



Town of Surfside

TOURIST BOARD MEETING AGENDA

9293 Harding Avenue, Surfside, FL 33154

August 2, 2021– 5:30 p.m.

Opening Items:

- 1. Call to Order/Roll Call**
- 2. Agenda and Order of Business**
- 3. Approval of Meeting Minutes: May 3, 2021**
- 4. Resort Tax Collection**
- 5. #SurfsideStrong T-Shirts**
- 6. Miami Spice**
- 7. Farmer's Market Summer Enhancements**
- 8. Town Monument Signs, Holiday Lighting**
- 9. Public Relations Update**
- 10. Instagrammable Spots in Surfside**
- 11. Discussion Items:**
 - A. Additional Turtle Walk Sculpture**
 - B. SURFSIDE Letters Display**
 - C. Next Meeting: Monday, September 13, 2021 at 5:30 p.m.**
- 12. Public Comment – 3-minute time limit each, please**
- 13. 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.

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

May 3, 2021– 5:30 p.m.

Opening Items:

1. Call to Order/Roll Call

The meeting was called to order by Chair Herman at 5:30 p.m.

Present: Chair Lisa Herman
Vice Chair Eli Tourgeman
Board Member Ian Mavorah

Absent: Board Member Robert Lisman
Board Member Clara Diaz-Leal

Also present: Vice Mayor Tina Paul
Roger Pou, Town Attorney
Andrew Hyatt, Town Manager
Evelyn Herbello, Deputy Town Clerk
Malarie Dauginikas, Community Services & Public
Communications Director
Frank Trigueros, Tourism Manager

2. Agenda and Order of Business

3. Approval of Meeting Minutes: April 5, 2021

A motion was made by Vice Chair Tourgeman to approve the April 5, 2021 Tourist Board Meeting Minutes, seconded by Board Member Mavorah. The motion carried with a 3-0 vote with Board Member Lisman and Board Member Diaz-Leal absent.

4. Resort Tax Collection

Tourism Manager Trigueros gave an update on the Resort Tax Collection comparing collections for January and February year over year. He commented on the strengthening numbers noting F&B collection was actually up one percent.

Vice Chair Tourgeman stated that it is very encouraging that the resort tax for tourism is going up and that is a considerable improvement.

Before proceeding onto the budget, Chair Herman mentioned the Turtle Walk campaign idea that was approved at the previous meeting noting that given the considerable expense to the Town, she would prefer to make a motion to table it for the time being.

Vice Chair Tourgeman stated that he would like to motion to reconsider given that he voted no at the last meeting believing it is unnecessary to bring in outside contractors for this initiative.

Tourism Manager Trigueros stated that he had concerns at the last meeting on the feasibility of the proposal and ultimate return on investment to the Town given the significant cost involved. He mentioned that due to those concerns, the initiative is not being presented as part of the staff recommended budget for the next fiscal year. He informed the Board that they were still able to proceed with their vote and approval should they want to, but that they would need to advocate for the project before the Town Commission at a future Budget Workshop given that it was not staff recommended.

Rachel Pinzur spoke to state that her original Passport Campaign idea involving the hotels would prove valuable and engaging and require very little spending from the Town to execute.

Town Attorney Pou stated that a motion to reconsider must be made by a member of the Board who was present at the meeting.

A motion was made by Chair Herman to reconsider the Aethyr Agency proposal approved at the last meeting, Vice Chair Tourgeman seconded the motion. The motion carried with a 3-0 vote with Board Member Lisman and Board Member Diaz-Leal absent.

5. Proposed FY 2021/22 Marketing & Events Budget

Tourism Manager Trigueros walked the Board through the proposed budget which had an accompanying MEMO describing each line item.

Vice Chair Tourgeman commented on the importance of ensuring that the funds are used properly per the Resort Tax Charter.

Tourism Manager Trigueros responded assuring them that initiatives such as the local resident events series are also open to Surfside hotel guest with proof of stay.

Board Member Mavorah asked if there are any new activities. Staff responded noting some new event ideas and initiatives that are included in the budget.

Further discussion took place regarding the events budget and promotional activities.

Chair Herman asked when the Third Thursday events would be returning.

Staff addressed the question by Chair Herman noting the series usually takes place January through March, but that it may be possible to return to events starting this fall with some of the Historical Walking Tours.

Discussion continued on promotional activities and the budget.

Board Member Mavorah asked about regarding the line item for photography and video as well as the website, which was the highest number.

Communications Director Dauginikas spoke about the platform research that is currently underway to renew both the Town website and the visitor site noting the Town Commission's vision to merge both into one platform, or having them interact more seamlessly.

Discussion took place regarding the website and its platform and options available.

Vice Chair Tourgeman asked that they need to be separated because there are different interests in venue and that will reroute them to the new tourism website.

Malarie stated that they would ultimately be two different sites, but they may share a platform.

Further discussion took place regarding budget and possible options.

Vice Mayor Paul spoke regarding the budget commending Frank and staff on successfully explaining each item in a transparent manner noting that the proposal looked good on her end.

A motion was made by Board Member Mavorah to approve the budget, seconded by Chair Herman. The motion carried with a 3-0 vote with Board Member Diaz-Leal and Board Member Lisman absent.

6. GMCVB Canada Virtual Sales Mission

Tourism Manager Trigueros gave a presentation on the item noting the Board had approved a line item for a virtual trade show as part of the Marketing Recovery Plan a few months prior. Canada is a huge market for South Florida, and with GMCVB organizing appointments and logistics, this presents an excellent opportunity for the destination at a low cost.

A motion was made by Board Member Mavorah to approve the item, seconded by Chair Herman. The motion carried with a 3-0 vote with Board Member Diaz-Leal and Board Member Lisman absent.

7. Town's 86th Anniversary Activation

Tourism Manager Trigueros gave a presentation on the item which involves an activation using oversized Surfside letters to display around Town encouraging photos, and promoting the Town's history as well as special offers from business partners.

Chair Herman spoke regarding the large letters being too horizontal for Instagram.

Tourism Manager Trigueros addressed the comments made by Chair Herman noting the letters were not originally intended for Instagram and that despite their large size, they would still be engaging.

Board Member Mavorah asked if they are letters that are stackable. Staff mentioned that they are not since they are fixed on metal rails.

Vice Mayor Paul asked if they will be doing a brochure with information on the Town's history.

Frank addressed the comments made by Vice Mayor Paul noting a brochure may not be possible given the short time frame, but they would find a way to integrate that information.

Board Member Mavorah stated that they might be able to do something with the 86th theme with different business partners.

Tourism Manager Trigueros stated that staff could brainstorm ways to activate the '86' component which refers to changing a particular habit or behavior, in the Town's case for this initiative, in favor of a more sustainable alternative

A motion was made by Board Member Mavorah to approve the item, seconded by Chair Herman. The motion carried with a 3-0 vote with Board Member Diaz-Leal and Board Member Lisman absent.

8. Welcome Bag for New Residents

Tourism Manager Trigueros gave an update on the item and the specifics.

9. Public Relations Update

Rachel Pinzur gave a public relations update and PowerPoint presentation.

10. Discussion Items:

A. Next Meeting: Monday, June 7, 2021 at 5:30 p.m.

Consensus was reached to hold the next meeting on June 7, 2021.

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

There were no public comments.

12. Adjournment

There being no further business to discuss before the Tourist Board, Vice Chair Tourgeman made a motion to adjourn the meeting at 6:40 p.m., seconded by board Member Mavorah. The motion carried with a 3-0 vote with Board Member Lisman and Board Member Diaz-Leal absent.

Respectfully submitted:

Accepted this _____ day of _____, 2021.

Lisa Herman, Chair

Attest:

Evelyn Herbello
Deputy Town Clerk



TOURIST BOARD MEETING AUGUST 2, 2021

New Businesses Coming Soon:

- 9486 Harding Ave. - PB&B! (Juices)
- 9509 Harding Ave. – Sushi restaurant
- 9491 Harding Ave. - Neya Restaurant (Thai)
- 9471 Harding Ave. - Kosherland expansion
- 9463 Harding Ave. - Fialkoff's Express (Pizza)
- 9564 [Harding Ave.](#) (Real Estate office)

***New* Openings**

- 9504 Harding Ave. – Surfside Barbershop No. 2
(*Carousel Barbershop rebrand*)

***Re-covered**

- 9555 Harding Ave.

Additional Vacancies

- 9588 Harding Ave.
- 9599 Harding Ave.
- 9531 Harding Ave.
- 9501 Harding Ave.
- 262 96th Street
- 9441 Harding Ave.
- [9453 Harding Ave.](#)

Chart 1

RESORT TAX REPORT			
April (2019 comparison given closures in 2020)			
COLLECTIONS			
2021	2019	% change YOY	
2% FOOD/BEVERAGE			
\$ 107,384	\$ 96,853	10.8%	
4% ROOM/BOARD TAX			
\$ 367,600	\$ 300,392	22.3%	

Chart 2

RESORT TAX REPORT			
February			
COLLECTIONS			
2020	2021	% change YOY	
2% FOOD/BEVERAGE			
\$ 104,332	\$ 94,172	-9.7%	
4% ROOM/BOARD TAX			
\$ 398,981	\$ 354,397	-11.1%	
RESORT TAX REPORT - HIGH SEASON 20/21			
(Dec. - March)			
COLLECTIONS			
2019/20	2020/21	% change YOY	
2% FOOD/BEVERAGE			
\$ 403,819	\$ 405,402	0.4%	
4% ROOM/BOARD TAX			
\$ 1,319,314	\$ 1,406,706	6.6%	

TOURIST BOARD SPENDING REPORT: MARKETING RECOVERY PROGRAM APPROVED IN MARCH

Initiative	Allocated	Spent	Remaining
Educational Materials	\$ 3,000.00	\$219.00 - Turtle pamphlet printing	\$ 2,781.00
Sustainable Welcome / Event Items	\$ 6,000.00	\$3,817.00 - Bags, face masks, sunscreen, turtle plushy.	\$ 2,183.00
Instagrammable Spot	\$ 8,000.00	0	\$ 8,000.00
Turtle Walk Sculptures	\$ 4,000.00	0	\$ 4,000.00
Video & Photography	\$ 8,000.00	\$1,500.00 (3 shoots @\$500)	\$ 6,500.00
Community Contests	\$ 2,500.00	0	\$ 2,500.00
Surfside Live Webcam	\$ 3,000.00	0	\$ 3,000.00
Farmer's Market Summer Enhancements	\$ 3,000.00	To be awarded in June 2021	\$ -
Newsletter / E-blast Redesign	\$ 5,000.00	0	\$ 5,000.00
GMCVB Advertising	\$ 2,000.00	0	\$ 2,000.00
Virtual Tradeshow	\$ 1,500.00	\$750.00 - Virtual Canada Sales Mission	\$ 750.00

The Surfside Farmers Market



After



Before





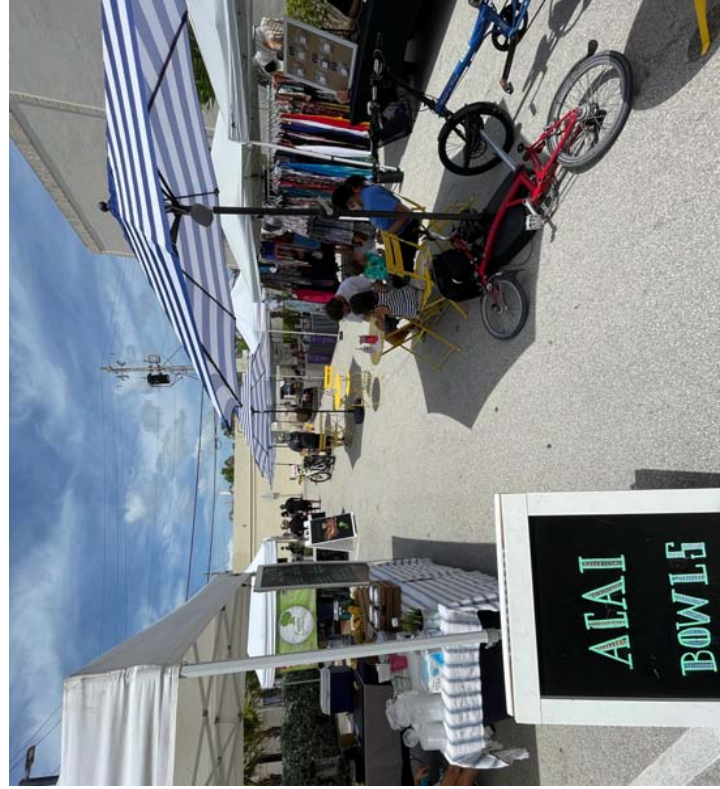


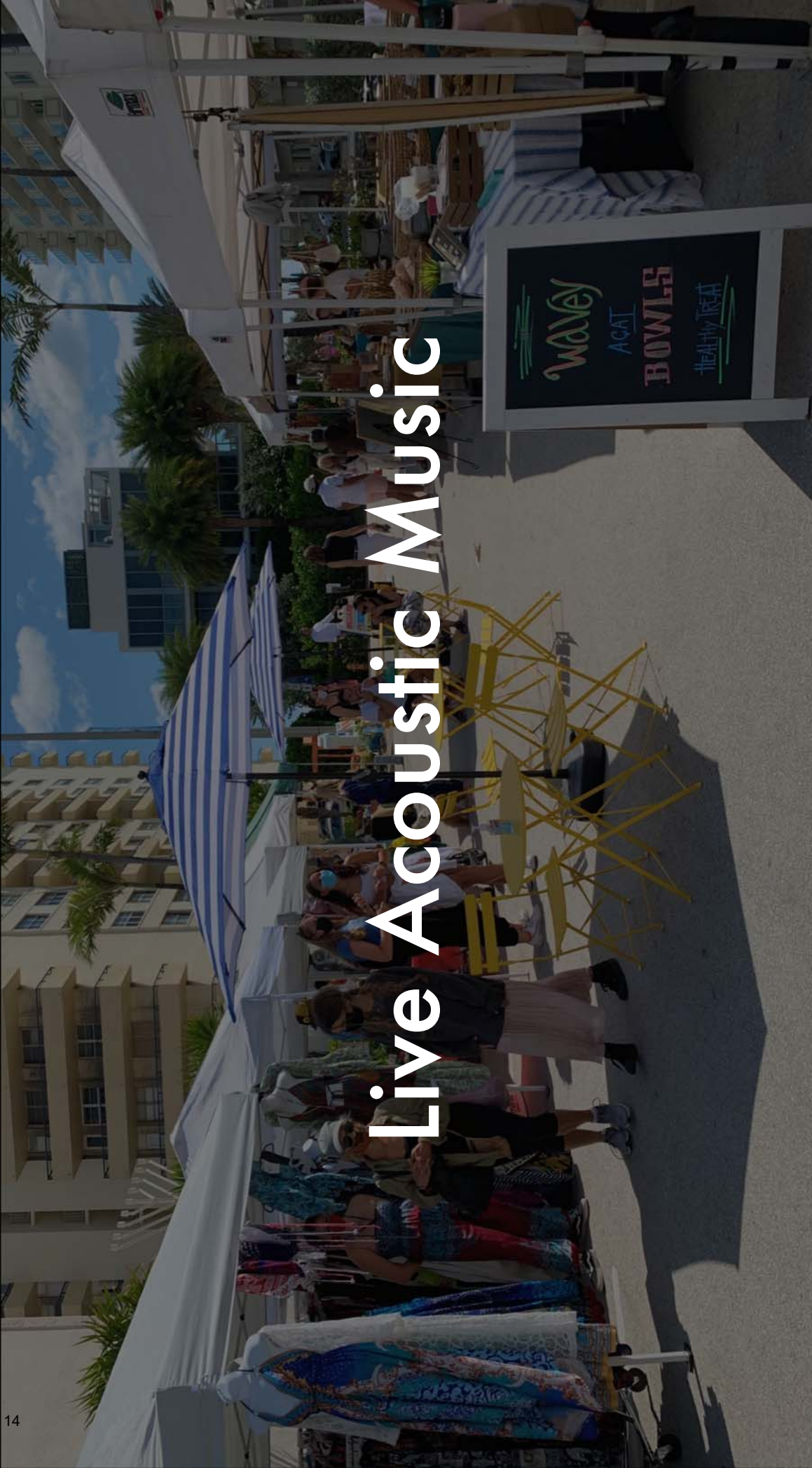
Portable Mist Fan



Signage Along Beach Path

Bicycle Parking Rack





Live Acoustic Music

Monument Signs

Supplemental Holiday Lighting

Item 8

Existing Option. Miami Christmas Lights.



Ribbon Design

Cost: \$15,000 for 4 signs.
\$3,750.00 each.



New Options. Christmasdesigners (A)



RENTAL

- 1 7'9" x 8'10" LED Sea Turtle and Bubbles Sign Enhancer
Installation and Removal

\$ 3,200.00
\$ 560.00
\$ 3,760.00

PURCHASE

- 1 7'9" x 8'10" LED Sea Turtle and Bubbles Sign Enhancer
Installation and Removal
Storage, Insurance and Handling

\$ 5,600.00
\$ 560.00
\$ 395.00
\$ 6,555.00



New Options. Christmasdesigners (B)

Rental

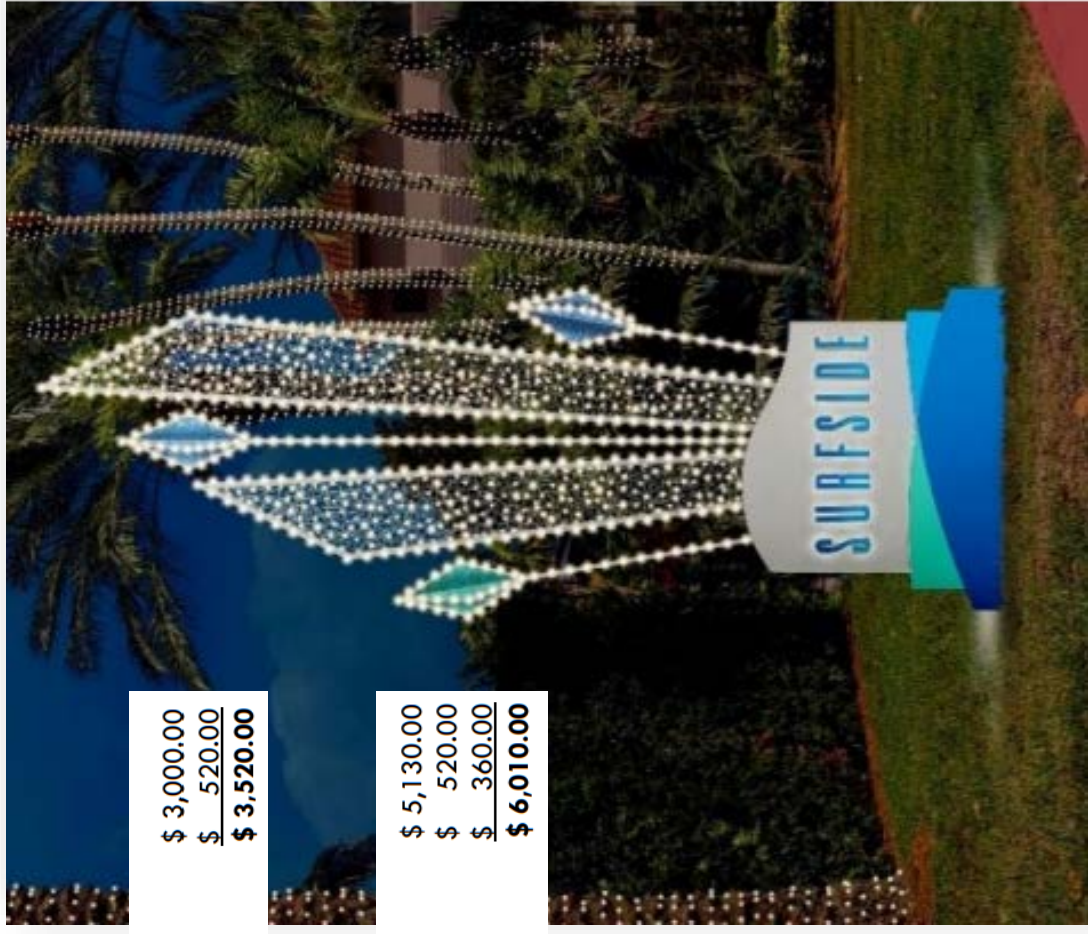
- 1 6' x 16'3" LED Modern Art Sign Enhancer
Installation and Removal

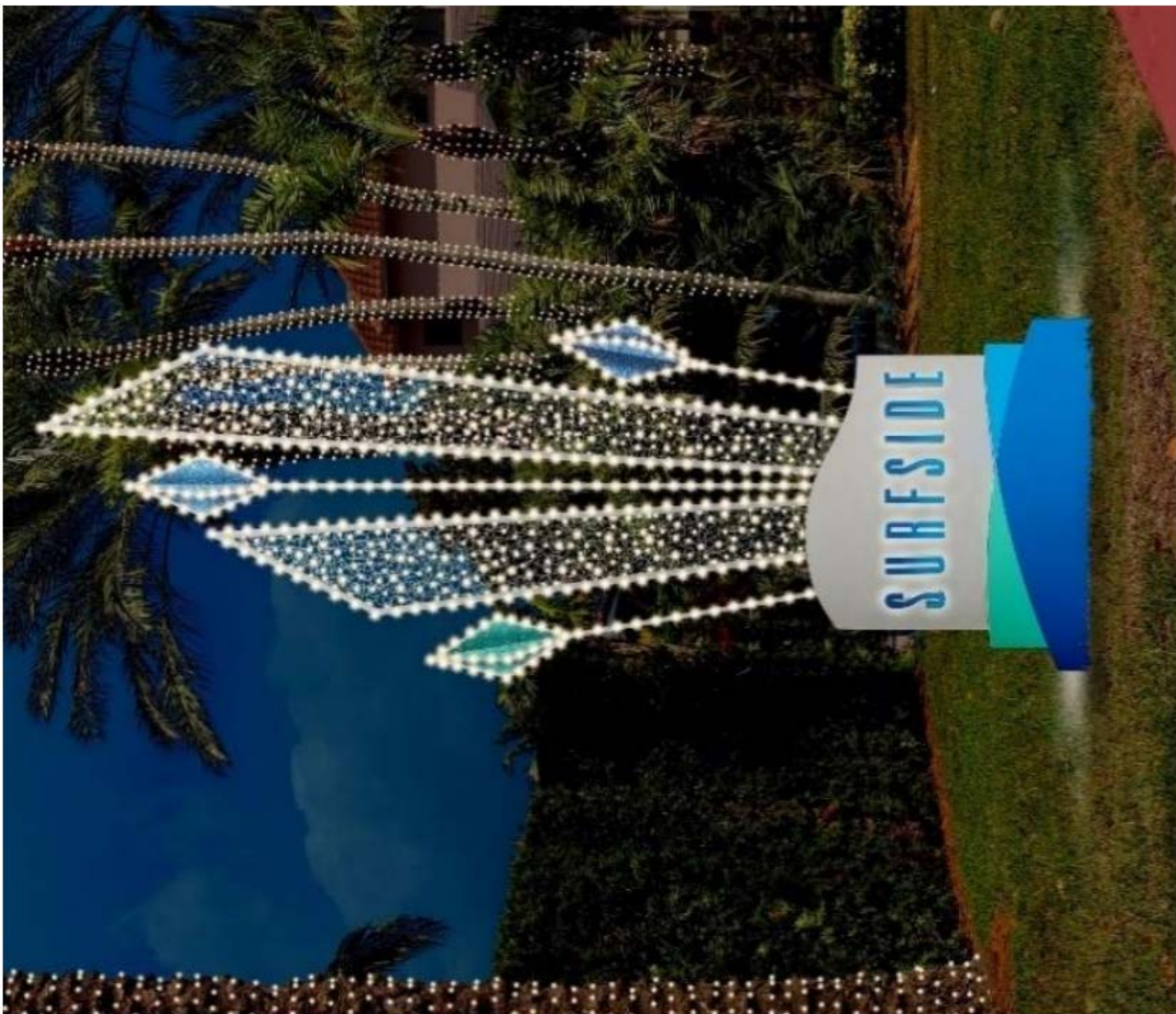
\$ 3,000.00
\$ 520.00
\$ 3,520.00

Purchase

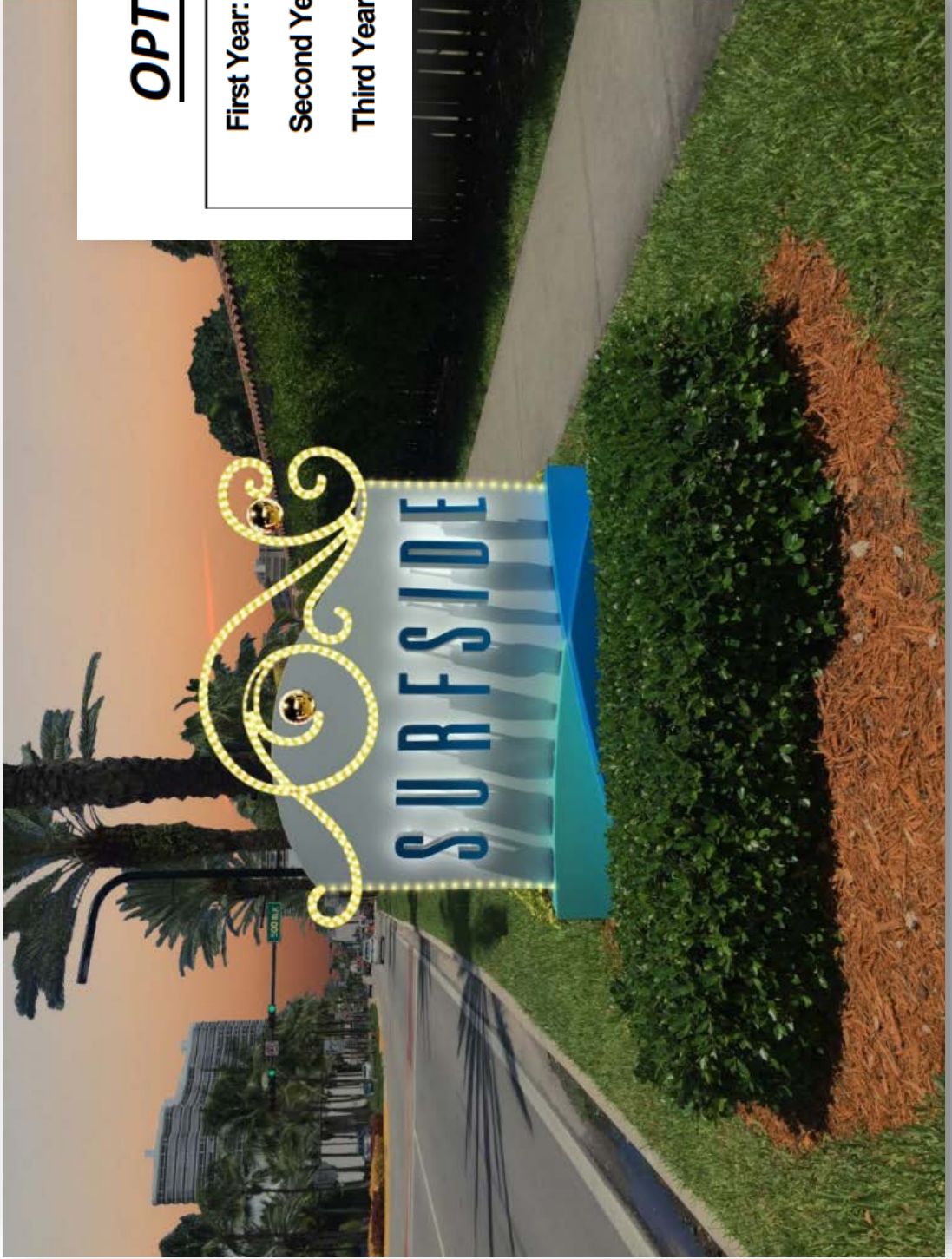
- 1 6' x 16'3" LED Modern Art Sign Enhancer
Installation and Removal
Storage, Insurance and Handling

\$ 5,130.00
\$ 520.00
\$ 360.00
\$ 6,010.00





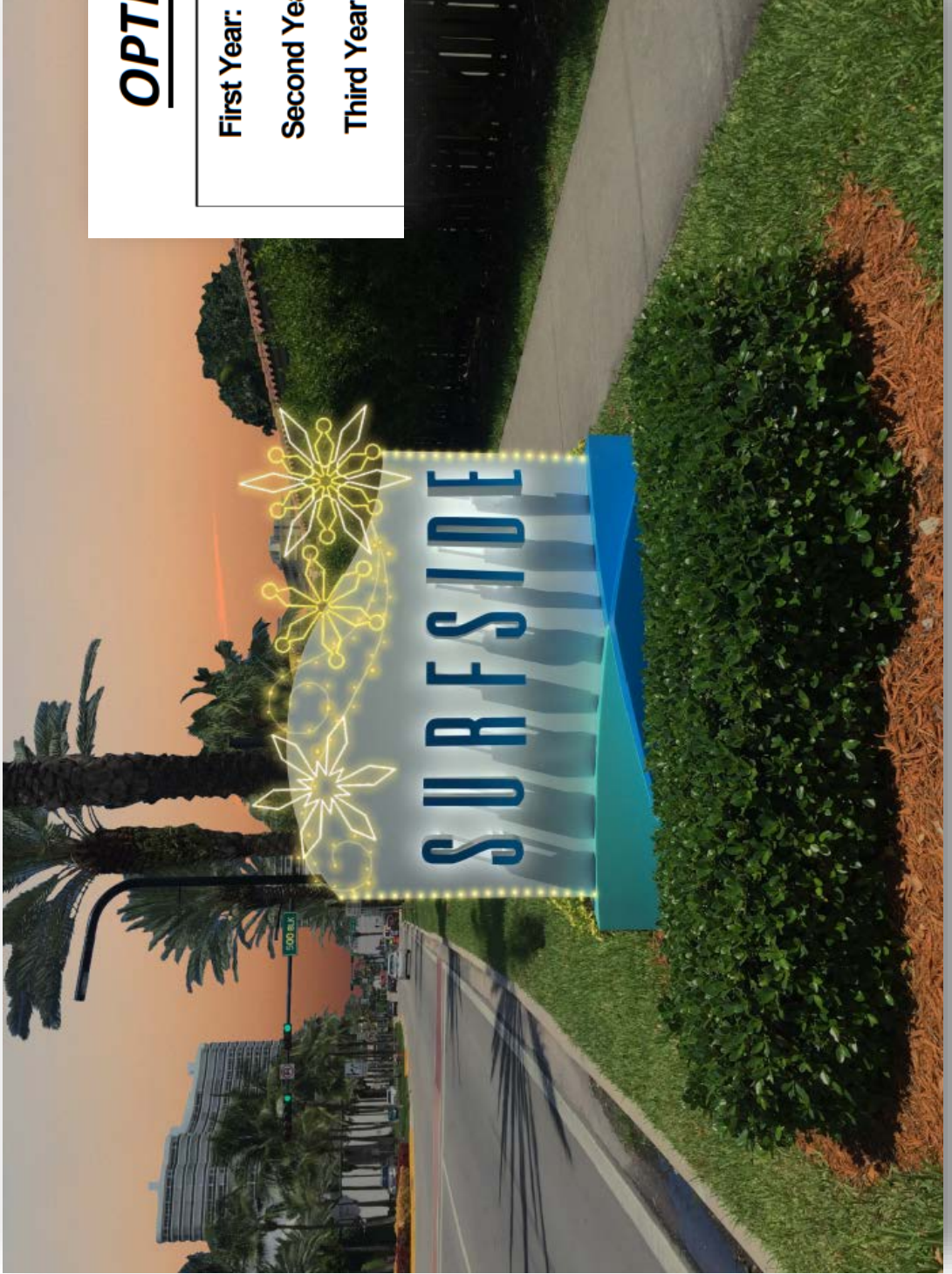
New Options. The Christmas Palace (A)



OPTION A

First Year:	\$13,850.00
Second Year:	\$12,850.00
Third Year:	\$11,850.00

New Options. The Christmas Palace (B)



OPTION B

First Year: \$12,500.00

Second Year: \$11,500.00

Third Year: \$10,500.00



RENTAL & PURCHASE 2021

TOWN OF SURFSIDE

Monument Sign Décor



We have proposed two (2) options for the Town of Surfside Monument Décor. An LED Sea Turtle and Bubbles Display, pictured on the left or an LED Modern Art Display, pictured on the right. These designs can be mixed and matched, or we can install the same design throughout the city.

RENTAL

1	7'9" x 8'10" LED Sea Turtle and Bubbles Sign Enhancer Installation and Removal	\$ 3,200.00 <u>\$ 560.00</u> \$ 3,760.00
1	6' x 16'3" LED Modern Art Sign Enhancer Installation and Removal	\$ 3,000.00 <u>\$ 520.00</u> \$ 3,520.00

The material contained herein is the property of Christmas Designers.
 Reproduction, copying, or use without prior consent is strictly prohibited.
 JC/SK 06.04.2021

PURCHASE

1	7'9" x 8'10" LED Sea Turtle and Bubbles Sign Enhancer	\$ 5,600.00
	Installation and Removal	\$ 560.00
	Storage, Insurance and Handling	<u>\$ 395.00</u>
		\$ 6,555.00
1	6' x 16'3" LED Modern Art Sign Enhancer	\$ 5,130.00
	Installation and Removal	\$ 520.00
	Storage, Insurance and Handling	<u>\$ 360.00</u>
		\$ 6,010.00

The material contained herein is the property of Christmas Designers.
 Reproduction, copying, or use without prior consent is strictly prohibited.
 JC/SK 06.04.2021



9870 NW 77th Ave.
Hialeah Garden, FL 33016
(305) 558-5352

800 NE 13th St.
Ft. Lauderdale, FL 33304
(954) 763-1403

CITY OF SURFSIDE
9293 HARDING AVE.
SURFSIDE, FL 33154
FTRIGUEROS@TOWNOFSURFSIDEFL.GOV
305-586-8427

OPTION A



AREA A: Monument Signs (4)

1. 4 Signs - 15' Commercial C7 white wire LED lights with 6" spacing.
- Install / Take down 15' of C7 LED lights on the border of the monument signs.
2. 4 PCS - Isabella 180 LED Display (6' x 2')
- Install / Take Down Isabella 180 sign display from the monument sign.
3. 4 PCS - Custom Frames for monument signs.

OPTION B



AREA A: Monument Signs (4)

1. 4 Signs - 15' Commercial C7 white wire LED lights with 6" spacing.
- Install / Take down 15' of C7 LED lights on the boarder of the monument signs.
2. 4 PCS - Snowflake Fantasy LED display (6' x 2.5')
- Install / Take Down Snowflake Fantasy sign display from the monument sign.
3. 4 PCS - Custom Frames for monument signs.

OPTION A

First Year: \$13,850.00

Second Year: \$12,850.00

Third Year: \$11,850.00

Date: _____/_____/_____
Name: _____/_____/_____
Sign: _____

OPTION B

First Year: \$12,500.00

Second Year: \$11,500.00

Third Year: \$10,500.00

Date: _____/_____/_____
Name: _____/_____/_____
Sign: _____

- *All exterior landscaping lights / displays installed will be LED Technology (UL certified)
- *Job includes installation, take down and repairs.
- *Any lighting outages will be addressed within 24 hours of reporting the outage.
- *Functioning electrical receptacles are necessary for each area to be lit.
- *It is the customer's responsibility to reset GFI circuit breakers if needed.



Thank you for the opportunity to bid on your exterior Holiday Decor Project!

The Christmas Palace is an American based company with two offices and stores in South Florida. We have been family owned and operated since 1992 and have become one of the most reputable companies in the commercial holiday decorating industry. We offer turn-key services including: renderings, production, installation, removal and storage for the next holiday season. Our wide-ranging services are available for shopping malls, main streets, hotels, office buildings, mixed use and all types of corporate environments. Our talented design team works year-round, researching the most cutting edge technology and trends in commercial holiday decor and lighting.

You should expect to be impressed by our customer service and should always feel like you can pick up the phone to talk to us. We strive to give our customers 100% satisfaction and make your property warm and welcoming for your employees and guests.

If you would like to discuss this project and have any questions or concerns, please feel free to reach out to me directly at any time. I will be standing by with my team ready to assist you and complete a walk through with anyone interested. Thank you for your consideration and we hope to have the opportunity to astonish you with exceptional service!

Yours Sincerely and Respectfully,
The Christmas Palace - Commercial Designs Division
Brandon James Knips - Owner (954) 673-9569
brandonk@thechristmaspalace.com



(17) Ships Norwegian Cruise Line

Annual Clients

References

Aventura Mall

Bayside Market Place

South East Centers

Hardcok

Jungle Island

Las Olas

Instagrammable Surfside

CONCEPTS





Living Wall PROPOSAL

Vertical Garden / Living Wall

A vertical garden or living wall is a striking idea that can enhance any indoor or outdoor space. These beautiful structures contain multiple species of plants or flowers depending on the design. Creating an 'IG spot' that is literally comprised of green, living organisms would perfectly represent Surfside's positioning as a sustainable, environmentally-conscious destination.

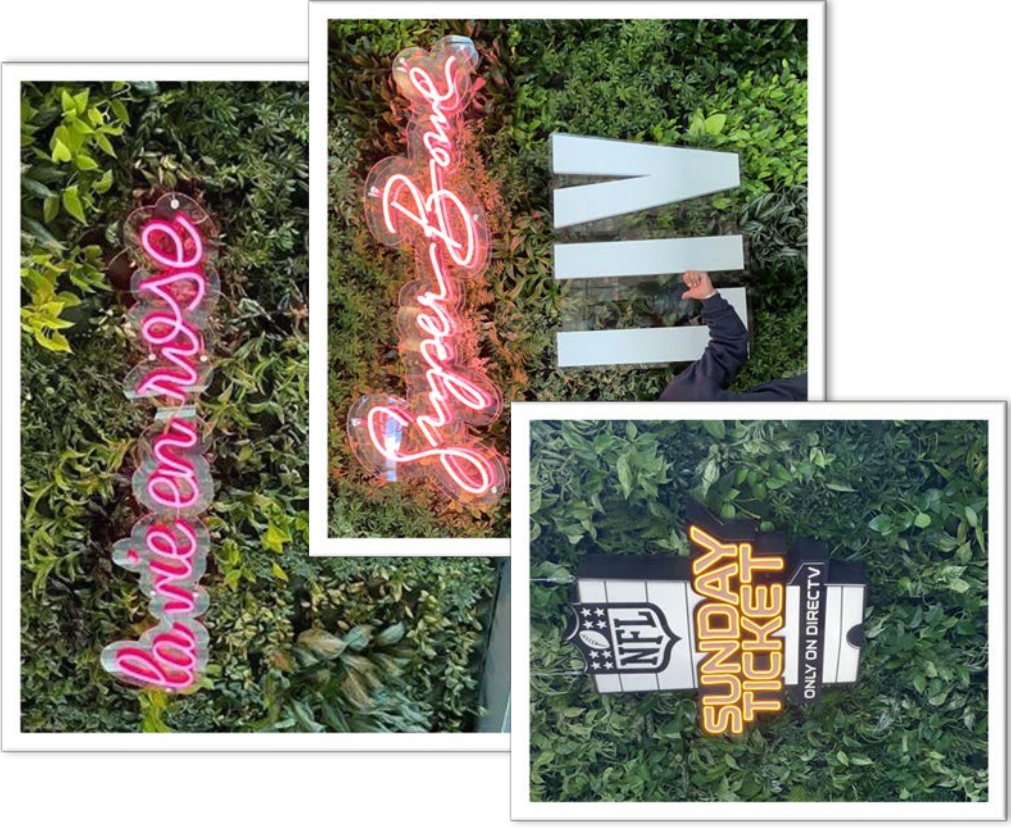
Challenges: Location must have access to water and electricity.



Town Hall Proposal

PROPOSED LOCATION

8 x 13 ft. Easy water/electric set up.
Miami Vertical Garden proposal: 8 x 13 ft. Living wall
outside Town Hall = \$13,294.00 –
does not include integrated logo (separate vendor).



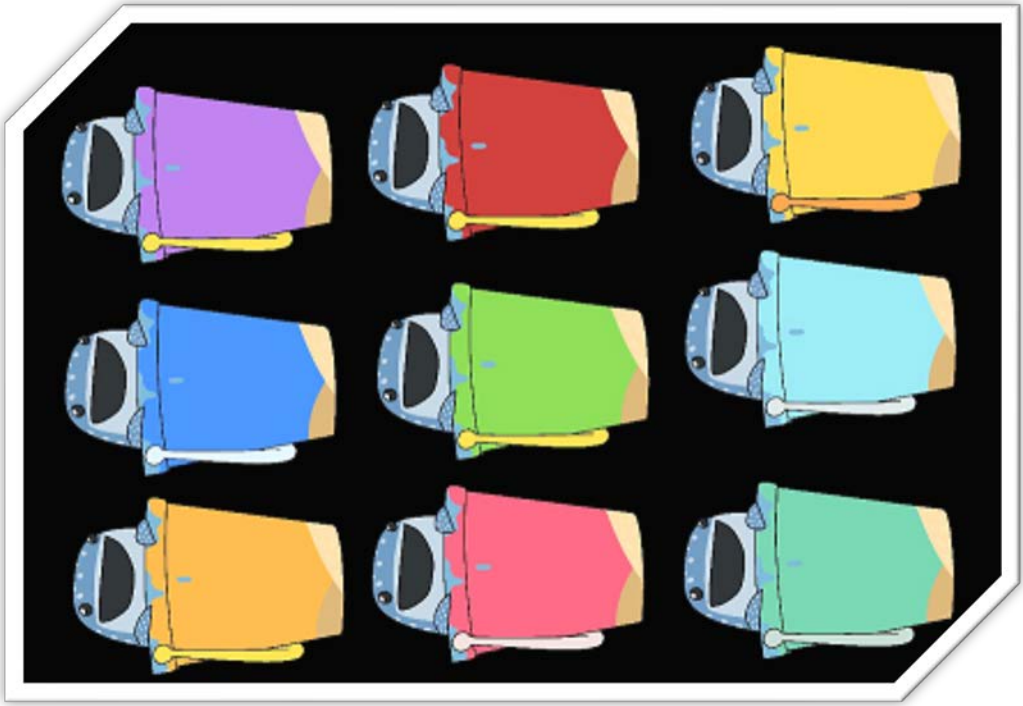
Integrated logos vary in price depending on the material and design. Up to \$2,000.

Shark, Camera, Action!



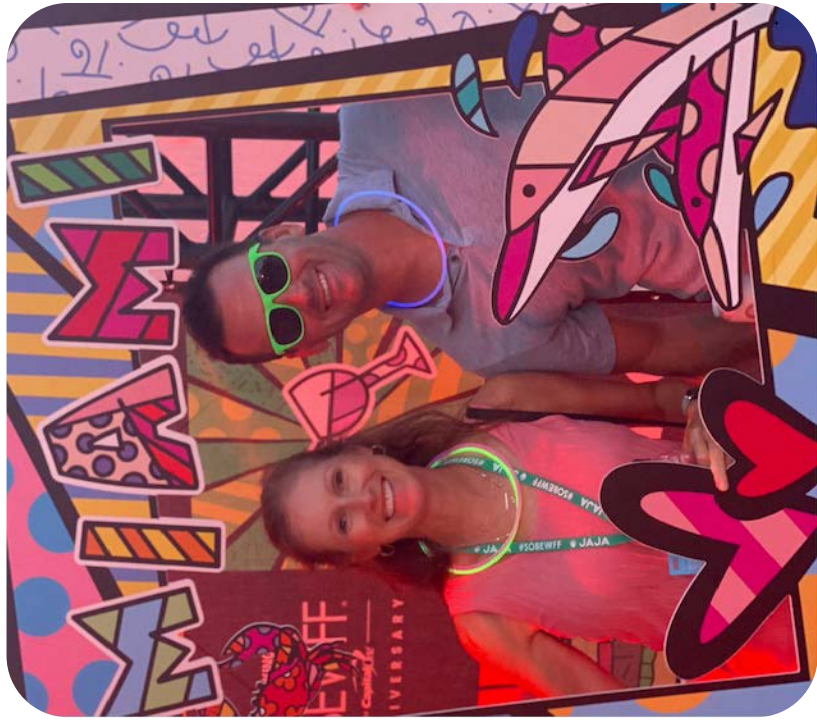
A Surfside take on ‘Leo the Lion’”

Whimsical, fun idea. Features suction and is motion-activated. Surfside exploring a ‘green’ parrot; however, a shark might be easier from a design standpoint according to the vendor. Cost TBD.



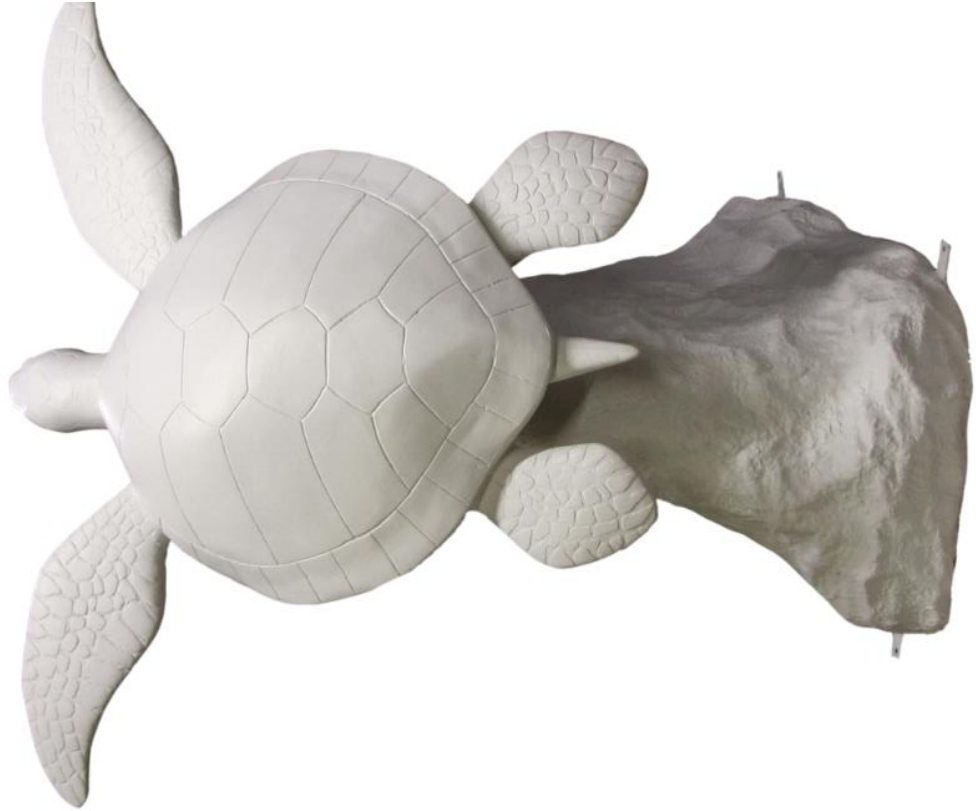
Branded Photo Op Cut Out

Colorful, branded cut out is perfect for photo ops. Portable, mobile versions could be ideal for next year's special events. Décor can be customized to represent Surfside – we even have a local artist who works in a Britto-esque style! Fixed, permanent options could also be considered.



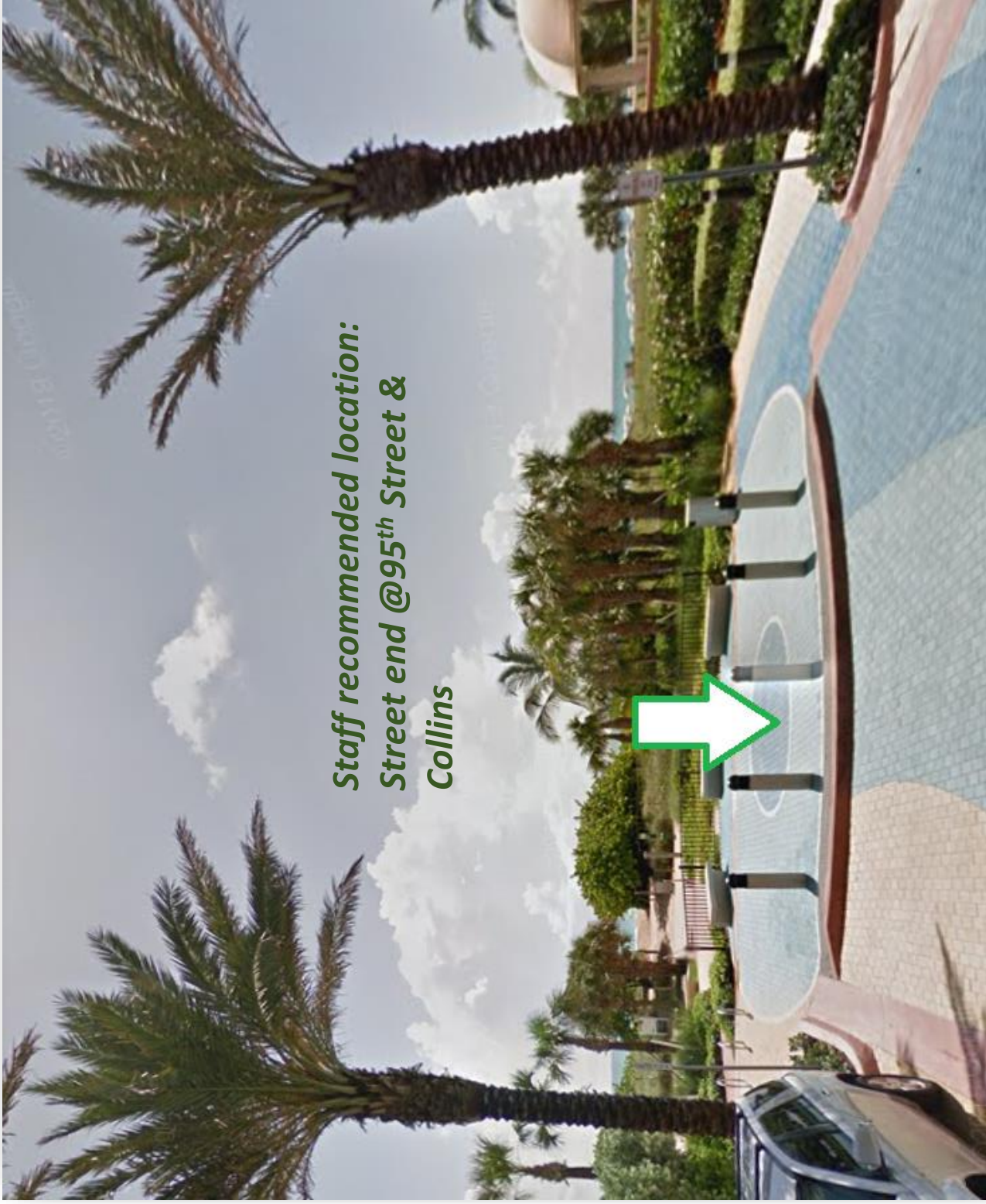
Additional Turtle Sculpture

Cost: \$1,397.00
(unpainted)



Item 11.A.

Board Discussion: Purpose, Décor/Style, Location?



*Staff recommended location:
Street end @95th Street &
Collins*



SURFSIDE Letters Display



Stacked Option with Surfing



Traditional Design