



Town of Surfside

**TOURIST BOARD MEETING
AGENDA**

**9293 Harding Avenue, Surfside, FL 33154
Commission Chambers
May 2, 2022– 5:30 p.m.**

Opening Items:

- 1. Call to Order/Roll Call**
- 2. Agenda and Order of Business**
- 3. Attendance and Decorum – Board Member Eli Tourgeman**
- 4. Appointment of Chair**
- 5. Appointment of Vice Chair**
- 6. Approval of Meeting Minutes: March 7, 2022**
- 7. Resort Tax Collection and Vacancies Report**
- 8. Tourism FY 2021 2022 Status Update**
- 9. Uptown Beachtown Tourism Slogan**
- 10. Third Thursdays 2022 Series Recap**
- 11. Public Comment – 3-minute time limit each, please**
- 12. 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

9293 Harding Avenue, Surfside, FL 33154
Commission Chambers
March 7, 2022– 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 Diana Gonzalez
Board Member Ian Mavorah

Also Present: Vice Mayor Tina Paul (arrived at 5:38 p.m.)
Andrew Hyatt, Town Manager
Roger Pou, Town Attorney
Malarie Dauginikas, Community Services & Public
Communications Director
Frank Trigueros, Tourism Manager

2. Agenda and Order of Business

Chair Herman commented on the upcoming Third Thursdays event in her opening remarks and told viewers and participants the information could be found on the Town website. She also spoke about the 2022 Visitor Guide and where copies are available for pickup. She wished a happy birthday to Vice Mayor Paul.

3. Board Member Recognition 2020-2022

Town Manager Hyatt presented the Board members with a certificate of recognition for their service and thanked them for the work they have provided to the Town.

Vice Chair Tourgeman wanted to thank all the Board Members as well as Deputy Town Clerk Herbello for her hard work and her very detailed minutes.

Board Member Gonzalez thanked Tourism Manager Trigueros for the excellent work that went into the new Visitor Guide, noting it was a high-quality publication.

Tourism Manager Trigueros thanked the Board and wanted to recognize Multimedia Specialist Luiza Garcia for her work on the project.

Board Member Mavorah asked how often the guide is updated.

Tourism Manager Trigueros stated that it gets printed two or three times a year.

Vice Chair Tourgeman spoke regarding the upcoming election and wanted to make sure that the current Tourist Board is recognized whenever the new Ke turtle sculpture is unveiled.

Vice Mayor Paul thanked the Board Members for their service.

4. Approval of Meeting Minutes: January 3, 2022 and February 7, 2022

A motion was made by Vice Chair Tourgeman to approve the January 3, 2022 and February 7, 2022 Tourist Board Meeting Minutes, seconded by Board Member Gonzalez. The motion carried with a 4-0 vote.

5. Resort Tax Collection and Vacancies Report

Tourism Manager Trigueros provided an update on the collection and compared the percentages before and during the pandemic for the month of November. He noted very strong increases year over year. He spoke about the businesses that closed recently as well as upcoming openings.

6. Jazz On The Beach

Tourism Manager Trigueros provided an update and introduced Alan Andai with AA Musicians.

Mr. Andai provided a presentation for the jazz event idea which included an overview and two different options. Option one is a minimal footprint where attendees bring their own blankets or chairs. The budget would allow for two events in the minimal footprint option, or one larger scale event.

Tourism Manager Trigueros stated that they could explore the idea of partnering with the Plastic Fisherman for a beach cleanup if litter from the event is a concern. He provided April 24, 2022 and June 4, 2022 as possible dates. He also provided a calendar for the remaining special events for the year.

Vice Chair Tourgeman asked regarding the beach furniture and option two, which has a larger footprint and more furniture.

Mr. Andai addressed the comment made by Vice Chair Tourgeman and gave an explanation of the type of beach furniture that would be used and that it could also serve as a VIP area.

Chair Herman asked regarding the time and location of the event.

Mr. Andai addressed the comment made and stated that it will be right on the beach behind the Community Center and there will be a skirted stage and platform on the sand.

Tourism Manager Trigueros stated that it will take place late afternoon.

Board Member Mavorah asked about the different options of furniture.

Mr. Andai stated that they will do outreach to area hotels and businesses.

Vice Chair Tourgeman spoke regarding the events that had taken place on the beach in the past. He also spoke about drawing inspiration from the Calle Ocho festival event, which eventually led to the creation of the Third Thursdays series.

Board Member Gonzalez spoke regarding movies on the beach.

Chair Herman asked if it would make sense of having this event to be part of First Fridays.

Vice Mayor Paul does not like the VIP idea but she is fine with having seating for the guests.

Board Member Gonzalez stated that she does not like the VIP idea and would like it to be the same for everyone.

Mr. Andai stated that it is not really VIP, more so reserved seating, but he understands the Board's request.

Discussion continued on the benefit of the smaller footprint versus the larger scale events.

A motion was made by Vice Chair Tourgeman to hold two events and have limited seating available and for the events to be held on April 24, 2022 and June 12, 2022, seconded by Board Member Gonzalez. The motion carried with a 4-0 vote.

7. Surfside Antique Car Show

Tourism Manager Trigueros provided an update and provided a presentation and suggested location for the event – the Town Hall municipal parking lot.

Mr. Andai, who is also associated with this event, provided an overview and the number and types of cars that would be participating.

Vice Chair Tourgeman asked regarding the closure of the streets.

Mr. Andai addressed the comment made by Vice Chair Tourgeman.

Tourism Manager Trigueros continued with an overview of the event and provided a presentation which included a site map. It indicated that 93rd Street would be closed for the event, allowing for additional space for attendees and vendors.

Mr. Andai spoke about the company providing the vehicles, the awards and other logistics.

Tourism Manager Trigueros stated that the budget would be \$10,000 and the organizer has Sunday of Memorial Weekend (May 29, 2022) available. As an alternative, he suggests holding off until September.

Mr. Andai stated that this will be a very well-attended event given the timing. He stated that September weather could potentially be an issue.

Vice Chair Tourgeman stated that May sounds good.

Chair Herman asked about visitors attending.

Mr. Andai addressed the comment made by Chair Herman, noting they want to ensure the whole community is included.

A motion was made by Vice Chair Tourgeman to authorize the expenditure of no more than \$10,000 for the May 29, 2022 date for the event, seconded by Board Member Mavorah. The motion carried with a 4-0 vote.

8. Paddletopia

Sara Liss provided an overview and presentation of the event, which had already been approved during the budget cycle, that utilizes 96th Street Park and includes a custom temporary paddle board dock. She stated it is a two-day event, weekend of May 21, 2022 and May 22, 2022 from 10:00 a.m. to 2:00 p.m.

Tourism Manager Trigueros spoke regarding the past Paddletopias adding that they dealt with horrible weather during the first year.

Board Member Gonzalez asked regarding the overall event cost and how Surfside residents could be prioritized.

Ms. Liss addressed the comments made by Board Member Gonzalez noting the budget had already been set and that the paddle board reservations will be fair and give everyone an equal chance to sign up.

Board Member Mavorah likes the event and asked regarding parking and whether 95th and Bay are blocked off. That is his primary concern.

Chair Herman asked about a golf cart shuttle which was used for the event in the past.

Ms. Liss addressed the comments noting it did not have high ridership therefore it would not be of great value. She stated that parking was never much of an issue in the past, but that parking officers would be on site to assist with traffic flow and drop offs.

Chair Herman asked about the vehicles Miami Beach uses.

Ms. Liss stated that those are sponsored by brands and she can look into obtaining a brand that might be interested.

Vice Mayor Paul asked regarding utilizing the minibus the Town has.

Tourism Manager Trigueros stated that the shuttle will not be available during that time.

Further discussion among the Board, staff and Ms. Liss took place regarding parking and the use of a shuttle.

Vice Chair Tourgeman gave the idea of providing coupon books promoting businesses at special events.

9. Turtle Sculpture Final Steps

Tourism Manager Trigueros provided an update on the final steps needed to execute the sculpture. He stated it is ready to go and will be placed in a storage facility. The historical information has been received by the historian and will be used to develop its accompanying sign. He stated that remaining expenditures are \$2,500 for the historical component, \$1,500 for lighting, \$5,000 for a launch event and \$2,000 for the movement and storage of the turtle sculpture. He stated it looks like late April or May for the unveiling. Staff is hoping to have everything executed within the next month.

Vice Chair Tourgeman asked if they approved some of the expenditure. He asked if they have accommodated this amount in the budget. He stated this will be a beautiful thing for the Town.

Tourism Manager Trigueros stated that what was approved was the actual cost of the turtle which was pulled from the last fiscal year's budget. The additional costs which add up to \$13,000 would come from the current year's Impactful Art Display line item which would still have funding left after completion.

A motion was made by Vice Chair Tourgeman to approve the expenditure of \$13,000 for the final steps which includes the historical component, the lighting, launch event and movement of the sculpture, seconded by Board Member Gonzalez. The motion carried with a 4-0 vote.

10. Glenn Douglas Winter Chamber Music Concert: Free Performance Venue Update

Tourism Manager Trigueros provided an update explaining that if the Board would like a free community concert, then an additional expenditure of \$5,000 would be needed for things like seating, a stage/platform, décor etc.

Vice Chair Tourgeman asked if this was the music event that was previously presented to the Board by the organizer and had some uncertain details.

Vice Mayor Paul asked about the amount originally allocated.

Tourism Manager Trigueros stated that the awarded sponsorship funding covers their logistics, travel arrangements and things like that. He stated that the amount that was originally approved was \$4,000. He stated the suggested date for the event is April 2, 2022.

Board Member Mavorah asked regarding the original \$4,000 and what it entailed.

Tourism Manager Trigueros addressed the question by Board Member Mavorah.

Vice Chair Tourgeman stated that is the issue he has is the uncertainty.

Tourism Manager Trigueros stated that if the Board wants the free concert for the residents and will be at 96th Street Park on April 2, 2022. He will need authorization for the \$5,000.

Vice Chair Tourgeman would prefer Sunday.

Board Member Mavorah would also prefer Sunday.

Tourism Manager Trigueros he will check if they can have the event on Sunday and check if the park is available on April 3, 2022.

Town Attorney Pou reiterated the motion that was to be made.

A motion was made by Board Member Mavorah to authorize the \$5,000 for the free event if April 3, 2022 is available at 96th Street Park, seconded by Vice Chair Tourgeman. The motion carried with a 4-0 vote.

11. GMCVB Destination Advertising Co Op.

Tourism Manager Trigueros stated that this item will be paused until next year because of timing issues.

Vice Chair Tourgeman stated that the Turtle Walk Town Hall banners are very faded and need to be changed.

Discussion among the Board took place regarding the banners and having them replaced.

Town Attorney Pou stated that the Tourist Board is able to purchase banners as long as it is for tourist needs.

Vice Chair Tourgeman requested to allocate funds for the immediate availability to purchase banners.

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

There were no public speakers.

13. Adjournment

There being no further business to discuss before the Tourist Board, Board Member Mavorah made a motion to adjourn the meeting at 6:44 p.m., seconded by Vice Chair Tourgeman. The motion carried with a 4-0 vote.

Respectfully submitted:

Accepted this _____ day of _____, 2022.

Chair

Attest:

Evelyn Herbello
Deputy Town Clerk



TOURIST BOARD MEETING, MAY 2, 2022

New Businesses Coming Soon:

- 9486 Harding Ave. - PB&B! (Juices)
- 9509 Harding Ave. – Sushi restaurant
- 9491 Harding Ave. - Neya Restaurant (kosher)
- 9564 Harding Ave. (Real Estate office)
- 9545 Harding Ave. - Cafe des Artistes

Additional

Vacancies

- 9588 Harding Ave.
- 9599 Harding Ave.
- 9531 Harding Ave.
- 9501 Harding Ave.
- 9545 Harding Ave.
- 262 96th Street
- 9441 Harding Ave.

RESORT TAX REPORT			
November - February			
COLLECTIONS			
2019/20	2020/21	2021/22	22/21 Vs. 19/20
4 % Accommodations Tax			
\$ 1,126,616	\$ 1,112,937	\$ 1,758,920	56.0%
2% Food & Beverage Tax			
\$ 389,953	\$ 423,381	\$ 487,668	25.0%
* pre-pandemic year			
Calendar Years			
COLLECTIONS			
2019	2020	2021	2021 Vs. 2019*
4 % Accommodations Tax			
\$ 2,484,013	\$ 1,712,768	\$ 3,659,521	49.0%
2% Food & Beverage Tax			
\$ 1,009,960	\$ 619,513	\$ 1,266,925	25.0%
* pre-pandemic year			



MEMORANDUM

Item 8

To: Members of the Tourist Board
From: Acting Communications Director & Tourism Manager
Date: April 25, 2022
Subject: Tourism FY 2021 2022 Status Update

Over the past two years, the Tourist Bureau has adjusted operations by bringing all content creation in-house and discontinuing monthly services with multiple marketing agencies.

The budget set by the former Tourist Board for the current fiscal year significantly reduced advertising expenditures compared to pre-2020 and substantially increased the money allocated for special events.

This item will cover the current status of the budget, highlighting past initiatives and unspent line items. It will also serve as a conversation starter for next fiscal year's budget approval item slated for the June meeting.

Tourist Resort Fund Detail

3410

Other Contractual Services

Surfside specific hotel performance data (STR Inc.)	\$	2,200.00
Archive Social - Required Social Media Archiving	\$	4,900.00
Website Hosting	\$	3,000.00
Turtle Statue Repairs	\$	4,500.00
Social Media Tracking (Sprout Social)	\$	1,200.00
MailChimp Subscription - Town Eblasts	\$	5,200.00
Destinations International Membership	\$	1,400.00
Survey Monkey	\$	425.00
Adobe Pro License	\$	930.00
Media Support / Public Relations	\$	20,000.00
Misc Videography	\$	3,000.00

4810

Promotional Activities-Marketing & Advertising

Community Contests	\$	5,000.00
New Visit Surfside Website - Upcoming RFP	\$	45,000.00
Promoted Social Media, SEM content, Destination Advertising	\$	20,000.00
Marketing Support for Hotels	\$	10,000.00
Business District Initiative	\$	10,000.00
Educational Materials	\$	5,000.00
Branded Gifts for Welcome Bags, Events, etc.	\$	10,000.00
Photo, Video for Website, Marketing Content	\$	12,000.00
Live Webcam Maintenance - <i>Not moving forward</i>	\$	2,500.00
<i>-\$1,000, additional sponsorship for Chamber Music Concert</i>		
Impactful Art Display - Ke Turtle Sculpture	\$	27,500.00
<i>- Historical Conservancy Tequesta site information</i>		
<i>- Storage and transportation</i>		
<i>- Sculpture turtle-friendly lighting</i>		
<i>- Landscaping</i>		
<i>- Launch event</i>		
Holiday Lights - Annual Maintenance	\$	6,102.00

Instagrammable Spot Maintenance	\$ 3,000.00
Supplemental Holiday Lighting	\$ 25,000.00

4811 Tourism & CSPC

Promotional Activities-Special Events: Tourism	& CSPC
Third Thursday - 3 events	\$ 73,000.00
First Fridays -3 events	\$ 40,000.00
Paddletopia - 2-day event	\$ 30,000.00
Surfside Classic Car Show	\$ 15,000.00
Jazz On The Beach - 2 events	\$ 25,000.00
Walking Tours - 4 dates	\$ 2,500.00
Community Sponsorships - Farmers Market & More	\$ 3,000.00
CSPC Misc, Banners	\$ 15,000.00
Douglas Chamber Music Festival: Community Concert	\$ 5,000.00

4815 - Parks & Recreation Events

Promotional Activities-Special Events: P&R	
4th of July Fireworks	13,000
Alternate event during year	42,000
4th of July Activities	15,000
Winter Wonder Land/Snow	18,000
Halloween Spooktacular	16,500
Spring Egg Hunt	4,000
5K run	5,000
Earth Day Event	2,500
Veterans Day	1,350
Memorial Day	1,350
Movie Under The Stars	1,400
Family Fun Day	15,000
Parks & Rec - unidentified	15,000



MEMORANDUM

ITEM 9

To: Members of the Tourist Board

From: Acting Communications Director & Tourism Manager

Date: April 25, 2022

Subject: Uptown Beachtown Tourism Slogan

In 2016, the Tourist Bureau adopted the "Uptown Beachtown" slogan as part of a creative refresh for our destination.

First developed by local advertising agency Turkel Brands, the slogan was further integrated into a comprehensive marketing campaign in subsequent years by former agency partner Jacober Creative. Uptown Beachtown seeks to capture Surfside's duality as a luxurious yet approachable destination.

Due to mixed feelings from the former Town Commission, the slogan has not been used in any new materials for over two years. This item will include a few presentation slides from the original Jacober presentation from 2016.

Staff is looking for direction from the new members of the Tourist Board on whether to reactivate the slogan or move away from it all together.

JACOBBER CREATIVE PRESENTS

UPTOWN BEACHTOWN

SunSide
FLORIDA



HIGH-END

BRAND VOICE

IN THE SPIRIT OF
“UPTOWN BEACHTOWN,”
SURFSIDE’S BRAND
VOICE LIVES IN THE
SPACE BETWEEN
HIGH-END &
LAID-BACK.

LAID-BACK

COUPLES

35-55 YEARS OLD

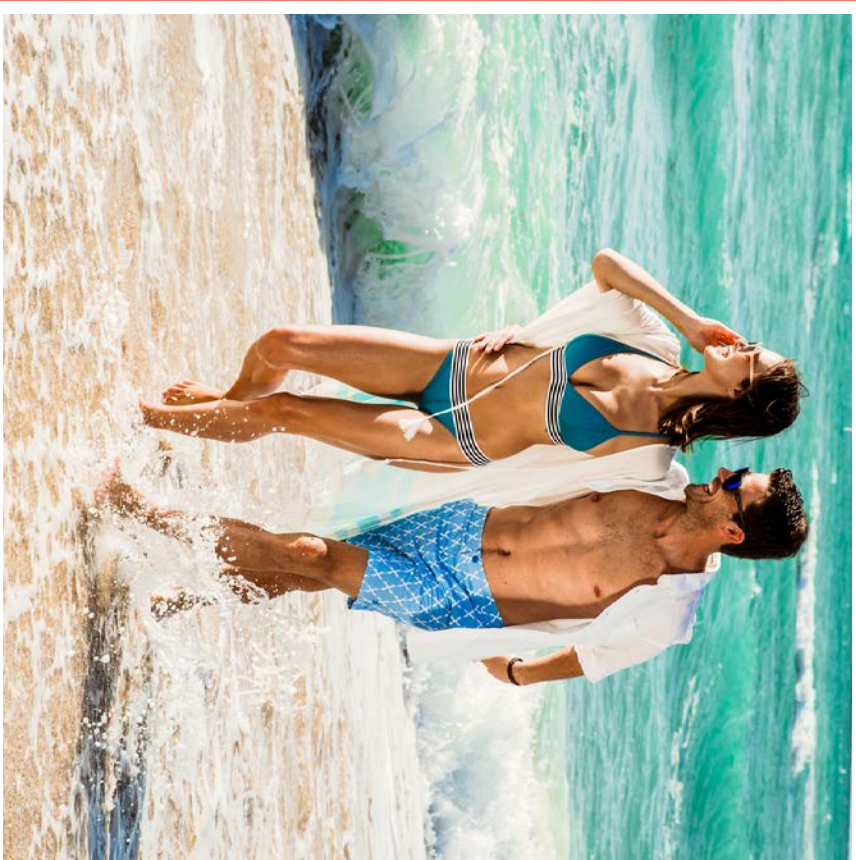
WHO ARE WE TRYING TO REACH?

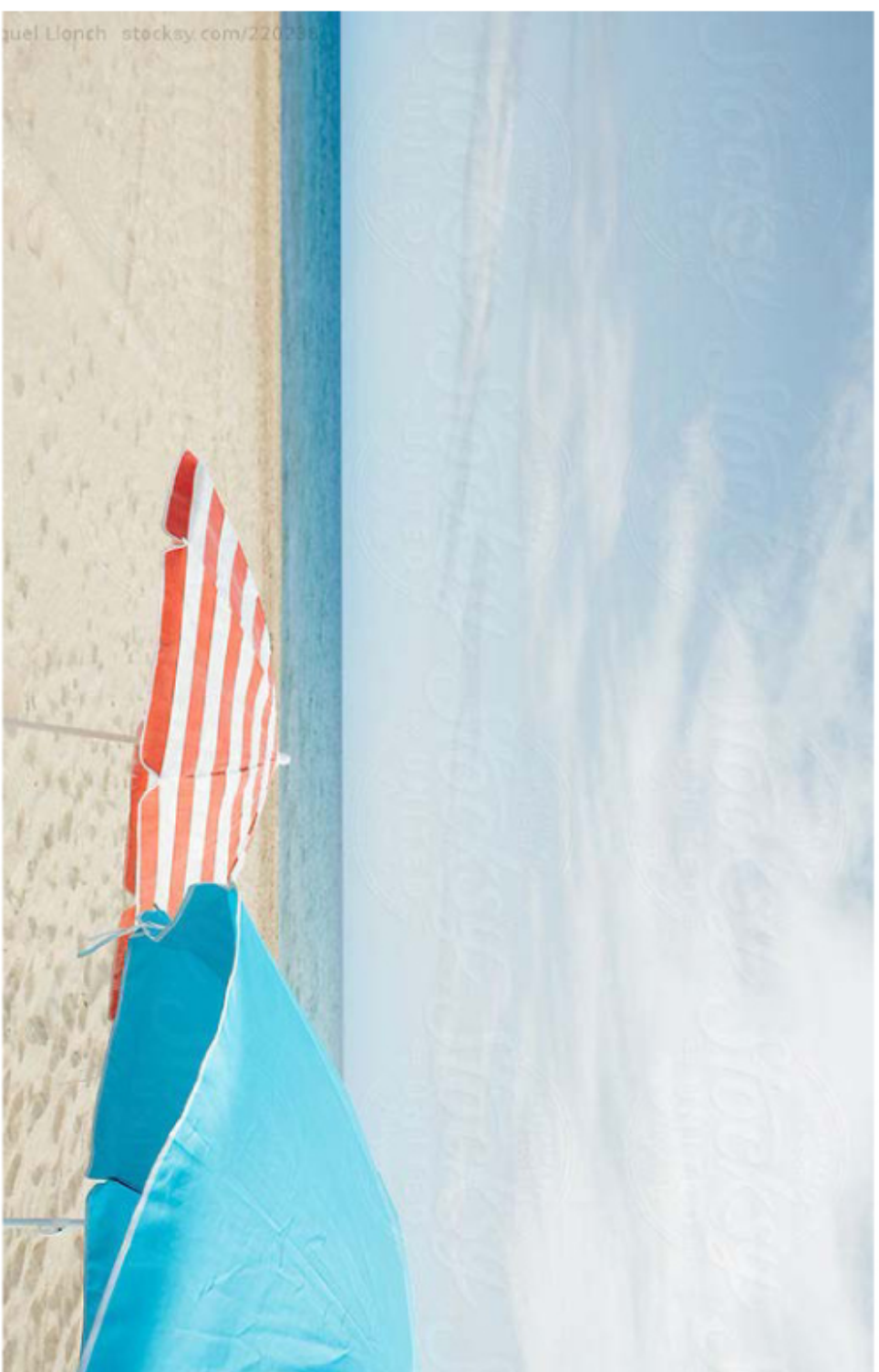
INDIVIDUALS

MIDDLE TO UPPER INCOME

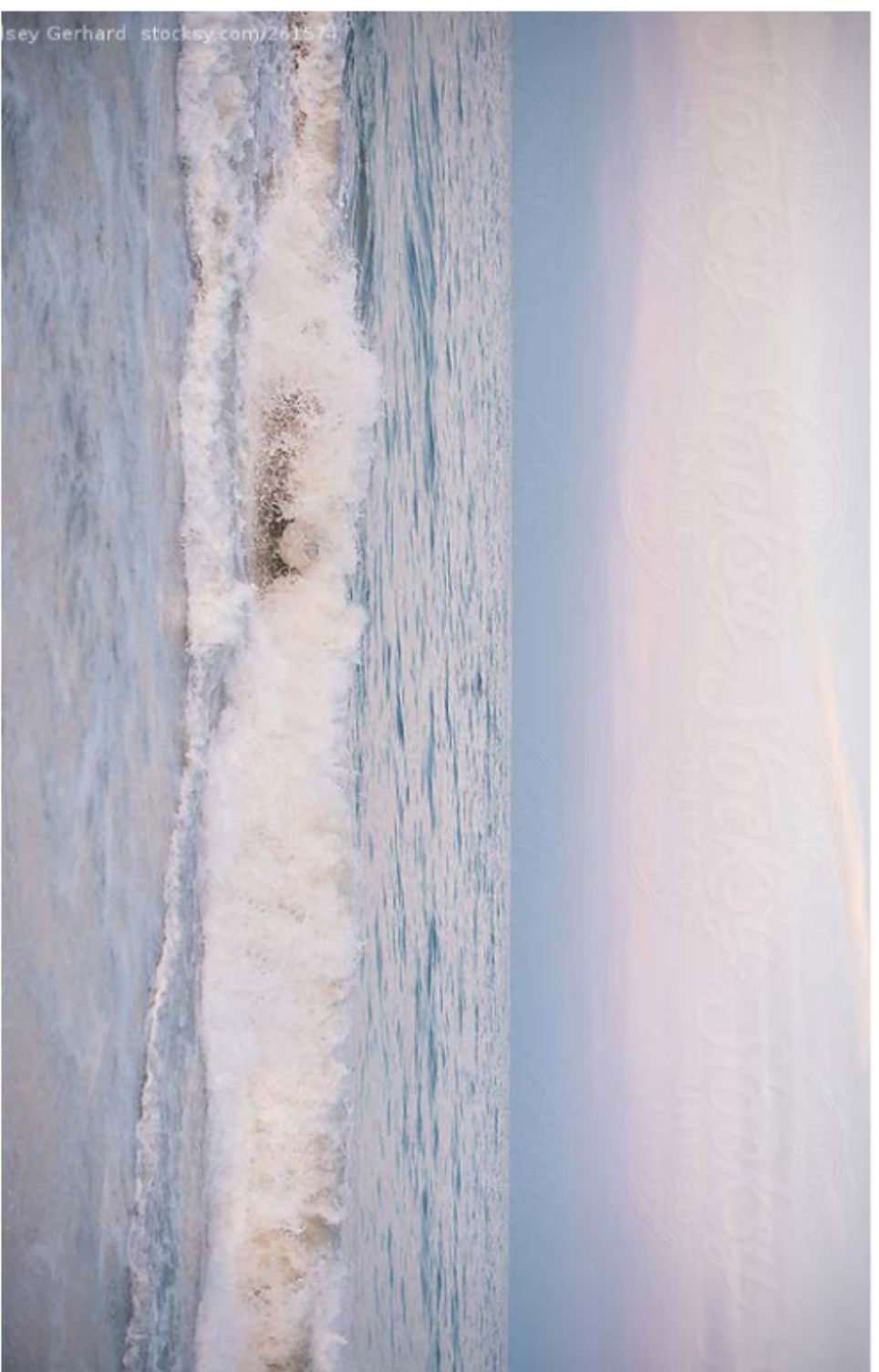
FAMILIES

YOUNGER TO MIDDLE-AGED





RELAXED



IN THE MOMENT



NATURAL LIGHT



VINTAGE FEEL





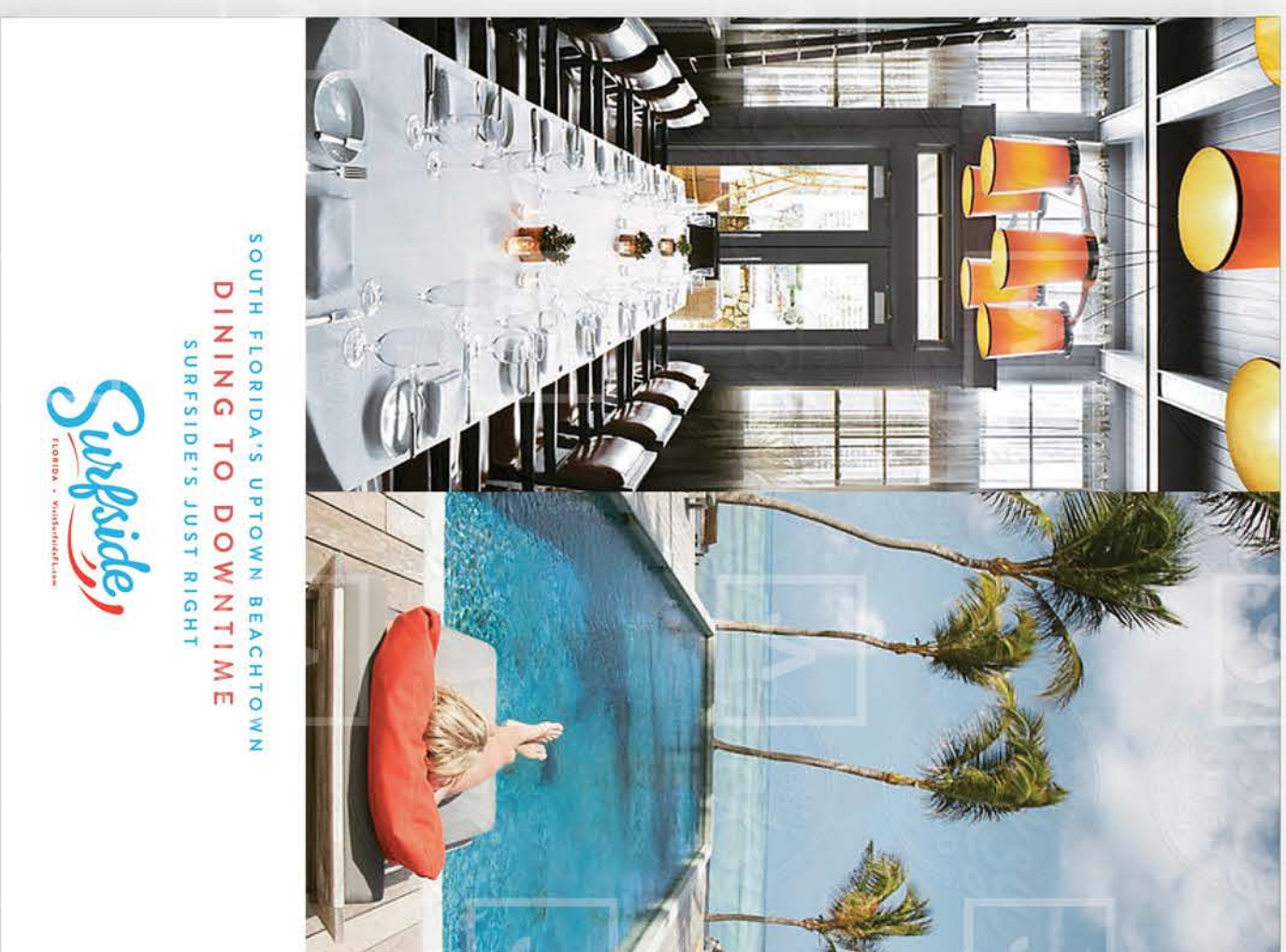
Sushi To Sea Shells



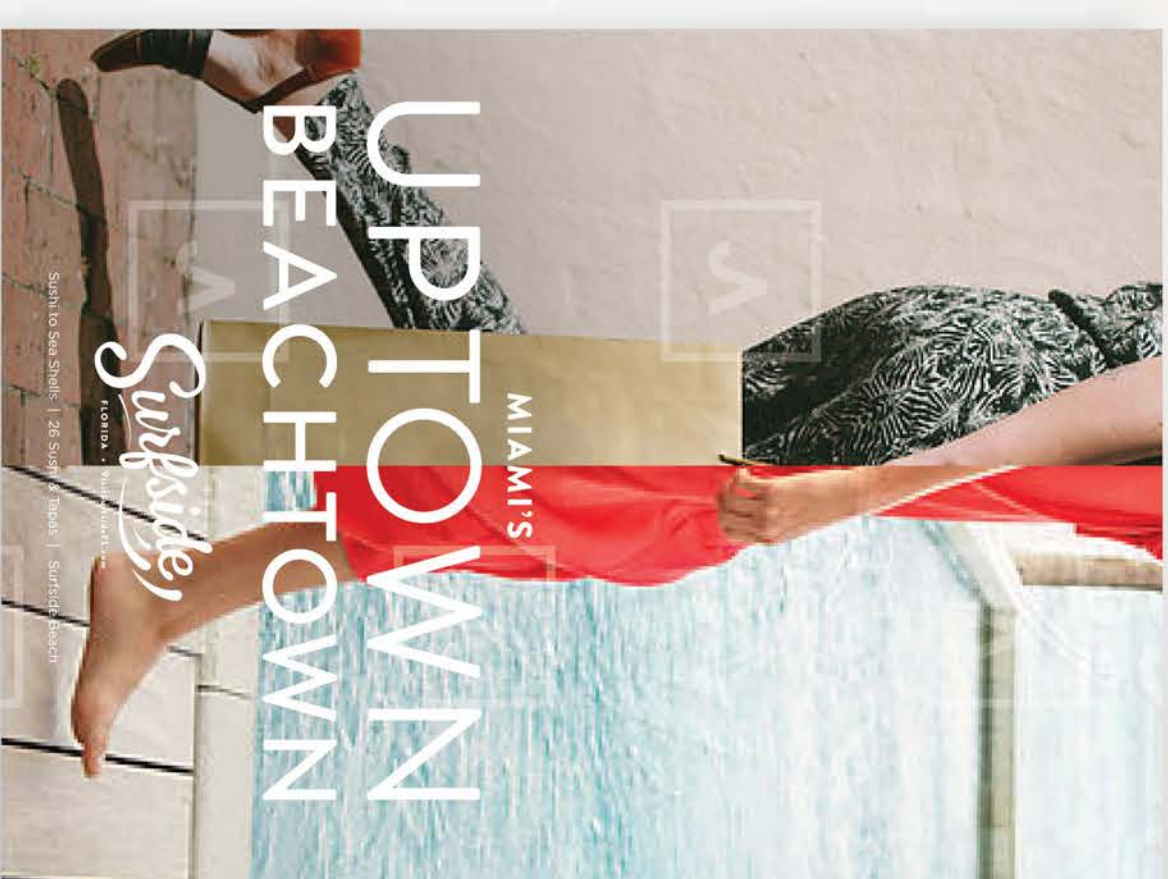
Unique Moments to Unforgettable Memories



Sandy Feet to Comfy Sheets



Dining to Downtime



Boutiques to Beach Walk







ITEM 10

MEMORANDUM

To: Members of the Tourist Board
From: Acting Communications Director & Tourism Manager
Date: April 25, 2022
Subject: Third Thursdays 2022 Series Recap

After a two-year break due to the pandemic, Surfside's Third Thursday event series returned in January for a three-month run.

Event organizer Sara Liss will be on hand to recap the three events noting both successes and opportunities for improvement.



JAN 20 **FEB 17** **MAR 17**
TURTLETOWN AUTHORTOWN FULLMOONTOWN
6 – 9 p.m. | 9500 Collins Ave.