



**Town of Surfside  
Tourist Board  
MINUTES**

**January 9, 2017 6:00 p.m.**

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

The following also applies to all Boards and Committees:

*Rule 7.05 Decorum. Any person making impertinent or slanderous remarks or who becomes boisterous while addressing the commission shall be barred from further appearance before the commission by the presiding officer, unless permission to continue or again address the commission is granted by the majority vote of the commission members present. No clapping, applauding, heckling or verbal outbursts in support or opposition to a speaker or his or her remarks shall be permitted. Signs or placards may be disallowed in the commission chamber by the presiding officer. Persons exiting the commission chambers shall do so quietly.*

*Any person who received compensation, remuneration or expenses for conducting lobbying activities is required to register as a lobbyist with the Town Clerk prior to engaging in lobbying activities per Town Code Sec. 2-235. "Lobbyist" specifically includes the principal, as defined in this section, as well as any agent, officer or employee of a principal, regardless of whether such lobbying activities fall within the normal scope of employment of such agent, officer or employee. The term "lobbyist" specifically excludes any person who only appears as a representative of a not-for-profit corporation or entity (such as charitable organization, a trade association or trade union), without special compensation or reimbursement for the appearance, whether direct, indirect, or contingent, to express support or opposition to any item.*

**Opening**

**A. Call to Order.**

The meeting was called to order by Chair Barbara Cohen at 6:07pm.

**B. Roll Call of Tourist Board Members.**

All of the Board members were present with the exception of Terry Cohen who was absent with regrets.

Also in attendance: Duncan Tavares, TEDACS Director, Melissa Richards, Marketing and Special Projects Coordinator, Jane Graham, Assistant Town Attorney, Kent Aguero, resident and visitor app vendor, Barbara McLaughlin, resident, George Kousoulas, resident, Sara Liss, resident, Joanna Hoffman, resident, Cristina Kahn, Director of Sales and Marketing Residence Inn, Paul Jacober & Luisa Jimenez, Jacober Creative

Chair Barbara Cohen advised that the Board is awaiting a call from a Sister Cities representative and requested a motion to move the related item up on the agenda. Secretary Marianne Meischeid made a motion to move the Sister Cities up on the agenda; Jennifer Zawid seconded the motion. The motion passed unanimously.

**1. December 5, 2016 Tourist Board Meeting Minutes.**

Vice Chair Jessica Weiss made a motion to approve the December 5, 2016 Tourist Board Meeting Minutes; Jennifer Zawid seconded the motion. The motion passed unanimously.

**2. A/R (Resort Tax).**

There were no accounts receivable update provided at this meeting.

**3. Fireworks Update.**

Director Duncan Tavares advised that due to wind conditions the fireworks display was unfortunately canceled by the Fire Marshall within five minutes of the show commencing. The Grand Beach and the Town were able to secure a \$9,000 rebate from Zambelli for the display.

**4. Sister Cities Process Discussion.**

Taylor Woodruff of Sister Cities International was present via phone conference to explain the Sister Cities program to the Board. Secretary Marianne Meischeid inquired about the benefits of the program to Surfside and other towns. Mr. Woodruff advised that the benefits include and go beyond arts, culture, and economic development opportunities. The best way to have the Board commence this program is for the Board to determine which cities they want to partner with. The Board would need to identify key factors such as commerce, local businesses, and academic institutions to help facilitate the program. The Board also needs to determine what they want to get out of the Sister City program. Board members inquired about other nearby cities' successes in the Sister City program. Mr. Woodruff advised that he will send an email of the successful communities. Director Duncan Tavares spoke about involving the hotels from a tourism stance for this program. He is hoping to have the Board's proposal or intent on the Sister Cities program completed for inclusion in the Town Commission's March meeting.

**5. First Fridays Proposal ~ Sara Liss (deferred from December 5 meeting).**

Sara Liss provided a recap of the First Fridays from start to finish. The goal of First Fridays was to create a recurring signature event that encourage community involvement and promoting Surfside as an attractive tourist destination as well as generate buzz/media attention around Surfside's unique way of life. The event attracts both visitors and locals to the beach and involves local businesses. Results from the First Fridays event series include media coverage by *Miami.com*, *Miami New Times*, *Time Out Miami*, social media coverage (Facebook & Instagram), and a database of emails. The benefits from First Fridays included engaging local businesses by providing the businesses the opportunity to market themselves as well as creating a space for residents to showcase art and culture.

The attendance for First Friday was as follows:

July: 83 registered (20% non-resident)

August 5: 252 registered (30% non-resident)

September: 266 (30% non-resident)

October: 330 (25% non-resident)

The brands that participated in the series included:

Raw Juice

Ginny Bakes

WTRMLN WTR

Deep Rose

Sparkling Ice

The entertainment that was included was:

Brazilian Samba Band (acoustic)

Interactive Drum Circle

Bollywood-Style Dancers

Informal Fashion Vignettes

Potential Future Themes/Events (If approved)

Fashion Show – adults & kids

Sandcastle Building contest & workshop

Movies on a boat

Full moon party

Adults-only (with childcare provided at Community Center

Outdoor movie night

Art-Basel tie-in with artists, installation, children's art activity

White dinner spin-off

Eco-friendly turtle ocean-wildlife education

Yoga/wellness, chair massages

Moroccan Night

Full Moon Bahamian Celebration

Bollywood Night

Camp Out Night

Jennifer Zawid thanked Sara Liss for her efforts and would like to see First Fridays up and running in March. Vice Chair Jessica Weiss stated that what she believed what caused the frustration with some Board members was the lack of transparency. What she would like to see going forward is exact information of what the Board has expressed and what exactly will be delivered. Secretary Marianne Meischeid believes Sara Liss has come a long way with the series and thanked her for the changes that were made. In the future she hopes that the event deliverables are more specific. Vice-Mayor Cohen was

concerned about those who observe the Sabbath and are not able to participate in the First Fridays series. Sara Liss advised that a lot of Shabbat observers came out and attended the event as well. She advised that the time can be extended if needed to be flexible for all. Vice-Mayor Cohen stated that there should be flexibility in the day as some residents observe the Sabbath. Director Duncan Tavares advised that defining specific items for an event can be problematic. He advised that since Third Thursdays is a bigger event he has more flexibility to move things around, budget wise, but Sara Liss does not. Vice Chair Jessica Weiss inquired about the current funding available in the budget to host such a series. Director Duncan Tavares advised that the current budget is fully committed. The funds to finance this series would need to come from the reserves. Residents George Kousoulas and Joanna Hoffman are in favor of the First Fridays events and feel that the series needs to be longer, from 3-8pm, and from four to six events in the series. Director Duncan Tavares advised that staff is needed to host an event, especially if the event is being hosted until 8pm. The availability of restrooms at the Community Center comes with restrictions; the facilities are open to residents and Surfside hotel guests until 7pm only. Vice Chair Jessica Weiss made a motion to start the series in April or May with the four committed themes that include a list of minimum deliverables to be set at a later time; seating should be consistent with the theme and a specified kids area needs to be identified. The event series approval is contingent on regulations that must be followed and the Town Commission's approving the release of the funds. Secretary Marianne Meischeid seconded the motion. The motion passed unanimously.

**6. Jacober Creative Marketing / Media Plan Quarterly Update.**

Luisa Jimenez provided the quarterly update from Jacober Creative with regard to the Board's marketing/media plan. Jacober Creative has created promotional items which include sales brochures, totes, water bottles, towels and beach mats which are all branded.

\*Vice Mayor Cohen exited the meeting at 7:48pm\*

She advised that the Visitor Guide and the website have been revamped. The first print ad appeared in AFAR magazine and additional ads will be featured in The Canadian's Guide to Florida, Chicago Magazine and New York Magazine. The digital advertising took place in Google's ad network and through blog postings. A general media kit has been created. In looking ahead, Jacober Creative is planning a press immersion tour to rally the local writers and editors to come and experience Surfside for themselves. The tentative date for the tour is January 26, 2017. A signed contract for visitor social media archiving was executed by the Town. Therefore the social media aspect can now move forward. She also presented Jacober Creative's rough draft of the 360 video and different street light banner options for the Board to review. Director Duncan Tavares requested the Board to provide feedback at next month's meeting.

**7. Third Thursdays Update.**

Director Duncan Tavares advised that Third Thursdays is moving forward. The food truck area will now be an activities area as they will now be placed in the "Shul" parking lot. The first event is set for February 16, 2017 with a theme of Uptown Beach Town. He is looking to provide more giveaways to promote the downtown businesses and the food trucks as an incentive.

**8. Tourism Questionnaire Review (deferred from November 14 and December 5 meetings).**

Jennifer Zawid made a motion to defer this item; Vice Chair Jessica Weiss seconded the motion. The motion passed unanimously.

**9. Other Business:**

**a) Meetings Schedule.**

Director Duncan Tavares advised that moving all the meetings may produce a challenge logistically. He stated that he would speak to member Terry Cohen as this was of interest to her.

**b) Permanent Downtown Lights / Seasonal Lights.**

Secretary Marianne Meischeid inquired about the holiday lights being unplugged downtown. Director Duncan Tavares advised that due to electrical issues downtown, the lights will be coming down mid-January. The removal date for the lights was originally January 5, 2017 but was extended to March at no extra expense. Therefore there would be no refund eligibility. He advised that going forward, the electrical issues will need to be addressed prior to any money being expended for the next holiday season.

**c) Air bnb.**

Director Duncan Tavares advised that there is an agreement going before the Town Commission to start collecting Resort Tax for all bookings made through Air bnb for short term rentals in Surfside.

**d) Events.**

Director Duncan Tavares will have a few event companies available at the February meeting to speak to the Board.

**10. Next Tourist Board Meeting: Monday February 6, 2016 at 6:00pm.**

**11. Public Comment.**

None.

**12. Adjournment.**

Secretary Marianne Meischeid made a motion to adjourn the meeting at 8:15pm; Vice Chair Jessica Weiss seconded the motion. The motion passed unanimously.

Accepted this 6<sup>th</sup> day of February, 2017

BARBARA COHEN

Member (Print)

Barbara Cohen

Signature

Attest:  
  
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Frantza Duval  
Recording Clerk