



**Town of Surfside
Tourist Board
MINUTES
January 8, 2024
5:30 PM
Town Commission Chambers**

1. Call to Order/Roll Call

Vice Chair Ben Jacobson called the meeting to order at 5:33 p.m.

Consultant Clerk Herbello called the roll with the following members present:

Present: Vice Chair Ben Jacobson, Board Member David Karp and Board Member Ezequiel Singer.

Absent: Chair Eli Tourgeman and Board Member Diana Gonzalez.

Also present: Town Attorney Lillian Arango, Town Manager Hector Gomez and Commission Liaison Mayor Shlomo Danzinger.

2. Agenda and Order of Business

Tourism and Communications Director Trigueros stated that item 7B be deferred due to Mr. Rodrigo being unable to attend the meeting.

3. Town Commission Liaison Report

Mayor Danzinger provided the Commission Liaison Report.

4. Public Comments

Vice Chair Jacobson opened the floor to public comments.

There were no public speakers.

Vice Chair Jacobson closed the floor to public comments.

5. Approval of Minutes

5.A December 4, 2023 Tourist Board Meeting Minutes - Sandra N. McCreedy, Town Clerk

A motion was made by Board Member Karp to approve the December 4, 2023
Minutes
Tourist Board
Monday, January 8, 2024

Tourist Board Meeting Minutes, seconded by Board Member Singer. The motion carried with a 3-0 vote.

[December 4, 2023 Tourist Board Meeting Minutes.pdf](#)

6. Resort Tax Collection and Vacancies Report

6.A January Vacancies and Resort Tax Report - Frank Trigueros, Tourism and Communications Director

Tourism and Communications Director Trigueros provided the Resort Tax Report.

Vice Chair Jacobson asked regarding outstanding payments.

Tourism and Communications Director Trigueros addressed the comments made.

[Attachment A - January Vacancies and Resort Tax Report](#)

7. Discussion Items

7.A Classic Car Show 2024 - Chair Eli Tourgeman

Tourism and Communications Director Trigueros provided an overview of the item. He stated it was proposed for February 18th.

Alan Andai provided a presentation of the item.

Vice Chair Jacobson asked regarding the budget for this event.

Tourism and Communications Director Trigueros stated it is \$17,000.

Mr. Andai explained what that budget would include and that this year's event would expand beyond classic cars to include other types of vehicles like exotics.

Vice Chair Jacobson asked regarding the truck stations.

Mr. Andai explained what they had and prefers to keep the food inhouse and keep the partners they have been using.

Vice Chair Jacobson asked to keep full coverage for food. He asked if there is anything they can do to allow the children to enter the vehicles..

Mr. Andai stated that they are ultimately personal vehicles so the answer depends on the owners, but he will happily reach out to them to see if some of them are comfortable allowing kids in the cars.

Board Member Singer asked if there is anything they can do as far as increasing promotion of the event.

Tourism and Communications Director Trigueros addressed the comments made and they will be reaching out to the hotels adding that diversifying the event will create an opportunity to cross promote with different audiences and will make the

event more successful.

A motion was made by Board Member Karp to approve the event with an additional \$1,000 for food, seconded by Board Member Singer. The motion carried with a 3-0 vote.

[Surfside 2024 Car Show.pdf](#)

7.B Do the Dunes @plasticfisherman Event Pitch - Frank Trigueros, Tourism & Communications Director

A motion was made by Board Member Karp to defer the item to the next meeting, seconded by Board Member Singer. The motion carried with a 3-0 vote.

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

7.C ACT Productions - "The Mentalist" Show - Live Mind Magic - Frank Trigueros, Tourism and Communications Director

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

Noemi Lopez, ACT Productions provided an overview of the item and covered the cost estimate which is approximately \$46,000.

Vice Chair Jacobson asked when they envision for this event to take place.

ACT Productions stated it will be up to the Board and it can be done any day and time of the week. They also stated that the Mentalist has signed a contract with Ft. Lauderdale for a year so he will be here for at least a year. They suggested to have it during dusk to avoid the attendees being under the sun.

Board Member Singer spoke regarding the time of the event and what will work for this community. He asked if they could do a smaller station to reduce the price.

Ms. Lopez stated the biggest cost is the Mentalist' fee for performance and the sound system.

Vice Chair Jacobson asked if this is usual in cost for similar events.

Tourism and Communications Director Trigueros stated this would be one of the most expensive shows due to the talent involved, but stated it would have a large appeal to hotel guests. The Town could hold a certain amount of tickets for hotel guests and explained how they would handle this. He stated the tickets would be free and organized through Eventbrite.

ACT Production stated they could have some standing room area as well.

Vice Chair Jacobson stated the arts and crafts section is open.

Ms. Lopez explained how it would work with Event Brite and walk ins that would just be walking by.

Board Member Karp asked what would happen if it would rain.

ACT Production stated they would have to have a plan B for rain.

Discussion among the Board Members and staff took place regarding some specifics of the event and plan B if it would rain; what would take place postponing the event as well as scheduling of the other events and possible dates for the events as well as the cost.

Vice Chair Jacobson asked if they could scale down the budget.

ACT Production stated they will look at the budget and see what they can come up with that will be comfortable and asked what the maximum is they would like to spend.

Board Member Singer stated that this budget is double of what they spend and asked them to come back with a less amount for the event.

Vice Chair Jacobson stated they are tentatively looking at March 17, 2024, as the date.

Consensus was reached by the Board for ACT Productions to come back at the February meeting with an updated pitch and a lower cost for the event.

[Guy Mentalist 2024 - Special Event Presentation.pdf](#)

7.D ACT Productions - Saturday Block Parties - Vice Chair Ben Jacobson

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

Noemi Lopez, ACT Productions provided an overview of the item.

Tourism and Communications Director Trigueros spoke regarding possible dates and what will be feasible for them given the other previously approved events like Street Art Festival.

Board Member Singer asked if this is part of the budget.

Tourism and Communications Director Trigueros stated they did not budget for this series specifically, but they have funding available in the events budget. He also stated that each event would cost \$24,500 like Third Thursdays..

Board Member Karp likes the first Saturday and in March and April there are no conflicts.

Vice Chair Jacobson asked who is running the street festival event.

Tourism and Communications Director Trigueros stated ACT is the company running these events.

Further discussion took place among the Board Members and staff regarding

possible dates for the events for all four events.

Consensus was reached to hold four block parties February through May 2024.

art festival event on March 24, 2024, the second event on March 2, 2024; taste of surfside on March 14, 2024

Mr. Andai stated he is willing to connect the partners to see if they can make any changes to his events to assist ACT.

A motion was made by Board Member Singer to approve the block parties and Street Art Festival to March 24, 2024 and Taste of Surfside to May 2024, seconded by Board Member Karp. The motion carried with a 3-0 vote.

[ACT Productions Surfside Saturday Block Parties](#)

8. Board Member Comments

Board Member Karp asked who sponsored the Saturday Madness event.

Tourism and Communications Director Trigueros addressed the comments made and it was some individual vendors.

Board Member Karp stated that there were a lot attendees.

Tourism and Communications Director Trigueros there will be some other pop ups.

9. Next Meeting

9.A Next Meeting: February 5, 2024 at 5:30 p.m. - Sandra N. McCready, Town Clerk

Former Deputy Clerk Herbello provided the next meeting date of February 5, 2024.

Consensus was reached by the Board to hold the next meeting on February 5, 2024.

10. Adjournment

There being no further business to discuss before the Board, a motion was made by Board Member Karp to adjourn the meeting at 6:19 p.m., seconded by Board Member Singer.

The motion carried with a 3-0 vote.

Accepted this ____ day of _____, 2023.

Eli Tourgeman, Chair

Attest:

Sandra N. McCready, MPA, MMC
Town Clerk