



**Town of Surfside
Tourist Board
MINUTES**

February 6, 2017 6:00 p.m.

Town Hall Commission Chambers - 9293 Harding Ave, 2nd 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 6:08pm.

B. Roll Call of Tourist Board Members.

Present were Barbara Cohen, Chair; Jessica Weiss, Vice-chair; and Marianne Meischeid, Secretary. Members Terry Cohen and Jennifer Zawid were absent with regrets.

Also in attendance were Duncan Tavares, TEDACS Director; Melissa Richards, Marketing and Special Projects Coordinator; Linda Miller, Town Attorney; Vice Mayor Barry Cohen, Commission Liaison; Victor May, resident; Barbara McLaughlin, resident; and George Kousoulas, resident.

1. January 9, 2017 Tourist Board Meeting Minutes.

Secretary Marianne Meischeid made a motion to approve the January 9, 2017 Tourist Board Meeting Minutes; Vice Chair Jessica Weiss seconded the motion. The motion passed unanimously.

Commission Liaison, Vice Mayor Barry Cohen, spoke about low-energy year-round lighting for downtown Harding Avenue. He would like to see it brought up on the next Tourist Board agenda.

2. A/R (Resort Tax).

Chair Barbara Cohen advised that resort tax payments are starting to come in for Air bnb. The collected amount to date is \$8,000. Guillermo Olmedillo, Town Manager, mentioned that the county is following the Town's contract agreement with Air bnb for their tax collection.

3. Appointment of Tourist Board member to assist the Town Manager with the selection of the Tourism Director.

Chair Barbara Cohen made a motion to nominate herself as a member to assist with the Tourism Director selection; Vice Chair Jessica Weiss seconded the motion. The motion passed unanimously.

4. Tourism Questionnaire Review (deferred from November 14, December 5 and January 9 meetings).

Director Duncan Tavares advised that Greater Miami Convention & Visitors Bureau (GMCVB) has agreed to do the questionnaire as a part of the Town's membership with them. The Tourist Board would need to provide GMCVB with the detailed changes to the questions. The questions would be asked at the airport. Secretary Marianne Meischeid was a little concerned with the location as most people who come to Surfside may not come through the airport. She would like to see a more condensed version of the survey. Vice Chair Jessica Weiss suggested that postcards be placed in the hotel rooms, but Director Duncan Tavares advised that most hotels such as Grand Beach are going green and do not have paper products, such as visitor guides, in the rooms. It was suggested that the idea can be done on a temporary basis. Director Duncan Tavares stated that he can speak to Grand Beach about it. George Kousoulas agreed that the questionnaire is too long and that the questionnaire should ask questions of how Surfside could be better. Chair Barbara Cohen inquired if Yelp yielded any favorable reviews regarding Surfside. Director Duncan Tavares advised that reviews regarding downtown restaurants are mixed with some not so favorable reviews. The challenge is that reviews are "property based" and geared toward a visitor's experience with a specific merchant. Melissa Richards advised that she could create a cardstock questionnaire to personally hand out to guests who visit the Community Center. Victor May suggested that the Board invest in the community by creating a questionnaire that is geared toward residents and what they would like to see. Director Duncan Tavares suggested moving forward with Melissa Richard's idea as a starting point for the questionnaire. This was approved by the Board.

Commissioner Liaison, Vice Mayor Barry Cohen, about low-energy year-round lighting for downtown Harding Avenue. He would like to see it brought up on the next Town Board agenda.

A 15 (Resort Tax)

Chair Barbara Cohen advised that resort tax payments are starting to come in for Airbnb. The collected amount to date is \$8,000. Chairman Cohen, Town Manager mentioned that the county is following the town's contract agreement with Airbnb and their tax collection.

3. Appointment of Town Board member to assist the town manager with the

selection of the Tourism Director

Chair Barbara Cohen made a motion to appoint a member to assist with the Tourism Director selection. Vice Chairman Weiss seconded the motion. The motion passed unanimously.

4. Tourism Questionnaire Review (abstract from November 14, December 14, and

January 9 meetings)

Director Duncan Javies advised that Grant Miller, Chairman & Vice Chair (TMCVR) has agreed to do the questionnaire as part of the town's questionnaire work. The town board would need to provide (TMCVR) with the detailed changes to the questionnaire. The questionnaire would be asked in an attempt to identify the questions. The questionnaire was a little concerned with the location as most people who come to study may not come through the airport. She would like to see a new questionnaire version of the survey. Vice Chair Jessica Weiss suggested that questions be placed in the questionnaire but Director Duncan Javies advised that most hotels and Airbnb would not have paper products such as printer paper in the room. She suggested that the idea can be done on a computer based. Director Duncan Javies stated that he can speak to Grant Beach about it. George Richardson agreed that the questionnaire is too long and that the questionnaire should ask questions of how it could be better. Chair Barbara Cohen indicated that Yelp helped her find a restaurant regarding outside. Director Duncan Javies advised that reviews regarding downtown restaurants are mixed with some not so favorable reviews. The challenge is that reviews are "properly passed" and geared toward a visitor's experience with a specific restaurant. Melissa Richards advised that she could create a checklist questionnaire to personally hand out to guests who visit the Community Center. Victor Javies suggested that the Board invest in the community by creating a question list is geared toward residents and what they would like to see. Director Duncan Javies suggested moving forward with Melissa Richards' idea as a starting point for the questionnaire. This was approved by the Board.

5. Banners Discussion.

Director Duncan Tavares advised that he emailed the Board members regarding streetside banner options. He suggested that the members provide their most liked options for banners and from there he can figure out what direction the Board as a whole would like to move. He will provide the outcome at next month's meeting.

Secretary Marianne Meischeid was concerned about the white lettering on the banner making it harder to see. George Kousoulas stated that adjusting the font size would help with visibility.

6. First Fridays Update.

Director Duncan Tavares advised that the First Friday proposal, to be funded from the Resort Tax Reserve Fund, is being presented to the Town Commission at their February 16, 2017 meeting for the release of the funds. He encouraged the Board to be present and to support their item should there be any questions.

Secretary Marianne Meischeid made a motion to approve the lesser amount of \$48,000 from the previously approved amount of \$60,000 for the first Friday event; Vice Chair Jessica Weiss seconded the motion. The motion passed unanimously.

7. Third Thursdays Update.

Director Duncan Tavares advised that this season's first Third Thursday event is scheduled for February 16, 2017. He added that the activity area is being increased. In the past, the VIP areas were used as an activity area by children. The food trucks will be located in the parking lot to the north next to the Shul. This first event in the series will help determine what additional changes need to be made for the next event in March.

A member of the audience asked when First Fridays would start, but was advised that the dates are still being worked out. May 2017 would be a preferred start date.

8. Sister Cities.

Director Duncan Tavares advised that the Sister Cities information was provided to the Board last month. At the next meeting Director Duncan Tavares would like to have input from the Board on what to present to the Town Commission. He will provide additional information leading up to the March 6, 2017 meeting.

**9. Next Tourist Board Meeting: Monday March 6, 2017 at 6:00pm.
Discussion with Event Organizers and FY17/18 Marketing Plan.**

Chair Barbara Cohen advised that there was a request to have the Tourist Board meeting time start earlier. Tourist Board members were fine with having an earlier meeting time.

Secretary Marianne Meischeid made a motion to change the Tourist Board meeting time from 6:00pm to 5:30pm; Vice Chair Jessica Weiss seconded the motion. The motion passed unanimously.

Chair Barbara Cohen mentioned that the new Visitors Guide is available should anyone be interested.

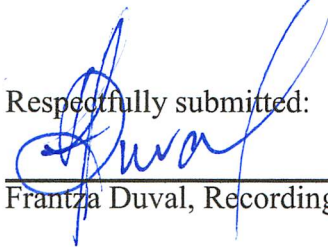
10. Public Comment.

Victor May was disappointed in the fireworks display on New Year's Eve and inquired as to why the show was at 9pm and not at midnight.

11. Adjournment.

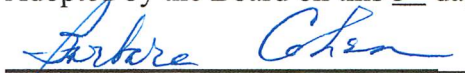
Vice Chair Jessica Weiss made a motion to adjourn the meeting at 7:09pm; Secretary Marianne Meischeid seconded the motion. The motion passed unanimously.

Respectfully submitted:



Frantza Duval, Recording Clerk

Adopted by the Board on this 3rd day of April, 2017



Barbara Cohen, Chair