



Town of Surfside

TOURIST BOARD MEETING MINUTES

December 7, 2020– 5:30 p.m.

Opening Items:

1. Call to Order/Roll Call

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

Present: Chair Lisa Herman
Vice Chair Eli Tourgeman
Board Member Ian Mavorah
Board Member Clara Diaz-Leal

Absent: Board Member Robert Lisman

Also present: Vice Mayor Tina Paul
Haydee Sera, Town Attorney
Andrew Hyatt, Town Manager
Evelyn Herbello, Deputy Town Clerk
Frank Trigueros, Tourism Manager

2. Agenda and Order of Business

3. Approval of Meeting Minutes: November 9, 2020

A motion was made by Board Member Diaz-Leal to approve the November 9, 2020 Tourist Board Meeting Minutes, seconded by Board Member Mavorah. The motion carried with a 4-0 vote with Board Member Lisman absent.

4. Resort Tax Collection

Tourism Manager Trigueros gave an update and a synopsis of the funds collected and the deficit.

Vice Chair Tourgeman asked about the streamlined budget for the current fiscal year.

Tourism Manager Trigueros reminded him that the budget passed by the Board in October focused primarily on special events and that there would be an additional opportunity for the Board to go back to the Town Commission to request additional dollars for marketing.

5. DVAC Update

Tourism Manager Trigueros gave an update and recapped the different meetings the Committee has had and their focus on supporting businesses through initiatives such as a new downtown business survey that will gauge resident's sentiment towards downtown businesses as well as incoming businesses. He stated that he is working on a draft and will work with Rachel Pinzur to finalize and distribute. They also discussed the sidewalk refurbishment, in addition to art in public places.

Vice Chair Tourgeman commented to Board Member Diaz-Leal that the previous DVAC Committee had business owners as active voting members, and that the current commission only recently changed the eligibility requirements for boards and committees to be restricted to residents only. He would recommend that Vice Mayor Paul take to the Commission the idea of adding members of the business district to the DVAC Board.

Vice Mayor Paul clarified that the recommendation of the new commission was to have more residents participate, but ~~they~~ there are residents that are also business owners and the recommendations were made based on the applications they received. She stated that other business owners have not applied to the board and she will be happy to recommend it to the commission.

Board Member Diaz-Leal stated that perhaps it is a big commitment that they might not be able to commit to and possibly have an honorary board member that can have a voice and does not have to attend the meeting.

Vice Chair Tourgeman stated that they should explore that further and there are some business owners that would like to be involved especially those in the restaurant business. He stated that he would like to make sure that they are sensitive to the business owners.

Board Member Diaz Leal stated that there are some that are interested and possibly doing some type of outreach.

Tourism Manager Trigueros stated that he will look into that idea. He stated that perhaps it could be a symbolic, unofficial position. He stated that the former committee had several appointees from the business district who failed to show up for meetings and were subsequently replaced. He would like more of the business owners involved in the DVAC process and meetings, and reminded the board that current DVAC Committee Chair Marianne Meischeid represents the businesses as she is the store manager at Pampaloni Silver.

Vice Chair Tourgeman asked Board Member Diaz-Leal if she would like to move forward with that task as DVAC liaison.

Board Member Diaz-Leal stated she would take that task and look at how they can have more inclusivity of the business owners.

Board Member Mavorah stated that there are some challenges to having the business owners participating and if there is some sort of survey that can be done and sent to the business owners to see what discourages them from participating in DVAC.

Board Member Diaz-Leal asked to see in which forum the business owners and residents would like to receive communication.

Chair Herman asked what was the status of the sidewalks on the DVAC agenda.

Tourism Manager Trigueros addressed the question from Chair Herman regarding the sidewalks and the type of color and materials for the aesthetics of the sidewalk.

Vice Chair Tourgeman spoke regarding the previous conversations in the past and the pavers were dangerous due to them sinking.

6. Digital Enhancement Sessions for Small Businesses

Tourism Manager Trigueros gave an update and stated this came from DVAC. The idea is to have information sessions on marketing and public relations for businesses who may not be strong in this aspect. He stated that the Tourist Bureau had organized several sessions for businesses with industry experts several years ago, but that these were poorly attended. An idea for this iteration would be to produce them digitally and recorded, so that they can be shared for recipients to watch at their leisure.

The Tourist Board members agreed with the concept; tentative timing would be to roll them out periodically over the next few months starting in January.

Board Member Mavorah spoke regarding the owner of Serendipity will be on Shark Tank and possibly doing an entrepreneur spot and stated that would be great public relations for the Town.

7. Public Relations Plan Update

Tourism Manager Trigueros gave an update on press outreach efforts targeting local media and local partners for staycations, as well as ecotourism and sustainability.

Vice Chair Tourgeman suggested close coordination with Vice Mayor Paul on the sustainability angle give her passion and expertise.

8. Supporting Local, 2020 Holiday Season

Tourism Manager Trigueros gave an update and spoke regarding the holiday lights and delay due to the vendors. He stated that the lights are being installed now and they should be finished by tomorrow.

Tourism Manager Trigueros stated that the banners were installed as well. He also spoke regarding the gazette, the holiday season and the latest content for the Visit Surfside Journal. He stated that the first entry was dedicated to a toy store in Town. He then mentioned another idea suggested through DVAC a gift basket involving different merchants that could be positioned for different holidays or themes. He stated to look ahead to the January meeting to focus more robustly on a recovery plan post COVID as the industry and globe overall now has a better timeline on the pandemic following the vaccine distribution announcements. He stated that the plan would incorporate ideas previously brought forth by members of this Board.

Vice Chair Tourgeman asked about FAM (familiarization) tours that promote Surfside in partnership with the hotels.

Further discussion took place among the Board members including different ideas on how to support the business partners and garner media coverage. They also liked the idea of FAM tours with local media.

9. Discussion Items:

A. Tourist Board Meeting Dates for 2021

Deputy Town Clerk Herbello provided the Board with the upcoming 2021 Tourist Board meeting dates.

A motion was made by Board Member Mavorah to accept the 2021 Tourist Board Meeting dates, seconded by Board Member Diaz-Leal. The motion carried with a 4-0 vote with Board Member Lisman absent.

B. Next Meeting: Monday, January 4, 2021 at 5:30 p.m.

Deputy Town Clerk Herbello advised the Board members of the next meeting date being January 4, 2021 at 5:30 p.m.

A motion was made by Board Member Mavorah to approve the next meeting date of January 4, 2021 at 5:30 p.m., seconded by Board Member Diaz-Leal. The motion carried with a 4-0 vote with Board Member Lisman absent.

Chair Herman asked regarding the survey of the kayak launch.

Tourism Manager Trigueros addressed the comment made by Chair Herman regarding the kayak launch.

Further discussion took place among the Board and Vice Mayor Paul regarding the kayak launch and the location of the launch as well as allowing it available to the tourists.

Vice Mayor Paul spoke regarding items she has on the upcoming Town Commission agenda.

Vice Chair Tourgeman is looking forward to 2021 and hopefully going back to normal and to see each other face to face.

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

There were no public speakers.

11. Adjournment

There being no further business to discuss before the Tourist Board, Board Member Mavorah made a motion to adjourn the meeting at 6:25 p.m., seconded by Board Member Diaz-Leal. The motion carried with a 4-0 vote with Board Member Lisman absent.


Respectfully submitted:

Accepted this 4 day of January, 2021.



Lisa Herman, Chair

Attest:



Evelyn Herbello
Deputy Town Clerk