



Town of Surfside

**SPECIAL TOURIST BOARD MEETING
AGENDA**

**9293 Harding Avenue, Surfside, FL 33154
November 18, 2021– 5:30 p.m.**

Opening Items:

- 1. Call to Order/Roll Call**
- 2. Agenda and Order of Business**
- 3. Approval of Meeting Minutes: October 4, 2021**
- 4. Resort Tax Collection and Vacancies Report**
- 5. Selection of Downtown Vision Advisory Committee (DVAC) Liaison**
- 6. 2022 Third Thursdays Events: Vendor Selection Presentations**
 - 5:45 p.m. - AA Musicians
 - 6:00 p.m. - CMG – Cross Minded Group
 - 6:15 p.m. - Robyn Baltuch
 - 6:30 p.m. - Agency Lu/Event Rhythm
 - 6:45 p.m. – Sara Liss
- 7. Sustainably Surfside Contest**
- 8. Turtle Sculpture Update**
- 9. 2021 Holiday Banners Final Selection**
- 10. Surfside Small Business Recovery Fund Update**
- 11. Redesigned Tourism Eblasts, New 2022 Visitor Guide**
- 12. Discussion Items:**
 - A. Next Meeting: Monday, December 6, 2021 at 5:30 p.m.**
- 13. Public Comment – 3-minute time limit each, please**

14. 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.

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**

**9293 Harding Avenue, Surfside, FL 33154
October 4, 2021– 5:30 p.m.**

Opening Items:

1. Call to Order/Roll Call

The meeting was called to order by Chair Herman at 5:32 p.m.

Present: Chair Lisa Herman

Absent: Board Member Robert Lisman
Board Member Ian Mavorah
Vice Chair Eli Tourgeman
Board Member Clara Diaz-Leal

Also Present: Vice Mayor Tina Paul (arrived at 5:34 p.m.)
Roger Pou, Town Attorney
Andrew Hyatt, Town Manager
Malarie Dauginikas, Community Services & Public
Communications Director
Frank Trigueros, Tourism Manager

Deputy Town Clerk Herbello stated that we will give a 15-minute grace period to allow Board Members to arrive due to the incident that is taking place in Bal Harbour.

Meeting Recessed at 5:32 p.m.

Meeting reconvened at 5:57 p.m.

Present: Chair Lisa Herman
Board Member Robert Lisman
Board Member Ian Mavorah

Absent: Vice Chair Eli Tourgeman
Board Member Clara Diaz-Leal

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

2. Agenda and Order of Business

Chair Herman spoke regarding the Farmer's Market and mentioned the upcoming event dates. She included the historical walking tours with dates in October and November.

3. Approval of Meeting Minutes: August 2, 2021

A motion was made by Board Member Mavorah to approve the August 2, 2021 Tourist Board Meeting Minutes, seconded by Board Member Lisman. The motion carried with a 3-0 vote with Vice Chair Tourgeman and Board Member Diaz-Leal absent.

4. Resort Tax Collection and Vacancies Report

Tourism Manager Trigueros gave an update on the Resort Tax Collection and presented two different charts – one covering a six-month period, the other for June and July to gauge the impact of the building collapse. Both charts showed increases when compared to 2019 pre COVID-19, indicating that the resort tax collection is going remarkably well.

5. PR Update and Passport Presentation

Tourism Manager Trigueros spoke regarding public relations initiatives and explained that since Rachel Pinzur's contract expired in September, they will now work with her on a project basis if needed, but Pinzur will no longer be engaged via retainer service. Staff is following the Town Commission's wishes to bring tasks in house unless absolutely necessary. Manager Trigueros proceeded to walk the Board through the 'Surfy's Passport Adventure' booklet which has young participants venture out on a mini tour of Surfside while discovering its unique history and charming business district. He also showed the Board a feature article from journalist and resident Sara Liss on Surfside's culinary scene that ran in The Boca Raton Observer magazine.

6. Turtle Sculpture Update

Tourism Manager Trigueros spoke regarding the item and provided a PowerPoint presentation with a concept for consideration. It is based on Native American symbology for turtles, which represented grandmother earth. Given that tie to sustainability and the environment and knowing that Surfside's first inhabitants were Tequesta Indians as indicated by historical and archeological data dating back to the 1920s, staff recommended having the turtle sculpture symbolize both a tribute to sustainability and a nod to the Tequesta Indians.

Tourism Manager Trigueros added that the vendor will need to decorate the sculpture given the requirement of specialty painting tools, but that the Board could choose the design.

Chair Herman asked if the Tequestas are an active tribe, and if we would need to get their permission.

Tourism Manager Trigueros stated the tribe is no longer around. The design would be informed by real artifacts recovered from different sites such as the Miami Circle in downtown Miami.

Chair Herman asked if the Board would be able to see the design prior to finalizing it.

Tourism Manager Trigueros stated that indeed they would be able to see the design before finalizing it.

Board Member Mavorah asked where the placement would be of the turtle.

Tourism Manager Trigueros stated that it would be placed in the circle at the beach entrance on 95th Street.

Board Member Mavorah asked if there were any other design options or ideas.

Tourism Manager Trigueros stated that in his opinion, others were not as impactful as this concept.

Board Member Mavorah stated that he likes the 10-foot size and would like to make sure the legalities of using the tribe design is looked at and make sure they are able to use them.

Town Attorney Pou stated that he will research the matter and get back to the Board and Tourism Manager Trigueros.

Board Member Mavorah stated that they would want to make sure the sculpture did not cause any issues and expressed hesitation at the Tequesta connection given conversations that are happening in the media; one example, the NFL and the Redskins team (recently renamed to Washington Football Team).

Tourism Manager Trigueros stated that the sustainability angle would still be front and center and that such conversations in the media are based on a different

premise altogether, which is overlooking or disrespecting cultures unlike what they are proposing which is to honor the Tequesta culture.

Board Member Lisman stated that his concern is that they know so little about the tribe that they would need more information. He asked about the designs depicted on the PowerPoint.

Tourism Manager Trigueros stated that they were for illustration purposes based on his research into the symbology of the turtle in Native American tribes.

Board Member Lisman stated that perhaps they could think of a design that would look towards the future and not be so focused on the past.

Tourism Manager Trigueros stated the sustainability tie is a nod to current and future efforts to protect the beach; however, they can go back to a straight forward turtle and not go with the tribe theme or design. He stated that he would need more specific direction from the Board if the design is to go in a new direction.

Board Member Mavorah asked if they are missing a bigger public relations push. He suggested going to the school and doing a contest for the children.

Tourism Manager Trigueros stated that they can reach out to educational institutions, but that they have already worked with Ruth K. Broad this past year on a design project and he feels that a sculpture this substantial requires a higher level of professional expertise. A traditional call to artists would then end up being the same concept of the original turtles some 10 years ago which would not be new and exciting from a public relations perspective.

Further discussion took place among the Board Members and Tourism Manager Trigueros regarding the different designs of the turtle.

Board Member Lisman asked if they could also look at the architecture of Surfside for inspiration.

Tourism Manager Trigueros said that they could certainly explore that suggestion and try and find design students who would be able to work on that design.

A motion was made by Board Member Mavorah to drop the tribe/Indian design and explore a different course of design direction and look at the architecture of Surfside, seconded by Board Member Lisman. The motion carried with a 3-0 vote with Vice Chair Tourgeman and Board Member Diaz-Leal absent.

7. Sustainably Surfside Contest

Tourism Manager Trigueros spoke regarding the item, briefing the Board on the idea behind the contest which is to illustrate ways Surfsiders or Surfside visitors, exemplify sustainability in their day-to-day life.

8. 2021 Holiday Banners

Tourism Manager Trigueros spoke regarding the item. He introduced the Town's new employee, Luiza Garcia, a Multimedia Communications Specialist who will be assisting with graphics and media.

Luiza Garcia presented a PowerPoint with different holiday banner options and spoke about the color scheme.

Chair Herman stated she likes elements from each presentation and prefers Happy Holidays as messaging; she provided suggestions for some of the designs.

Board Member Mavorah believes they are getting there with option 2 and noted that the turtle at the top gets lost. He asked if they have ever done bi-lingual banners in the past.

Tourism Manager Trigueros stated that they have not done a bi-lingual banner in the past.

Board Member Mavorah asked if they could mix and match and if they are two-sided.

Luiza Garcia stated that they are two sided and showed English/Spanish options.

Board Member Mavorah stated that blue coincides with winter and using pops of red and green as well as yellow might help. He does think the turtle is the way to go, but wanted to see a brand-new option for next time that would incorporate more holiday elements.

Vice Mayor Paul liked option 2 adding some red and green.

Chair Herman asked if they could add some more holiday-like elements.

Luiza Garcia stated that behind the turtle she added rocks, twinkles and stars to achieve a generic holiday look.

Further discussion took place regarding the different designs among the Board Members and Tourism Manager Trigueros who will revisions and a new design for the next meeting.

A motion was made by Board Member Lisman to bring back to the next meeting an alternative design as well as touch ups to option 2 along with more holiday colors, seconded by Chair Herman. The motion carried with a 3-0 vote with Vice Chair Tourgeman and Board Member Diaz-Leal absent.

9. Photography and Video

Tourism Manager Trigueros spoke regarding the item.

Board Member Mavorah asked regarding the photography and Jacober.

Chair Herman also asked regarding the budget and Jacober.

Tourism Manager Trigueros stated that they will continue doing the photography and spoke regarding the budget and what they will be doing.

10. GMCVB Canada Virtual Sales Mission

Tourism Manager Trigueros spoke regarding Surfside's participation at the virtual sales mission back in June. The event gave Surfside a great opportunity to showcase the destination to important travel agents and tour operators in the pivotal Canadian market.

11. FY 2021/22 Approved Budget

Tourism Manager Trigueros covered an outline of the budget and focused on some of the special events and line items on the budget.

Chair Herman asked if the third Thursdays are produced by a vendor or in house.

Tourism Manager Trigueros stated that they typically work with a vendor; selection will take place at the November meeting. He spoke regarding the other events and which ones might be done inhouse.

Board Member Lisman commented on the popularity of events such as Movie Under the Stars and possibly doing multiple nights. He stated that the screen was transparent and was difficult to see.

Tourism Manager Trigueros stated that Movie Under the Stars is not a tourism event, but rather from Parks and Recreation; however, he noted improvements are in the works and he would share the screen quality comment with corresponding staff.

Tourism Manager Trigueros spoke regarding the historic tour.

12. Discussion Items:

A. Rollover Initiatives

Tourism Manager Trigueros spoke regarding the item which pertains to the items that they were not able to be executed due to the cancellation of several meetings for lack of quorum. He provided the different initiatives which is a turtle character on a bench for Downtown Surfside and the "Green" Parrot motion-activated receptacle. He wanted to know if they would like to continue engagement with the vendor.

Chair Herman stated that she would like to continue working with the vendor.

Board Member Lisman asked if it wasn't supposed to be the shark on the trash can.

Tourism Manager Trigueros stated it was, only because the first vendor was unable to recreate the parrot. The new vendor is able to.

Chair Herman stated that she sent Tourism Manager Trigueros another idea involving trash cans.

Tourism Manager Trigueros stated that he will check with the vendor regarding the cost of the receptacles and get more information on the project.

Chair Herman asked about the other ideas and vertical garden.

Tourism Manager Trigueros stated that unfortunately it appears there isn't good public wall space to be able to execute the project as the original Town Hall proposed location was turned down.

A motion was made by Board Member Lisman to continue exploring ideas with the vendor, seconded by Board Member Mavorah. The motion carried with a 3-0 vote with Vice Chair Tourgeman and Board Member Diaz-Leal absent.

B. Next Meeting: Monday, November 1, 2021 at 5:30 p.m.

Consensus was reached to hold the next meeting on November 1, 2021 starting at 5:30 p.m.

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

There were no public speakers.

14. Adjournment

There being no further business to discuss before the Tourist Board, Board Member Mavorah made a motion to adjourn the meeting at 6:53 p.m., seconded by Board Member Lisman. The motion carried with a 3-0 vote with Vice Chair Tourgeman and Board Member Diaz-Leal absent.

Respectfully submitted:

Accepted this _____ day of _____, 2021.

Lisa Herman, Chair

Attest:

Evelyn Herbello
Deputy Town Clerk



Surfside
FLORIDA

TOURIST BOARD MEETING, NOVEMBER 8, 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 Vacancies

- 9545 Harding Ave.
(Couture Bridal & Lupe's Alterations
CLOSED)

Additional

Vacancies

- 9588 Harding Ave.
- 9599 Harding Ave.
- 9531 Harding Ave.
- 9501 Harding Ave.
262 96th Street
- 9441 Harding Ave.
- 9453 Harding Ave.

RESORT TAX REPORT			
		Summer: June - August	
		COLLECTIONS	
	2018	2019	2020
			2021
			2021 change versus 2019 (most recent 'normal year')
2% Food/Beverage Tax			
\$	177,405	\$ 207,097	\$ 79,417
			\$ 239,853
			15.8%
4% Accommodations Tax			
\$	457,854	\$ 479,875	\$ 134,694
			\$ 659,783
			37.4%



MEMORANDUM

6

To: Members of the Tourist Board
From: Frank Trigueros, Tourism Manager
Date: November 1, 2021
Subject: 2022 Third Thursdays Vendor Selection

Surfside's Third Thursday event series will return in 2022 following a hiatus in 2021 due to the COVID-19 pandemic. The 2020 series was partially completed, with two out of three events held.

The Tourist Board approved \$73,000 for the three events - an increase of \$13,000 in order to make them more memorable than ever given the long break.

The Town is looking to select a vendor for the upcoming season. Creative State, the agency that has executed the events in recent years, will not be participating. Staff reached out to several event production agencies to request proposals for 2022. Those who accepted will be presenting at the meeting.

The Board will be asked to rank proposals with a ranking sheet according to the following categories: Brand Fit, Creativity, Technical Ability and Pitch/Presentation.

The vendor with the highest amount of points will be the winner. In the event of a tie, the Board will go into discussion to make the final selection.

The following companies/event specialists are scheduled to present:

- 5:45 p.m. - AA Musicians
- 6:00 p.m. - CMG – Cross Minded Group
- 6:15 p.m. - Robyn Baltuch
- 6:30 p.m. - Sara Liss
- 6:45 p.m. – Agency Lu/Event Rhythm

Sunside
FLORIDA

HOLIDAY BANNERS

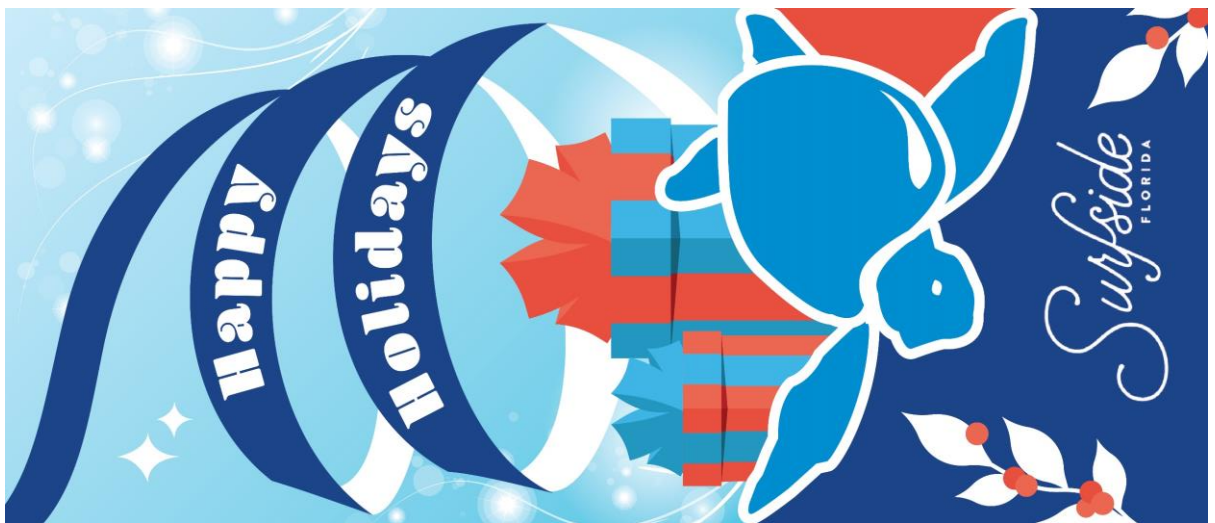
2021



OPTION 1



OPTION 2



OPTION 3

OPTION 4- **NEW** DESIGN AS
REQUESTED BY THE BOARD



OPTION 2



OPTION 1



OPTION 4



OPTION 3



Why Spanish? 2020 Surfside Census Data

Additionally, with European and Canadian visitors unable to visit the U.S. until November 2021, the majority of Greater Miami's international visitors are from Spanish-speaking markets.

Language Spoken at H...

63.4% +/- 9.2%

Language Other Than English Spoken at Home in Surfside town, Florida

30.3% +/- 0.2%

Language Other Than English Spoken at Home in Florida

Table:
S1601

Table Survey/Program:
2019 American Community Survey
5-Year Estimates

Types of Language Spoken at Home in Surfside...

[VIEW OPTIONS](#) ▾

English only - 36.6%

Spanish - 44.0%

Other Indo-European languages - 14.3%

Asian and Pacific Islander languages - 0.0%

Other languages - 5.0%



Chart Survey/Program: 2019 ACS 5-Year Estimates Data Profiles



Total Population

5,689



Hispanic or Latino (of any race)

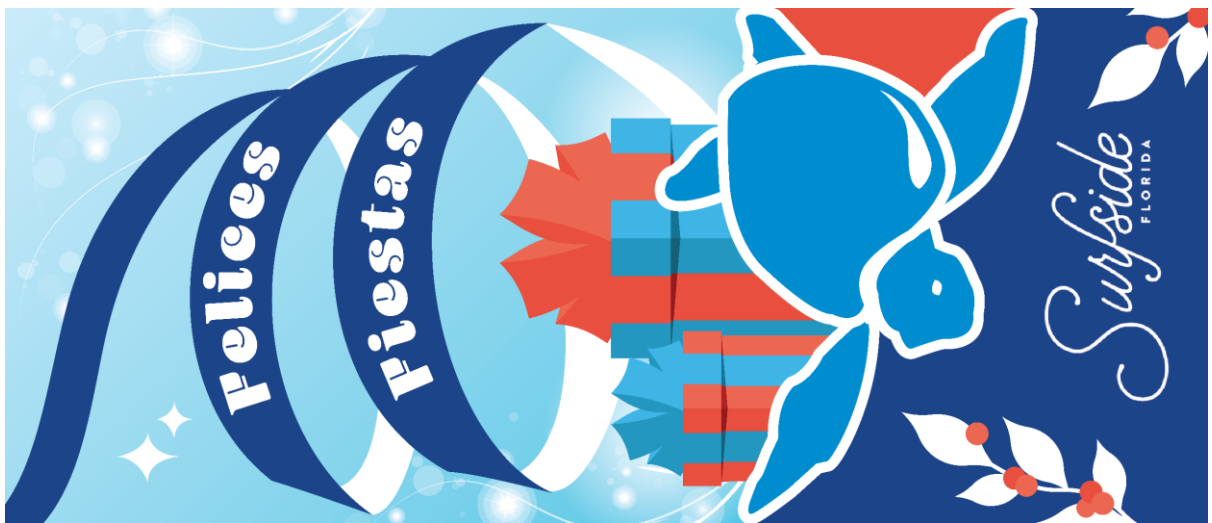
2,512



OPTION 1
(SPANISH)



OPTION 2
(SPANISH)



OPTION 3
(SPANISH)



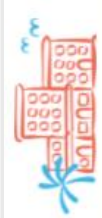
OPTION 4
(SPANISH)



SUSTAINABLY SURFSIDE
contest

Are you living your best sustainable life? Show us how it's done! @VisitSurfside is looking for content submissions that exemplify day-to-day sustainability.

[LEARN MORE](#)



BUSINESS BEAT

And the Beat Goes On! Discover hidden Harding Avenue gems like Pampaloni Silver, Gray & Sons Jewelers, Amoris Flowers + Events and Condotti on this latest edition of the Business Beat.



PRESS HIGHLIGHTS



GOOD OBSERVATION
On assignment for the October issue of The Boca Raton Observer Magazine, author, journalist and Town resident Sara Liss takes readers on a flavor-packed Surfside culinary tour.

[READ MORE](#)



UPCOMING EVENTS



Historical Walking Tours with Dr. Paul George
Did you know Surfside was once inhabited by Native Tequesta Indians? Want to know how Surfside's most famous building helped shape the history of the Town? Discover Surfside's true origins and past on our Historical Walking Tours.

While the October and November events are sold out, two more are scheduled for January and February.
Stay tuned! Tickets will be available in December.



SURFSIDE FARMERS MARKET
SUNDAY JAMS AT THE MARKET!
SUNDAY OCT. 25TH FROM 10 AM TO 3 PM

Shop local vendors, stock up on fresh produce and groceries and grab a bite to eat with your family. On the final Sunday of the month, come out for 'Sunday Jams' at the market featuring live music and entertainment. Come check it out, there's a little something for everyone with vegetarian- and vegan-friendly options!

[VIEW PROMO VIDEO >](#)

FOR KIDS



Coming Soon! Surfy's Passport Adventure
In our newest educational release, Surfside's youngest visitors will soon be able to embark on a fun, walkable journey as they learn more about the Town's origins and conservation efforts.



SPECIAL OFFERS

The Greek Place
Family owned for over 25 years, The Greek Place invites residents and neighbors to a 20% discount from 3 to 7 p.m. Must present coupon to redeem.



Follow us on Social!
[@VisitSurfside](#)



COMING SOON! 2022 VISITOR GUIDE



WELCOME TO SURFSIDE

Where the town meets the sand, simplicity mingles with elegance and relaxation turns into exhilaration

In this idyllic oceanfront community diverse worlds converge, blending uptown luxuries with a beachtown lifestyle. Nestled between Bal Harbour and Miami Beach, Surfside is home to a mile of pristine beach, luxury beachfront hotels, distinctive world-class shopping, and culturally diverse restaurants. A walkable downtown district, lovely residential areas and a variety of family-friendly activities make Surfside a unique destination among Greater Miami's oceanfront neighborhoods. Discover the charm of Surfside today.



TOWN HISTORY

A storied past

Founded on May 18, 1935, Surfside was incorporated through the signatures of 35 members of the Surf Club, a gathering place for the rich and famous which was eventually redeveloped into the Four Seasons Hotel at The Surf Club. However, human presence in the area dates back thousands of years; in fact, one of Greater Miami's first archeological digs took place in Surfside.

A Tequesta Indian village was uncovered in 1923 when the Tatum Brothers', early Greater Miami's preeminent developers, were in the process of clearing land for a residential section to be known as Altos Del Mar.

After World War II, the Town gained popularity and by 1957 had outgrown its original Town Hall. The current building was renovated in 2001 and serves as a hub of public services, and includes the Town Commission chambers, the offices of the Town Manager, Town Clerk, Solid Waste Department, Water and Sewer Department, Public Works Department, Code Compliance Division, Finance Department, Human Resources and Police Department.

In 1962, the town built the Community Center at 93rd Street, which was later torn down and rebuilt into a world-class recreation facility. This multi-purpose facility is a central meet-up spot for Surfside residents and features a pool with lap lanes, plunge pool and slide, children's activity pool, jacuzzi, and Surf-n-Sides poolside eatery. Additionally, the Community Center offers numerous events and programs for adults, seniors, teens and kids.