



## Town of Surfside

### DOWNTOWN VISION ADVISORY COMMITTEE MINUTES

**March 5, 2020 – 6:00 p.m.**

Town Hall Commission Chambers –  
9293 Harding Ave, 2<sup>nd</sup> Floor, Surfside, FL 33154

#### Opening Items:

#### 1. Call to Order/Roll Call

Chair Grenald called the meeting to order at 6:08 pm.

The following Members introduced themselves:

Chair Shaun Grenald  
Israel Pineiro  
Sandra Oliva  
Marianne Meischeid

Absent: Fred Landsman  
Elliot Kula  
Commissioner Barry Cohen, Commission Liaison

Also, present: Duncan Tavares, Assistant Town Manager  
Frank Trigueros, Marketing & Special Projects Coordinator  
Evelyn Herbello, Deputy Town Clerk  
Charles Kesl, Tourist Board Liaison (arrived at 6:15 p.m.)

Assistant Town Manager Tavares introduced and welcomed new Committee member Israel Pineiro.

Sandra Oliva advised the Committee she will be resigning and moving out of the Country.

Assistant Town Manager Tavares advised of the representation of the Hotels on the Committee.

## **2. Approval of Minutes: November 21, 2019**

A motion was made by Committee Member Pineiro to approve the November 21, 2019 Committee Meeting Minutes. The motion received a second from Committee Meischeid. All voted in favor with Committee Member Landsman and Committee Member Kula absent.

## **3. Downtown Sidewalks Update**

Assistant Town Manager Tavares provided an update of the Downtown Sidewalks as well as the cost and comparison of painting and pavers.

Chair Grenald asked regarding the new coating and the cost.

Assistant Town Manager Tavares answered questions addressed by the Committee on the cost, maintenance and the use of pavers.

The following individual from the public spoke on the item:

George Kouslous spoke regarding using pavers in comparison to the painting and designs.

Committee Member Meischeid asked who maintains the Grand Beach's pavers.

Assistant Town Manager Tavares answered Committee Member Meischeid's question and stated that the Grand Beach has a maintenance crew that does their maintenance.

Chair Grenald stated that he agrees with not going with pavers due to the cost and maintenance cost.

\*Charles Kesl arrived at 6:15 p.m. and introduced himself to the Committee members as the Tourist Board Liaison.

Further discussion took place among the Committee and staff regarding the cost of maintenance of the pavers.

Assistant Town Manager Tavares explained the budget process, the cost of the plans, RFP process and implementation steps and process. He also explained the commitment process through the budget process and the approval by the Town Commission.

Chair Grenald spoke regarding the mockup of the different color scheme and what it would currently look like.

Discussion took place among staff, Committee members and Tourism Board Liaison Kesl of different possible designs.

Recommendation was made to hire an expert that would be able to come with a design and color.

A motion was made by Committee Member Meischeid. Committee Member Meischeid withdrew her motion.

A motion was made by Committee Member Meischeid to make a recommendation to the Town Manager to further investigate the use of pavers instead of the epoxy, seconded by Committee Member Pineiro. All voted in favor with Committee Member Landsman and Vice Chair Kula absent.

Consensus by the Committee if the original recommendation is not accepted or approved by the Commission, for the item to come back to DVAC for further recommendation.

Assistant Town Manager Tavares gave the Committee an update on the evaluation committee on the LED lighting RFP.

Assistant Town Manager Tavares stated that he will report back to the Committee once it goes to the Town Commission.

#### **4. Art In Public Places Update**

Assistant Town Manager Tavares provided an update on Art in Public Places and the legal challenges that the Town is facing with religious institutions and religious symbols. The Town Attorney is looking into it.

Further discussion took place among the Committee and staff regarding different issues that are being addressed and addressing the Town Ordinance.

Assistant Town Manager Tavares stated they are still working on it and will come back to the Committee before it is taken before the Town Commission.

Assistant Town Manager Tavares will bring back at the next meeting an item on provisional signage for their recommendation. He stated that there is a budget for two (2) digital signs. He also mentioned that possible locations considered are 94<sup>th</sup> Street or possibly at the community center.

#### **5. The Condition of Downtown Vacancies Update**

Assistant Town Manager Tavares provided an update on the condition of the downtown vacancies. He also explained the issues that they have been experiencing with the vacant downtown vacancies and the conditions and the Commission is looking at placing a mechanism that all vacant businesses must maintain the property in a certain condition.

Interim Tourism Bureau Director Trigueros gave the Committee an update on the design of the wrapping being placed on the vacant business windows and doors. He also commented on the new businesses opening up.

Assistant Town Manager Tavares advised the Committee that Josh's Deli is waiting on State approval to be able to brew their own beer.

**6. Tax Incentives Discussion – *Item was deferred at the October 17, 2019 and at the November 21, 2019 Meetings.***

Assistant Town Manager Tavares advised the Committee that this was brought up by a Committee member, who is not present and asked if the Committee would like to defer the item. He gave a verbal review.

A motion was made by Committee Member Pineiro to defer the item to the next DVAC meeting, seconded by Committee Member Meischeid. All voted in favor with Committee Member Landsman and Committee Member Kula absent.

**7. Tourist Board Update**

Tourist Board Liaison Kesl gave an update of the Tourist Board and the new Public Relations firm that was selected.

Committee member Meischeid asked the name of the firm selected.

Interim Tourism Bureau Director Trigueros answered Committee member Meischeid's question and stated the firm selected is CIIC.

Interim Tourism Bureau Director Trigueros gave an update on the events that have been taking place including Third Thursday.

Discussion took place among the Committee members and staff regarding the loss of revenue due to the Coronavirus crisis.

A motion was made by Committee Member Pineiro to approve Chair Grenald to walk on an item regarding Miracle Mile, seconded by Committee Member Meischeid. All voted in favor with Committee Member Landsman and Committee Member Kula absent.

**7A. Miracle Mile – Walk On Item – Chair Shaun Grenald**

Chair Grenald gave an update on the event he attended on Miracle Mile which consisted of a scavenger hunt. This event was a family event for all ages. He suggested doing something similar in the Town of Surfside and how it can be accomplished.

Assistant Town Manager Tavares stated that it might be able to be incorporated into Third Thursday.

A motion was made by Committee Member Meischeid to recommend looking into a scavenger hunt type event and having Tourist Board Liaison Kesl to take it to the Tourist Board at their next meeting, seconded by Committee Member Pineiro. All voted in favor with Committee Member Landsman and Committee Member Kula absent.

A motion was made by Committee Member Meischeid at 8:08 p.m. to extend the meeting by 15 minutes, seconded by Committee Member Oliva. All voted in favor with Committee Member Landsman and Committee Member Kula absent.

Committee Member Meischeid commented on parking on the alleyways and issuance of parking tickets and she assumed the business owners had parking spaces.

Assistant Town Manager Tavares stated that those are not parking spaces in the alley.

The following individual from the public spoke on the item.  
George Kouslous

Consensus was reached to add an item to the next DVAC agenda regarding parking issues.

#### **8. Future Meeting Dates for 2020:**

- June 18, 2020
- September 17, 2020
- December 17, 2020

Assistant Town Manager Tavares provided the upcoming meeting dates to the Committee members.

The Committee members discussed the upcoming meeting dates.

A motion was made by Chair Grenald to hold the Special DVAC Meeting on April 23, 2020, seconded by Committee Member Meischeid. All voted in favor with Committee Member Landsman and Committee Member Kula absent.

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

#### **10. Adjournment**

A motion was made by Committee Member Pineiro to adjourn the meeting at 8:14 p.m. The motion received a second from Committee Member Meischeid and all voted in favor with Committee Member Landsman and Committee Member Kula absent.


Respectfully submitted:

Accepted this 6 day of October, 2020



Marianne Meishcheid, Chair

Attest:



Evelyn Herbello  
Deputy Town Clerk