



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

1. Call to Order/Roll Call

Chair Tourgeman called the meeting to order at 5:34 p.m.

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

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

Absent: Board Member Ezequiel Singer

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

Chair Tourgeman welcomed staff and the public that were present.

2. Agenda and Order of Business

3. Town Commission Liaison Report

Commission Liaison Mayor Danzinger provided his Commission Liaison Report.

4. Public Comments

Chair Tourgeman opened the floor to public comments.

There were no public speakers.

Chair Tourgeman closed the floor to public comments.

5. Approval of Minutes

5.A January 8, 2024 Tourist Board Meeting Minutes - Sandra N. McCreedy, Town Clerk

A motion was made by Vice Chair Jacobson to approve the January 8, 2024 Tourist Minutes
Tourist Board
Monday, February 5, 2024

Board Meeting Minutes, seconded by Board Member Karp. The motion carried with a 4-0 vote.

[January 8, 2024 Tourist Board Meeting Minutes](#)

6. Resort Tax Collection and Vacancies Report

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

Tourism and Communications Director Trigueros provided the February Vacancies and Resort Tax Report. He stated the report is from the same data from last month and he went over the months of August and September and how they performed in the previous years and 2021. He stated they saw a slight decrease in accommodations, and they are up in the food and beverage side. He stated it will be interesting to see if they could pick some of these up and to keep in mind the Marriott was offline due to renovations, but they are open again. He spoke regarding the businesses and some pop ups that have taken place in some of the current businesses. He went over some new businesses that opened up and some closures.

Chair Tourgeman asked regarding the collections.

Town Manager Gomez spoke regarding the Hamsa Hamsa contract which is the concession stand at the Community Center. He stated that this contract was terminated and there will be a current vacancy in the concession stand and the Town Commission will determine how to proceed. He gave an overview of the history with that vendor.

Chair Tourgeman confirmed it is not operating currently.

Town Manager Gomez stated it is not operating and they are within their 30 days to take their equipment.

Chair Tourgeman stated that history has dictated that the concession stand at the Community Center never worked out and it has not been a money-making business and spoke regarding possibly using tourist funds to assist/subsidizing and attracting a good tenant.

Town Manager Gomez stated that this is not the first business that has not been successful at the location and provided an explanation.

Discussion continued among the board members and staff regarding possible ways of getting that spot open and funded in order to be successful as well as possibly adding vending machines.

Chair Tourgeman asked if there is a list of the vacancies in the business district.

Tourism and Communications Director Trigueros stated it is part of the agenda packet.

Board Member Karp asked who the owner is of a specific building and if they own the

whole block or different buildings.

Tourism and Communications Director Trigueros stated he would have to obtain that information for him, but some are individual owners.

Chair Tourgeman responded to the question by Board Member Karp.

Discussion took place among the Board Members and staff regarding the requirements on opening up a business.

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

7. Discussion Items

7.A 2024 Third Thursdays Series - First Event Recap - Frank Trigueros, Tourism & Communications Director

Tourism and Communications Director Trigueros introduced the item.

Alan Andai provided a recap of the 2024 Third Thursdays Series and over 400-500 guests came out to participate.

Chair Tourgeman opened the floor to public comments.

There were no public speakers.

Chair Tourgeman closed the floor to public comments.

Chair Tourgeman asked if there was plenty of food.

Mr. Andai stated there was food.

Vice Chair Jacobson asked if they used all the funds.

Mr. Andai stated they did.

Chair Tourgeman asked if there was any way to have warmers to keep the food warm.

Mr. Andai stated they can look into that.

Vice Chair Jacobson suggested having someone cooking the pizza live.

Board Member Gonzalez asked regarding the extra funds and asked if it is usual that the employees divide the food amongst themselves and if there is enough food.

Chair Tourgeman stated he thinks that is fine as long as there is plenty of food and variety of menu for the guests. He suggested having a variety of food. He suggested having the dog adoption at the events as well and possible animals.

Mr. Andai spoke regarding the food and stated this event, depending on the weather,

you can have 500-1,000 people showing up but they do their best to provide enough food during the event. He said he will speak to his contacts and see what animals they can bring.

Vice Chair Jacobson suggested for the restaurants that attend have the name and address of their restaurant and the sign for kosher food. He spoke suggesting rolling this back to 5 pm.

Mr. Andai stated that they do have signs up but will try and make it bigger. He stated that there is a parking closure and every year they lose setup time. He stated they might be able to do a 5:30 p.m.

Tourism and Communications Director Trigueros stated that they worked out internally and moving forward the lot will be cleared the night before.

Further discussion among the Board members and staff took place regarding the time of the event and some residents complained regarding the event being too early.

[Attachment A - Third Thursday Classic Rock Photos](#)

7.B 2024 Music on the Beach Series - First Event Recap - Frank Trigueros, Tourism & Communications Director

Tourism and Communications Director Trigueros introduced the item.

Alan Andai provided a 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.

Mayor Danzinger stated it was a great event and well attended.

Discussion among the Board Members took place regarding the event.

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

7.C 2024 Surfstreet Saturdays - First Event Recap - Frank Trigueros, Tourism & Communications Director

Tourism and Communications Director Trigueros introduced the item.

Bruce Oros and Noemi Lopez, ACT Production, provided a recap of the event.

Chair Tourgeman spoke regarding the title of the event and he would like to see a more exciting title for the event.

Board member Gonzalez is fine with the title of the event.

Discussion took place among the Board Members and ACT Productions to come up with a better name and they will work with Tourism and Communications Director Trigueros on that.

Vice Chair Jacobson stated that he attended the event, and he did not see any red flags, but you they were missing an activation area when you walk in.

Mr. Oros, ACT Productions responded to the comments made and they will enhance the entrance experience.

Chair Tourgeman asked when their next event would be.

Mr. Oros stated it would be March 2nd.

Chair Tourgeman stated that the election is March 19 and after that election the new commission will be appointing new members.

Vice Chair Jacobson spoke regarding the barricades and who are the owners.

Tourism and Communications Director Trigueros stated it belongs to the Parks and Recreation Department and they will coordinate to make sure they have them on both sides for the children.

Ms. Lopez, ACT Productions spoke regarding having more ideas moving forward.

Chair Tourgeman opened the floor to public comments.

The following individual from the public spoke:
Michelle Arambula was very disappointed with the event on Saturday.

Chair Tourgeman closed the floor to public comments.

Chair Tourgeman thanked the public speaker for her comments and responded to her comments.

7.D The Mentalist, 'Master of the Mind' Show – ACT Productions - Frank Trigueros, Tourism & Communications Director

Tourism and Communications Director Trigueros introduced the item.

Bruce Oros and Noemi Lopez, ACT Productions, provided an overview and update of the event and the budget for this event. They stated they have a sponsorship with the Grand Beach to hold the event there and all they would have to pay is for food and beverage and they will be allowed to bring a Kosher vendor into the building. The Grand Beach would like to know how many seats could be allocated to their hotel guests that way they could get the venue for free and they will help with the PR of the event.

Vice Chair Jacobson was not aware that the Grand Beach had a room that will hold 300 people. He asked if they were wanting to hold both events inside.

Ms. Lopez stated that they would only be using one and remove the outdoor one.

Mr. Oros stated that the only thing they are looking at is the children factor and having the children sit 45 minutes, so this is catered for older children.

Chair Tourgeman opened the floor to public comments.

There were no public speakers.

Chair Tourgeman closed the floor to public comments.

Board Member Gonzalez thought this would be something different and suggested this being a special show and how would it be advertised for it to be successful.

Board Member Karp likes everything planned but has concerns due to the cap of people and there could be backlash.

Vice Chair Jacobson stated that if you are paying that amount of money it needs to be available to more people.

Chair Tourgeman agrees. He stated the event is a great event but still cannot digest to use tourist tax dollars for one hour. He likes the event not the price.

Mr. Oros stated you cannot look at it just as a show and there could be pictures taken and autographs. He stated it could be pre and post. He stated this is an event that they have to register for.

Further discussion among the Board Members and ACT Productions took place regarding the event and the cost of the event and possibly the hotels hosting this type of event and selling tickets.

Vice Chair Jacobson suggested coming up with an amount we can provide and have them go out and obtain sponsorship to cover the difference.

Chair Tourgeman provided examples.

Vice Chair Jacobson stated that the event is for March 8.

Chair Tourgeman proposed \$22,000.

Vice Chair Jacobson feels comfortable with that amount.

A motion was made by Vice Chair Jacobson to approve the event for an amount of \$22,000 for March 17, 2024 starting at 7:00 p.m. at the Grand Beach, seconded by Board Member Gonzalez. The motion carried with a 4-0 vote.

[Attachment A - Guy Magician Special Event Presentation](#)

7.E Do the Dunes Competition - Plastic Fisherman Event - Frank Trigueros,
Tourism & Communications Director

Tourism and Communications Director Trigueros introduced the item. He also stated that Public Works Department has an employee that cleans up the dunes.

Rodrigo Butori, Plastic Fisherman, provided a presentation and recap of the project as well as the upcoming projects.

Chair Tourgeman opened the floor to public comments.

There were no public speakers.

Chair Tourgeman closed the floor to public comments.

Chair Tourgeman asked how widespread is this event.

Mr. Butori stated it is global and this event is different from cleanup day and explained what the project is.

Chair Tourgeman asked Town Manager Gomez if he sees a value to this event.

Town Manager Gomez stated that he would not like the event before June 24 because it would not be in good taste. He explained that June 24th was a very somber day for the Town and suggested having the event another date. He stated there is a value in this if done correctly but he does not know much about this vendor, and you will require several permits for this event. He asked if they could vet this more through him. He stated that the vendor must file for permits with the State.

Chair Tourgeman thanked the Town Manager for his observation on the date provided.

Board Member Gonzalez asked if the Town does this work, then why hire this vendor.

Chair Tourgeman stated it is a great exposure, but they would need Mr. Butori to work in conjunction with the Town Manager.

Mr. Butori stated this is an education awareness program.

Further discussion took place among the Board Members and staff regarding this awareness program, the specifics of the program, possible dates for the event, making sure all permits are obtained and tying it into the dune resiliency.

A motion was made by Board Member Gonzalez to approve the program in the amount of \$11,400 and being contingent to all permits being obtained and a date will be forthcoming, seconded by Vice Chair Jacobson. The motion carried with a 4-0 vote.

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

7.F Branded Surfside Turtle Sculptures - Hector Gomez, Town Manager

Town Manager Gomez provided an overview of the item. He spoke regarding possibly having a few turtles in stock without having to give away the current turtles. He explained that they will be giving the City of Hialeah, as a Sister City, a turtle and they will be giving us a Flamingo.

Tourism and Communications Director Trigueros provided a cost estimate of what the cost for the turtles would be.

Chair Tourgeman opened the floor to public comments.

There were no public speakers.

Chair Tourgeman closed the floor to public comments.

Town Manager Gomez stated that they are looking at adding more turtles to the Town.

Chair Tourgeman stated that he would like to see a turtle at the corner of 95th Street and Harding Avenue. He suggests using one of the turtles in that area.

A motion was made by Board Member Karp to approve a total of \$8,400 for the purchase of four (4) turtles to have in stock to include placing one on 95th Street and Harding Avenue, one in the business district, one to the City of Hialeah and one in stock, seconded by Vice Chair Jacobson. The motion carried with a 4-0 vote.

[Attachment A - Turtle Mold](#)

8. Next Meeting

8.A Next Meeting: March 4, 2024 at 5:30 p.m. - Sandra N. McCready, Town Clerk

Former Deputy Town Clerk Herbello advised the Board of the next meeting on March 4, 2024 at 5:30 p.m.

Consensus was reached by the Board Members to hold the next meeting on March 4, 2024.

8.B) Board Member Comments

Chair Tourgeman would like to see an update on the Surfside signage on the entry of Byron Avenue and Collins Avenue.

Town Manager Gomez asked Tourism and Communications Director Trigueros for an update.

Tourism and Communications Director Trigueros stated that he is working with the Public Works Department to see if they could move it and they stated they can relocate it and they will now reengage the vendor.

Town Manager Gomez stated that he will provide a timeline for this item.

Tourism and Communications Director Trigueros stated he will circle back with the vendor.

Chair Tourgeman stated this has been going on for months and that is why he is asking.

Town Manager Gomez agrees, and it will be his priority.

Board Member Karp thanked Cindy Reyes for the clear bags.

Chair Tourgeman stated that he did not see the art festival on the agenda and Bay Harbour does not have the Tourist Tax dollars we have, and they did a pretty large art festival. He asked where they are at with the art festival in Surfside.

Tourism and Communications Director Trigueros stated they already approved it with ACT Productions.

Town Manager Gomez asked Tourism and Communications Director Trigueros to have ACT Productions come back and give an update at the next meeting.

Vice Chair Jacobson requested for the Board Members to receive a calendar of the events upcoming.

Chair Tourgeman asked regarding obtaining possible sponsors in order to have a well-defined art festival.

Tourism and Communications Director Trigueros stated it was approved for March 24th.

Chair Tourgeman asked if they have vendors for the events.

Tourism and Communications Director Trigueros stated that ACT is working on this but he does not have the details yet.

Vice Chair Jacobson asked if any other buildings have done the ADA Accessible mats.

Town Manager Gomez stated that they have not had any other buildings interested and the funding for that project is the issue. He stated that they will put an item on the March agenda for funding.

Chair Tourgeman stated that they once had Canada Week and they used to have sponsors and explained what that event entailed.

9. Adjournment

There being no further business to discuss before the Board, a motion was made by Vice Chair Jacobson to adjourn the meeting at 7:43 p.m., seconded by Board Member Gonzalez. The motion carried with a 4-0 vote.

Accepted this ____ day of _____, 2024.

Eli Tourgeman, Chair

Attest:

Sandra N. McCready, MPA, MMC
Town Clerk