



## **Town of Surfside**

### **SPECIAL DOWNTOWN VISION ADVISORY COMMITTEE AGENDA**

**December 15, 2020 – 6:00 p.m.**

#### **Opening Items:**

- 1. Call to Order/Roll Call**
- 2. Agenda and Order of Business**
- 3. Approval of Minutes – December 1, 2020**
- 4. Resort Tax Collection & Vacancies Report**
- 5. Tourist Board Update**
- 6. Parkin Vouchers and Incentives**
- 7. Downtown District Survey**
- 8. Revisiting: Harding Avenue Sidewalks, Art in Public Places**
- 9. Future Meeting Date – March 18, 2021**
- 10. Public Comment – (3-minute limit)**
- 11. Adjournment**

THIS MEETING IS OPEN TO THE PUBLIC. IN ACCORDANCE WITH THE AMERICANS WITH DISABILITIES ACT OF 1990, ALL PERSONS THAT ARE DISABLED; WHO NEED SPECIAL ACCOMMODATIONS TO PARTICIPATE IN THIS MEETING BECAUSE OF THAT DISABILITY SHOULD CONTACT THE OFFICE OF THE TOWN CLERK AT 305-861-4863 EXT. 226 NO LATER THAN FOUR DAYS PRIOR TO SUCH PROCEEDING.

AGENDA ITEMS MAY BE VIEWED AT THE OFFICE OF THE TOWN CLERK, TOWN OF SURFSIDE TOWN HALL, 9293 HARDING AVENUE. ANYONE WISHING TO OBTAIN A COPY OF ANY AGENDA ITEM SHOULD CONTACT THE TOWN CLERK AT 305-861-4863. A COMPLETE AGENDA PACKET IS ALSO AVAILABLE ON THE TOWN WEBSITE AT [www.townofsursidefl.gov](http://www.townofsursidefl.gov).

TWO OR MORE MEMBERS OF TOWN COMMISSION OR OTHER TOWN BOARDS MAY ATTEND AND PARTICIPATE AT THIS MEETING.

THESE MEETINGS MAY BE CONDUCTED BY MEANS OF OR IN CONJUNCTION WITH COMMUNICATIONS MEDIA TECHNOLOGY, SPECIFICALLY, A TELEPHONE CONFERENCE CALL. THE LOCATION 9293 HARDING AVENUE, SURFSIDE, FL 33154, WHICH IS OPEN TO THE PUBLIC, SHALL SERVE AS AN ACCESS POINT FOR SUCH COMMUNICATION.



**Town of Surfside**

**SPECIAL DOWNTOWN VISION ADVISORY COMMITTEE  
MINUTES**

**December 1, 2020 – 6:00 p.m.**

**Opening Items:**

**1. Call to Order/Roll Call**

The meeting was called to order by Deputy Town Clerk Herbello at 6:06 p.m.

The following Members introduced themselves:

Chair Marianne Meishcheid (arrived at 6:27 pm)  
Vice Chair Zoya Pashenko  
Committee Member Elliott Kula  
Committee Member Meghan Rote

Absent: Committee Member Celida Cuenca  
Clara Diaz-Leal, Tourist Board Liaison  
Commissioner Charles Kesl, Commission Liaison

Also, present: Frank Trigueros, Tourism Manager  
Evelyn Herbello, Deputy Town Clerk  
Andrew Hyatt, Town Manager

**2. Agenda and Order of Business**

**3. Approval of Minutes – November 19, 2020**

A motion was made by Committee Member Rote to approve the November 19, 2020 minutes as amended, seconded by Vice Chair Pashenko. The motion carried with a 3-0 vote with Chair Meischeid and Committee Member Cuenca absent.

**4. 2021 Regular Downtown Vision Advisory Committee Meeting Dates**

Deputy Town Clerk Herbello provided the 2021 dates for the regular Downtown Vision Advisory Committee meetings.

A motion was made by Committee Member Rote to approve the 2021 Downtown Vision Advisory Committee Meeting dates, seconded by Vice Chair Pashenko. The motion carried with a 3-0 vote with Chair Meischeid and Committee Member Cuenca absent.

## **5. Resort Tax Collection**

Tourism Manager Trigueros provided an update.

Vice Chair Pashenko asked if there has been any increase in the hotels.

Tourism Manager Trigueros stated that they have seen an increase and they have reported a pick up.

## **6. Tourist Board Update**

Tourism Manager Trigueros provided an update and stated giving the businesses a platform on the website in order to assist the businesses and they have developed a local update for each business to have an area to give an update on their business and special offers. The Town is monitoring COVID and they are coming up with a plan to see what needs to be focused on and providing the right messaging.

Tourism Manager Trigueros commented on different businesses which received itineraries and travel series that will be airing in March.

Committee Member Kula asked if pop ups could be added to the survey to see if the code would allow those types of businesses.

Tourism Manager Trigueros addressed the comments from Committee Member Kula regarding the pop ups and looking at it with the attorneys to see if any changes have to be done to the code. Also including a pop-up question on the survey.

## **7. Small Business Assistance Grant Program**

Tourism Manager Trigueros provided an update of the program and addressed questions and comments made by the Committee members.

## **8. Downtown Survey**

Tourism Manager Trigueros provided an update and provided a few questions to be placed on the survey.

Discussion took place among the Board Members regarding the survey and what incentives the public would have to go to the stores.

Rachel Pinzur spoke regarding supporting local businesses and has discussed ideas for the survey and spoke regarding the kayak launch that is going out soon and would not like to put out too many surveys in order to have more participation. She stated that many like handouts.

Further discussion took place regarding options for the survey and handouts and rules in place of competitive businesses.

The following individual from the public spoke on the item:

Jeff Rose

George Kousoulas

## **9. PINZUR PR Zoom**

Chair Meischeid introduced the item.

Rachel Pinzur gave an update and their recommendation would be putting together a presentation and record it so that businesses that aren't able to attend can also enjoy the session. She spoke regarding digital marketing.

## **10. Art in Public Places**

Tourism Manager Trigueros provided an update and possibly having more public art and what the steps are to revisit that discussion and discussed the challenges.

Committee Member Kula discussed regarding some ideas to be done on some of the walls and free-standing pieces.

Committee Member Rote asked regarding which body would have the authority to approve the items.

Tourism Manager Trigueros addressed the comments made by Committee Member Rote.

Committee Member Kula asked regarding art in different areas.

Chair Meischeid spoke regarding enhancing the sidewalks on Harding Avenue.

Tourism Manager Trigueros discussed looking at the City of Hollywood's materials and the styles of the sidewalks and colors.

Chair Meischeid stated that her recollection was to obtain pricing on refurbishing sidewalks between 96<sup>th</sup> and 94<sup>th</sup> on Harding Avenue.

Tourism Manager Trigueros will look into if they obtained pricing information and will advise the Board and will do some research.

Vice Chair Pashenko would like to see the pricing and options.

Further discussion took place among the Board Members regarding the sidewalk refurbishment and the different options available and the Board recommendations.

The following individual from the public spoke on the item:  
George Kousoulas

### **11. New Agenda Items from Committee Members**

Town Clerk McCready provided to the Committee members an overview of the procedure for agenda items on future agenda and their timeline.

### **12. Public Comment – (3-minute limit)**

There were no speakers during public comment.

### **13. Adjournment**

A motion was made by Committee Member Kula to adjourn the meeting 7:17 p.m. The motion received a second Vice Chair Pashenko. The motion carried with a 4-0 vote with Committee Member Cuenca absent.

Respectfully submitted:

Accepted this \_\_\_\_\_ day of \_\_\_\_\_, 2021.

\_\_\_\_\_  
Marianne Meishcheid, Chair

Attest:

\_\_\_\_\_  
Evelyn Herbello  
Deputy Town Clerk