



## **Town of Surfside**

### **TOURIST BOARD MEETING MINUTES**

**March 2, 2020– 5:30 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**

The meeting was called to order by Chair Barbara Cohen at 5:32 p.m.

Present: Chair, Barbara Cohen  
Vice Chair Lisa Herman  
Board Member Charles Kesl

Absent: Board Member Cornelia Samara  
Board Member Neil Goodman

Also present: Duncan Tavares, Assistant Town Manager  
Haydee Sera, Town Attorney  
Michael Karukin, Town Commission Liaison  
Evelyn Herbello, Deputy Town Clerk  
Frank Trigueros, Interim Tourism Director

##### **2. Welcome– Chair Barbara Cohen**

##### **3. Resort Tax Revenue Accounts Receivable Report**

Interim Tourism Director Trigueros gave an update of the Resort Tax Revenue Accounts Receivable Report.

##### **4. Approval of Meeting Minutes: February 3, 2020**

A motion was made by Board Member Kesl to approve the February 3, 2020 minutes, seconded by Vice Chair Herman. All voted in favor with Board Member Samara and Board Member Goodman absent.

##### **5. Quarter 1 Marketing Review by Jacober Creative**

Luisa Jimenez, Brand Strategist, Jacober Creative, provided the Board with the Quarter 1 Marketing Review.

Board Member Kesl commented regarding the dead links and why the system did not pick up on the issue. He also asked Jacober Creative what are their best practices.

Luisa Jimenez, Jacober Creative, stated that they are not broken links but slow websites due to the fact that they come from external sites and links that needed to be updated. She answered further questions asked by Board Member Kesl.

Interim Tourism Bureau Director Trigueros responded to Board Member Kesl's question.

Assistant Town Manager Tavares also addressed questions from Board Member Kesl regarding the time frame of when the site was down.

Vice Chair Herman asked if they are cross promoting when they place it on social media.

Luisa Jimenez, Jacober Creative, answered Vice Chair Herman's question stating that they do and gave the number of posts per week on social media.

Assistant Town Manager Tavares asked Luisa Jimenez, Jacober Creative, to explain the vetting process on posts tagging the Town of Surfside.

Luisa Jimenez, Jacober Creative, explained to the Board the vetting process on posts, tags and permission for access and how it is placed in a social media platform.

Assistant Town Manager Tavares further explained to the Board the issues that have been encountered in obtaining certain content for it to be able to be user generated.

Further discussion took place among the Board Members, Luisa Jimenez, Jacober Creative and staff regarding the marketing plan, ROI and how much business and users are being tracked.

Board Member Kesl gave an option of possibly having a ribbon cutting for new downtown businesses assisting in the promotion of those businesses. He also asked if it could be added to the Town's website.

Chair Cohen commented on the coupons in newsletters for new restaurants during the summer, but has noticed that many have not participated.

Assistant Town Manager Tavares addressed the issues they had with the coupons and restaurants and they will look into it.

Further discussion took place among the Board and staff on ways to encourage the businesses to participate with the Town and help the businesses with their marketing and social media.

Commissioner Karukin commented on DVAC's promotion of new businesses.

Assistant Town Manager Tavares advised the Board that at the next meeting they can provide a comprehensive review of what DVAC does so the Board can be more aware of their function.

**6. Quarter 1 Anything But Advertising Public Relations Review – Frank Trigueros**

Interim Tourism Director Trigueros provided the Board with the Quarter 1 Anything But Advertising public relations review along with a presentation with the summary highlights.

**7. Welcoming Carolyn Izzo Integrated Communications – Public Relations Contract, Finalized Scope of Work**

Interim Tourism Director Trigueros provided an update on the new Public Relations Contract with Carolyn Izzo Integrated Communications and advised the Board they are finalizing the scope of work and contract.

Board Member Kesl asked who were the individuals on the Evaluating Committee.

Assistant Town Manager Tavares answered Board Member Kesl's question stating that the Tourist Board selected Chair Cohen to be part of the Evaluation Committee as well as Interim Tourism Bureau Director Trigueros, Assistant Town Manager Tavares and other individuals.

**Discussion Items:**

**1. New Mission and Vision Statement**

Chair Cohen stated that they have been using the current mission and vision statement and due to the elections coming up, she suggests to defer this item until the April 6, 2020 meeting.

A motion was made by Vice Chair Herman to defer this item to the April 6, 2020 meeting. The motion received a second from Board Member Kesl. All voted in favor with Board Member Samara and Board Member Goodman absent.

**2. Web and Social Media Marketing, Projections, Assessments, Knowing the Competition, Maximizing ROI – Board Member Charles Kesl**

Board Member Kesl gave a presentation of the item with the materials that was presented to the Board and what benchmarks can be added to help the Town grow.

Greg Shaughnessy, Search Marketing, Jacober Creative, spoke on the item stating that the information was inaccurate. He also commented that this was made for a desktop and not for mobile phone. He stated that individuals do their searches on mobile phones. He also stated that trying to engage local businesses people/tourists is done by using mobile phones and when you look at website use and the amount of traffic it is 86% mobile phone use.

Assistant Town Manager Tavares commented on Board Member Kesl's report and asked Jacober Creative to address the concerns on the report and come up with what exactly can be added to what is being done that can make it more relatable.

Interim Tourism Director Trigueros commented on the presentation made by Board Member Kesl and stated that they are looking at areas that can be reached as it comes from the public relations point of having benchmarks and ways of integrating it.

Further discussion continued among Board Member Kesl, Jacober Creative and staff regarding the presentation and Assistant Town Manager Tavares explained that everything is not handled by just one company.

Assistant Town Manager Tavares suggested to revisit the Strategic Plan as well as the Marketing Plan that was part of the RFP process and possibly refocusing on some of the items.

**3. Quality Control, Quality Assurance – Board Member Charles Kesl**

Board Member Kesl presented the item, the budget as well as the user generated content. He also spoke regarding ADA compliancy.

Assistant Town Manager Tavares addressed the budgetary process and advised the Board of the budget and what areas the monies are allocated.

**4. Sponsorship Application: Farmer's Market Enhancement – Javier Valmana**

Interim Tourism Director Trigueros introduced the item and provided the Board members with a copy of the application.

Assistant Town Manager Tavares spoke about the work that Mr. Valmana has been doing with the Farmer's Market.

Javier Valmana, Farmer's Market Enhancement, spoke regarding his application and work with the engagement of the community. He discussed some issues he has run into; one being not having the right infrastructure which affects the resident's enjoyment. He would like to add lighting, entertainment and tents for the residents.

Chair Cohen asked Mr. Valmana how much furniture was he looking at purchasing.

Mr. Valmana answered Chair Cohen's question and stated that he is looking at purchasing something that would fit with the Town of Surfside look. He would like to have chairs, umbrellas and entertainment.

Board Member Kesl asked regarding the success of the Farmer's Market and the vendors that participated.

Mr. Valmana answered Board Member Kesl's question that at times the number of vendors have gone down due to not having the proper infrastructure.

Interim Tourism Bureau Director Trigueros asked Mr. Valmana to share with the Board his experience and how the lack of proper infrastructure affects the Farmer's Market.

Discussion took place among the Board and staff regarding storage of the equipment, the furniture being purchased, and possible cost savings by using the same furniture for other events.

A motion was made by Board Member Kesl to defer the item to the April 6, 2020 meeting. The motion died for a lack of a second.

Town Attorney Sera stated that they will draft a letter with the conditions that come with the grant and asked if the Board wanted additional conditions imposed.

A motion was made by Chair Cohen to approve the sponsorship application in the amount of \$3,500 with the conditions imposed by the Tourist Board to include acoustical entertainment, provide the Tourist Bureau with an inventory of the furniture purchased, he will be responsible for the storage of the furniture, and once his contract ends, the furniture will be returned to the Tourism Bureau. The motion received a second from Vice Chair Herman. All voted in favor with Board Member Samara and Board Member Goodman absent.

**5. Next Meeting: Monday, April 6, 2020 at 5:30 p.m.**

Assistant Town Manager Tavares provided the Board with the next meeting date of April 6, 2020 at 5:30 p.m.

Consensus was reached by the Board agreeing to hold the next meeting on April 6, 2020 at 5:30 p.m.

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

Chair Cohen opened the floor to public comment.

There being no one from the public signed up to speak, Chair Cohen closed the floor to public comment.

**7. Adjournment**

There being no further business to discuss before the Tourist Board, Board Member Kesl made a motion to adjourn the meeting, seconded by Vice Chair Herman. All voted in favor with Board Member Samara and Board Member Goodman absent.

The meeting adjourned at 8:01 p.m.

Respectfully submitted:

Accepted this 4 day of August, 2020

  
\_\_\_\_\_  
Lisa Herman, Chair

Attest:

  
\_\_\_\_\_  
Evelyn Herbello  
Deputy Town Clerk