



**Town of Surfside**  
**TOURIST BOARD MEETING**  
**AGENDA**

**October 5, 2020– 5:30 p.m.**

**Opening Items:**

- 1. Call to Order/Roll Call**
- 2. Agenda and Order of Business**
- 3. Approval of Meeting Minutes: September 14, 2020**
- 4. Resort Tax Update**
- 5. FY 2020/2021 Budget**
- 6. Support Local Update**
- 7. Sweet Portfolio Media Recap**

**Discussion Items:**

- 1. Next Meeting: Monday, November 9, 2020 at 5:30 p.m.**
- 2. Public Comment – 3-minute time limit each, please**
- 3. 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.townofsurfsidefl.gov](http://www.townofsurfsidefl.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**  
**TOURIST BOARD MEETING**  
**MINUTES**

**September 14, 2020– 5:30 p.m.**

**Opening Items:**

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

The meeting was called to order Deputy Town Clerk Herbello at 5:37 p.m.

Present: Chair Lisa Herman  
 Vice Chair Eli Tourgeman  
 Board Member Clara Diaz-Leal  
 Board Member Robert Lisman  
 Board Member Ian Marovath

Absent: Vice Mayor Tina Paul

Also present: Haydee Sera, Town Attorney  
 Evelyn Herbello, Deputy Town Clerk  
 Frank Trigueros, Interim Tourism Director

**2. Agenda and Order of Business**

**3. Approval of Meeting Minutes: August 3, 2020**

A motion was made by Vice Chair Tourgeman to approve the August 3, 2020 Tourist Board Meeting Minutes, seconded by Board Member Diaz-Leal. All voted in favor

**4. Town of Surfside Small Business Assistance Grant Program – Tourism Director Frank Trigueros**

Tourism Director Frank Trigueros gave an update and presentation on the Small Business Assistance Grant Program through the CARES Act and the Town is requesting \$60,000 towards this grant program.

Assistant Town Attorney Sera advised the Board Members of the CARES Act and the funding the County has agreed to share with other municipalities. This grant agreement is different from the one that has been discussed in the Commission meeting. This grant is designed for a-specific projects and applications must be sent to the County for approval.

Board Member Lisman asked how the applicant's COVID-19 sales losses would be measured.

Tourism Director Frank Trigueros addressed the question asked by Board Member Lisman and stated that the Finance Department would review key metrics including revenue.

Board Member Diaz-Leal stated that there are two other programs that will be available which is RISE Program and will provide the information once it is available to the Board Members through the RISE Program and it's the same money as the CARES Act. She also stated that there is another program that the businesses can get up to \$10,000 back which has to do with purchasing supplies including PPE.

**5. Visit Surfside Support Local Launch & Next Phase – Tourism Director Frank Trigueros**

Tourism Director Frank Trigueros gave an update and a presentation on the Support Local Launch which was launched recently.

Board Member Diaz-Leal commended the work being done.

Chair Herman asked if giveaways have been tied to social media content in order to encourage community engagement.

Tourism Director Frank Trigueros stated that he could look into that and have some giveaways as an incentive.

Board Member Mavorah stated that it is a good way of having the business owners be more involved. He asked if there is a way to link these businesses to yelp reviews.

Tourism Director Frank Trigueros addressed the comments made by Board Member Mavorah and stated he will check to see if they have the capability to do so.

Board Member Lisman asked where they are promoting this offer.

Tourism Director Frank Trigueros addressed the comments made by Board Member Lisman and stated that they are promoting it on social media, channel 663 and email blasts.

Board Member Lisman stated to look at other social media platforms like Next Door.

Tourism Director Frank Trigueros stated that he will check with Rachel Pinzur to see if they can add it to Next Door.

Chair Herman asked to also consider using YouTube.

Tourism Director Frank Trigueros stated that they will definitely look into other social media platforms.

Board Member Diaz-Leal asked what the next phase will look like with the hotels and possibly getting traction.

Tourism Director Frank Trigueros addressed the comments made by Board Member Diaz-Leal and stated that the hotels have information on their website and have it well explained as well as them launching that very soon. He stated that they will have it up in the next 10 days. He also stated that they would like to expand the site by adding more links.

**6. Media and Public Relations – Tourism Director Frank Trigueros and Public Information Officer Rachel Pinzur**

Tourism Director Frank Trigueros stated that he was hoping that Rachel Pinzur would be available. Her contract was to be discussed at the last Commission Meeting but it has not occurred. He stated that this item should be brought back once the Commission has approved her contract. He added that he is working with the Greater Miami CVB on a local media visit in partnership with VISIT FLORIDA and @sweetportfolio. She would be in Town that week for a staycation showcasing local partners at no cost to the Town.

Tourism Director Frank Trigueros stated that once Rachel Pinzur is on board, additional media content will be worked on as well as producing more videos.

Chair Herman asked if Pinzur works for the entire Town.

Tourism Director Frank Trigueros stated that she currently works as the Town's Public Information Officer, and had previously done PR for Visit Surfside two years ago.

**Discussion Items:**

**1. Industry Updates**

Tourism Director Frank Trigueros spoke regarding the industry as a whole and provided an update of what is taking place with the hotels and the impact they have experienced with COVID. He stated that the hotels are having late bookings but it is looking better for the fall. He stated that some restaurants are still struggling even with indoor dining available. He stated that travel numbers

are increasing at Miami International Airport with several airlines resuming operations.

Board Member Mavorah stated that the cruise industry is submitting their proposals to the government and CDC and they are cautiously optimistic that they will be back by the end of the year and the CDC data will dictate when cruising can start again.

Discussion among the Board Members regarding developing something with the hotels to promote more staycations and popups.

Vice Chair Tourgeman suggested an activity that is important for Surfside as a tourist town if the Board could come up with an educational program that will educate the public on environmental program because he is concerned with the trash left on the beaches. He suggested having a program that can be provided to the businesses and hotels in conjunction with the hotels.

Tourism Director Frank Trigueros addressed the comment made by Vice Chair Tourgeman and stated that they could put some signage, a campaign video to promote no littering.

Board Member Diaz-Leal asked if they could tie into that the turtles and taking care of the turtles, which can teach people how to live in a coastal town by protecting the sea life.

Discussion took place among the Board Members on putting together a brochure stating the no littering, environmental importance and safety for the sea life.

Tourism Director Frank Trigueros stated that he will get together with Rachel Pinzur and bring it back to the Board.

Vice Chair Tourgeman discussed the regulation on the beach with beach chairs. He also asked regarding the Tourist Tax dollars collected compared to last year.

Tourism Director Frank Trigueros stated that there were some payments from recent months from the restaurant but they have about \$2.4 million dollars collected and all of last year they collected \$3.8 million and they might be off about \$1 million but they have to wait for the report and he will provide it at the next meeting.

Board Member Diaz-Leal asked when they talk about events what events are they talking about and what type of events could they do.

Tourism Director Frank Trigueros stated that events are a challenge. He stated that he would like to speak with others that had successful events during COVID and see what the businesses will get the most out of.

Vice Chair Tourgeman stated that during COVID events invites crowds.

Tourism Director Frank Trigueros stated it is a different mindset so they would like to see what type of events could be done that would be safe and successful.

**2. Next Meeting: Monday, October 5, 2020 at 5:30 p.m.**

Tourism Director Trigueros advised the Board of their next meeting taking place on October 5, 2020 at 5:30 p.m. Consensus was reached by the Board to have the meeting on that date and time.

**3. Public Comment – 3-minute time limit each, please**

No one from the public signed up to speak.

**4. Adjournment**

There being no further business to discuss before the Tourist Board, Board Member Diaz-Leal made a motion to adjourn the meeting at 6:25 p.m., seconded by Board Member Mavorah. All voted in favor.

Respectfully submitted:

Accepted this \_\_\_\_\_ day of \_\_\_\_\_, 2020

\_\_\_\_\_  
Lisa Herman, Chair

Attest:

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Evelyn Herbelo  
Deputy Town Clerk