



**Town of Surfside
Tourist Board
MINUTES
March 4, 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 of the Board present.

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

Also Present: Town Manager Hector Gomez, Town Attorney Roger Pou, Commission Liaison Mayor Shlomo Danzinger, and Tourism and Communications Director Frank Trigueros.

Chair Tourgeman acknowledged staff, our Town Attorney and Mayor Danzinger.

2. Agenda and Order of Business

A motion was made by Vice Chair Jacobson to have a walk on item to be the new item 7M (Allocate Emergency Funds for Events) to allocate \$22,000 to approve the authorization for emergency funds in coordination with Tourism and Communications Director Trigueros for events, seconded by Board Member Singer. The motion carried with a 5-0 vote.

3. Town Commission Liaison Report

Commission Liaison Mayor Danzinger provided his Commission Liaison Report.

Chair Tourgeman spoke regarding the legality of this Board and how this Board would function after the election. He read Section 70-124 of the code. He spoke regarding reappointment after the election and explained how it would work.

Board Member Karp asked if the Board Members will be notified of the next meeting. Chair

Tourgeman stated the Town Clerk will notify the Board Members and stated it is not

an instant thing that takes place. He stated this Board will continue to serve until such time.

Chair Tourgeman spoke regarding an event this past Saturday and it was an incredible one.

4. Public Comments

Chair Tourgeman opened the floor to public comments.

The following individuals from the public spoke:

Michelle Arambula spoke regarding item 7B (ACT Productions: Jazz Night Block Party Recap) and she stated that last month's event was not up to par and this month's event was an improvement but the events in the past were much better.

Marianne Meischeid stated the event was not good and they ran out of water and there was a long line for food.

Chair Tourgeman closed the floor to public comments.

Chair Tourgeman responded to the comments made by Ms. Arambula and his personal opinion the event was 9 out of 10. He stated to Ms. Meischeid that there was enough water. He responded to her saying that there were a lot of people and that is the goal.

Although she did not recognize them it is because that is their goal to put Surfside on the map.

Vice Chair Jacobson responded to the comments made by Ms. Arambula and asked her the two events which are similar and wanted her thoughts between the two.

Ms. Arambula responded and there were more activities and more to do at the Third Thursday event.

Board Member Singer stated the goal of this Board is to bring tourists here.

Board Member Gonzalez stated that the jazz dancers were students from a dance school, and she stated they need to attract tourists and not a dance school.

The Board Members addressed the comments made by the public speakers.

5. Approval of Minutes

5A February 5, 2024 Tourist Board Meeting Minutes - Sandra N. McCready, MMC, MPA, Town Clerk

A motion was made by Vice Chair Jacobson to approve the February 5, 2024 Tourist Board Meeting Minutes, seconded by Board Member Gonzalez. The motion carried with a 5-0 vote.

6. Resort Tax Collection and Vacancies Report

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

7. Discussion Items

A motion was made by Board Member Gonzalez to move items 7I (Six Month Update: Farmer's Market New Location) and 7J (Surf Food Fest: Food Truck Event March 7) to be heard before item 7E (2024 Tourist Board Block Parties Check In Data, T-Shirt Update), seconded by Board Member Singer. The motion carried with a 5-0 vote.

7A Kosher Food at Events - Vice Chair Ben Jacobson

Vice Chair Jacobson provided a summary of the item. He spoke regarding the last event and the request was that it would be inclusive not only Kosher food. He wanted to thank the entire Board for making sure there is Kosher food in all the events regardless of the comments on Next Door requesting to remove Kosher food from events.

Board Member Gonzalez agrees and this Board has always pushed for inclusion and Kosher food.

Chair Tourgeman stated they will be having a food truck event where they will have all types of different foods.

Board Member Karp spoke regarding the Kosher event and complimented that event.

7B ACT Productions: Jazz Night Block Party Recap - Tourism & Communications Director Frank Trigueros

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

Noemi Lopez and Bruce Orosz, ACT Productions, provided an overview of the event.

Chair Tourgeman stated he likes that they take feedback it and put the suggestions into action, and they want every single event to be a success. He thanked them.

Board Member Gonzalez stated that the way the public sees the event might be different from how they see it. She suggested for them to go to another event to get ideas and provided examples.

Vice Chair Jacobson summed up some parts and spoke regarding the water comment and that they do not have to have designer water, they just need enough water. He addressed the issue with the food lines and that is not acceptable. He spoke regarding the different things at the events and some of the issues encountered and possible solutions to them.

Chair Tourgeman asked regarding the funding for food.

Mr. Orosz addressed the comments and additional funding for food would be a great enhancement.

Chair Tourgeman asked how much was the funding.

Tourism and Communications Director Trigueros stated it was \$24,500 and they gave Third Thursdays an additional \$1,500 for food.

Board Member Gonzalez stated for them to look for additional vendors and would suggest them to improve and do better with their budget.

Chair Tourgeman stated for them to move forward with the budget given and see what they could come up with.

7.C ACT Productions: Upcoming March 24 Street Art Festival - Tourism & Communications Director Frank Trigueros

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

Noemi Lopez and Bruce Orosz, ACT Productions, provided an overview of the event.

Board Member Gonzalez suggested for them to listen to the recommendations and asked for residents to participate.

Board Member Karp encouraged for them to reach out to the Community Center since they have an art class.

[Street Art Festival March 24](#)

7.D ACT Productions Update: The Mentalist - Tourism & Communications Director Frank Trigueros

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

Noemi Lopez and Bruce Orosz, ACT Productions, provided an overview of the event. They stated they are looking at possibly coming up with additional vendors but due to the hotel's regulations, some are not allowed due to the layout they have due to the available space. This makes it very limited on who their sponsors could be. She requested more funding for this specific event due to the policy of the hotel. She suggested changing the date due to the holiday rates given by the vendors. The ideal number would be \$30,000 for the event.

Chair Tourgeman stated his concern is would they be able to pull this off in 2 weeks because if they cannot they have to let them know.

Ms. Lopez stated that performer Guy Bavli would showcase and promote on his channels. She said her concern is going over the capacity of 300.

Chair Tourgeman asked if they can add additional funding. He suggested an increase of \$5,000.

Town Attorney Pou stated this item is noticed and they can allocate additional funds during this item.

Board Member Gonzalez suggested an additional \$3,000.

Chair Tourgeman stated this event is completely different from what they have done in the past.

A motion was made by Vice Chair Jacobson to authorize the allocation an additional \$5,000 from Tourist Funds, seconded by Board Member Karp. The motion carried with a 4-1 vote with Board Member Gonzalez voted in opposition.

[The Mentalist - ACT Productions](#)

7.E 2024 Tourist Board Block Parties Check In Data, T-Shirt Update - Tourism & Communications Director Frank Trigueros

Tourism and Communications Director Frank Trigueros provided an update on the item, the numbers of attendance and where they came from. He also provided the number of T-shirts that have been sold. They will email the check-in data presentation to the Board Members given a technical problem.

Discussion among the Board Members took place regarding having an update at the next meeting.

7.F 2024 Historical Walking Tours - Tourism & Communications Director Frank Trigueros

Tourism and Communications Director Frank Trigueros provided an update on the item and the issues encountered finding dates. He stated they can confirm March 17 which is the day they approved the Mentalist, but this is a small event and the other date is April 7.

Chair Tourgeman recommends approving April 7 because they cannot mix and match.

Consensus was reached by the Board to hold the event on April 7.

7.G Business District Storefront Initiative - Board Member David Karp

Tourism and Communications Director Frank Trigueros and Board Member Karp provided an overview of the item which involved storefront displays.

Board Member Karp stated it is an idea for people to get to know the area.

Chair Tourgeman stated some years ago they partnered with Bay Harbour Elementary

and they did an art show and explained how it took place.

Board Member Gonzalez requested more clarity and currently they have a lot of events.

Tourism and Communications Director Trigueros stated he can get more information and work to come up with something and bring it back.

7H Beachside Events Recap: Third Thursdays & Music on the Beach - Tourism & Communications Director Frank Trigueros

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

Alan Andai provided an overview of the event.

Discussion among the Board Members took place regarding the recap of the event as well as allocating additional funds for food.

A motion was made by Board Member Karp to approve an additional \$1,000 for the February Third Thursdays event, seconded by Vice Chair Jacobson. The motion carried with a 5-0 vote.

7I Six Month Update: Farmer's Market New Location - Tourist Board Chair Eli Tourgeman

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

Javier Valmana provided an overview of the upcoming Food Truck Event with a and a presentation of the event.

Chair Tourgeman is looking forward to this event.

Board Member Karp asked if he could have an electronic survey. Mr. Valmana stated he will do that.

Discussion took place regarding the private property on Harding Avenue to possibly use it for future event as well as the different vendors that will be attending.

7J SURF FOOD FEST: Food Truck Event March 7 - Tourist Board Chair Eli Tourgeman

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

Javier Valmana provided an overview of the Food Truck Event and a presentation of the event.

Chair Tourgeman is looking forward to this event.

Board Member Karp asked if he could have an electronic survey. Mr. Valmana stated he will do that.

Discussion took place regarding the private property on Harding Avenue to possibly use it for future event as well as the different vendors that will be attending.

[Food Truck Proposal Surf Food Fest](#)

7.K Monument Sign Update - Tourist Board Chair Eli Tourgeman

Tourism and Communications Director Frank Trigueros provided an update on the item. He stated it should be ready by late April or May and they will advise all the Board Members.

Chair Tourgeman asked regarding the Surfside letters.

Tourism and Communications Director Trigueros stated it is currently on hold and there is a larger dune resiliency project going on and that does require Commission approval. He stated that the additional turtle sculptures have been ordered for the business district.

[Approved Monument Sign](#)

7.L Board Member Comment

Chair Tourgeman expressed his sincere thanks to the Liaison of this Board, Mayor Danzinger, for his support of this Board which has been very welcoming and viable. He stated it has been his privilege to leading this Board for the last 2 years and thanked all the Board Members for their commitment and dedication of service. This Board has done more events for residents and tourists than others have done.

Board Member Gonzalez stated it was a pleasure serving this Board and her goal has always been to make things better and coming with the comments given to her by residents. She thanked the Town Clerks and Jose Feliz.

Board Member Karp thanked Mayor Danzinger and the other Board Members and the hard work staff does to get this together.

Vice Chair Jacobson thanked all the members of the Board and staff and believes they made a difference.

Board Member Singer thanked all the members of the Board and staff and is happy with the work they have done.

7.M Allocate Emergency Funds for Events

Vice Chair Jacobson introduced the item to allow emergency funds.

A motion was made by Vice Chair Jacobson to allocate and additional \$20,000 for events with an approval by a board member, seconded by Board Member Singer. The motion carried with a 5-0 vote.

8. Next Meeting

Former Deputy Clerk Herbello advised the Board Members of the next meeting on April 1, 2024 at 5:30 p.m.

Consensus was reached to hold the next meeting on April 1, 2024.

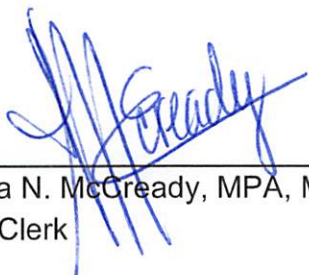
9. Adjournment

There being no further business to discuss before the Board, a motion was made by Board Member Gonzalez to adjourn the meeting at 7:47 p.m., seconded by Vice Chair Jacobson. The motion carried with a 5-0 vote.

Accepted this 6th day of may, 2024.


Chair

Attest:


Sandra N. McCready, MPA, MMC
Town Clerk