



Town of Surfside

TOURIST BOARD MEETING MINUTES

March 5, 2018 – 5:30 p.m.

Town Hall Commission Chambers –
9293 Harding Ave, 2nd Floor, Surfside, FL 33154

Opening Items:

1. Call to Order/Roll Call

The meeting was called to order by Chair Barbara Cohen at 5:31 p.m.

The following were present: Chair Barbara Cohen
Board Member Jeff Lehman
Board Member Charles Ness

Absent: Vice Chair Jessica Weiss
Secretary Marianne Meischeid

Also present: Vice Mayor Barry Cohen, Commission Liaison
Guillermo Olmedillo, Town Manager
Duncan Tavares, Assistant Town Manager
Lindsay Fast, Tourism Director
Mitch Bierman, Town Attorney
Frank Trigueros, Marketing & Special Projects Coordinator
Elora Riera, Deputy Town Clerk

2. **Welcome – Chair Barbara Cohen**

Chair Barbara Cohen welcomed everyone to the meeting.

3. **Approval of Minutes: February 5, 2018**

Board Member Lehman made a motion to approve the minutes as written. The motion was seconded by Board Member Ness and all voted in favor.

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

The A/R resort tax spreadsheets were provided to the Board for their information.

Discussion Items

5. **Third Thursdays Update: sand sculpture, visitor email list and data capture, preparation for March 15th pet night.**

Tourism Director Fast provided an update to the Board regarding the Third Thursdays event, repairs to the sand sculpture and preparations for the upcoming Third Thursdays “pet night” event on March 15th.

Marketing & Special Projects Coordinator Trigueros provided information on the data capture for the first two Third Thursday events.

6. Food Media Tour – In collaboration with Pinzur PR, select food media for a progressive lunch tour April 10th.

Tourism Director Fast presented the item to the Board. She explained that the progressive dinner would include 8-12 journalists at approximately 4-5 restaurants depending on who's willing to participate and there would be a local host to give the tour.

Rachel Pinzur of Pinzur Communications provided some information on the event and answered questions from the Board members.

After some discussion, there was consensus from the Board for staff to move forward with this event.

7. Turtle Collateral for visitors – Commissioner Paul's proposal.

Commissioner Tina Paul provided some information on ways to implement sea turtle awareness.

Discussion ensued on different ways to bring awareness of sea turtles and nesting season to Town in hotels and local businesses such as brochures, coloring books and coloring pages.

Board Member Lehman made a motion for staff to investigate possibilities for printing, video, and distribution on sea turtle awareness. The motion was seconded by Board member Ness which passed 3-0 on roll call vote.

8. Tourism Appreciation Month – May is Tourism Appreciation Month, did we want to do anything special for the hotels & business district?

Tourism Director Fast presented the item to the Board and asked for input and suggestions.

The Board suggested doing the same recognition that was done for the hotels after Hurricane Irma with ice cream and coffee and to also include the different hotel shifts in the recognition.

9. Straw-Ban – Workshop for restaurants & hotels affected.

Tourism Director Fast proposed holding a workshop with the local hotels and businesses to spread awareness on the banning of plastic straws.

After some discussion, there was consensus for the awareness efforts on the banning of plastic straws to be made by going door-to-door to the local hotels and businesses.

10. Lifeguard & Lifeguard Stand: Update on Process.

Tourism Director Fast advised the Board that at the last Parks and Recreation Committee meeting, the Committee members did not see the additional lifeguard stand as a life safety issue and decided not to move forward with an additional lifeguard stand.

Discussion ensued regarding damages made to the current lifeguard stand due to beach erosion and high tides.

11. Next Tourist Board Meeting: Monday, April 9, 2018 at 5:30pm

Chair Barbara Cohen advised the Board that the next meeting is on April 9, 2018 at 5:30pm.

12. Public Comments

Public Speakers:

- George Kousouslas of 9225 Collins Avenue

- Victor May of 9117 Froude Avenue
- Michael Karukin of 9365 Abbott Avenue

Tourism Director Fast advised the Board that the photoshoot was postponed due to the erosion of the beach and also reported on the Shoreside Saga event that took place at the Community Center.

Discussion ensued regarding the engagement of the business district.

13. Adjournment

There being no further business to discuss, Board Member Lehman made a motion to adjourn the meeting. Board Member Ness seconded the motion and all voted in favor.

The meeting adjourned at 6:46 p.m.

Respectfully submitted:

Accepted this 14th day of May, 2018


Barbara Cohen, Chair

Attest:


Elora Riera, CMC
Deputy Town Clerk