



Town of Surfside

TOURIST BOARD MEETING MINUTES

July 1, 2019 – 5:30 p.m.

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

**** The video of this meeting was corrupted and minutes were created from notes****

Opening Items:

1. Call to Order/Roll Call

The meeting was called to order by Chair Barbara Cohen at 5:34 p.m.

Present: Chair, Barbara Cohen
Vice Chair, Jeff Lehman
Board Member, Charles Kesl

Absent Board Member, Neil Goodman

Also present: Lindsay Fast, Tourism Director
Duncan Tavares, Assistant Town Manager
Haydee Sera, Town Attorney
Michael Karukin, Town Commission Liaison
Frantza Duval, Recording Clerk
Frank Trigueros, Marketing & Special Projects Coordinator

2. Welcome – Chair Barbara Cohen

Chair Barbara Cohen welcomed everyone. Chair Cohen advised that Jennifer Brilliant had resigned from the Tourist Board and thanked her for her service.

3. Approval of Meeting Minutes: June 3, 2019

Vice Chair Lehman made a motion to adopt the minutes. The motion received a second from Board Member Kesl and all voted in favor.

4. A/R (Resort Tax)

Tourism Director Fast presented the report.

Discussion Items:

5. Turtle Table and Banners- Lindsay Fast, Tourism Director

Tourism Director Fast presented the item to the Board. She presented the different table options along with the banner creative. After additional discussion Vice Chair Lehman made a motion to move forward with a non-picture version with the addition of a line "For more information logon to VisitSurfsideFL.com. The motion was seconded by Chairwoman Barbara Cohen who passed the gavel to Vice Chair Lehman, and all voted in favor.

6. Holiday Lights Proposal Options from Miami Christmas Lights – Lindsay Fast, Tourism Director

Tourism Director Fast presented the item to the Board. Board members provided additional feedback and after further discussion it was decided to move forward with option 2 with the crown and to remove ground light in the pocket parks. Vice Chair Lehman made a motion to adopt the recommendation. The motion received a second from Board Member Kesl and all voted in favor.

7. Downtown Vision Advisory Committee's Ideas for Art in Public Places & Instagrammable Moments – Lindsay Fast, Tourism Director

Tourism Director Fast lead the discussion on this item, mentioning that this topic was also under discussion at the Downtown Vision Advisory Committee. Vice Chair Lehman recommended to also review the Miami Beach ordinance, and Town Attorney Sera also recommended to review the Miami-Dade County ordinance.

8. Next Tourist Board Meeting: Monday, August 5, 2019 at 5:30pm

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

10. Adjournment

There being no further business to discuss, Board Member Kesl made a motion to adjourn the meeting. The motion was seconded by Vice Chair Lehman and all voted in favor.

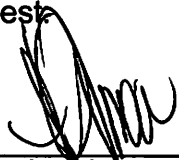
The meeting adjourned at 6:43 p.m.

Respectfully submitted:

Accepted this 7th day of October, 2019


Barbara Cohen, Chair

Attest



Sandra Nova, MMC
Town Clerk