in the past.

Town Attorney Pou suggested an inflatable beach ball.

Discussion took place among the Board Members and staff regarding different suggestions of promotional items.

Consensus was reached by the Board and they provided direction to Tourism and Communications Director Trigueros to move forward with obtaining some ideas.

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. Next Meeting

8.A Next Meeting Date: January 8, 2024 at 5:30 p.m. (January 1, 2024 is a Holiday)
- Evelyn Herbello, Deputy Town Clerk

Deputy Town Clerk Herbello advised the Board of the next meeting date of January 8, 2024 at 5:30 p.m.

Consensus was reached to have the meeting on January 8, 2024 at 5:30 p.m.

9. Board Member Comments

Board Member Karp spoke regarding the farmer's market and there are a lot of people attending.

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 6:43 p.m., seconded by Board Member Singer. The motion carried with a 4-0 vote.

Accepted this ____ day of _____, 2023.

Eli Tourgeman, Chair

Attest:

Sandra N. McCreedy, MPA, MMC
Town Clerk