



**Town of Surfside**

**SPECIAL TOURIST BOARD MEETING  
MINUTES  
9293 Harding Avenue, Surfside, FL 33154  
November 18, 2021– 5:30 p.m.**

**Opening Items:**

**1. Call to Order/Roll Call**

The meeting was called to order by Chair Herman at 5:30 p.m.

Present: Chair Lisa Herman  
Board Member Robert Lisman  
Vice Chair Eli Tourgeman  
Board Member Diana Gonzalez

Absent: Board Member Ian Mavorah

Also Present: Vice Mayor Tina Paul  
Roger Pou, Town Attorney  
Andrew Hyatt, Town Manager  
Malarie Dauginikas, Community Services & Public  
Communications Director

**2. Agenda and Order of Business**

Chair Herman introduced and welcomed the newly appointed Tourist Board Member Diana Gonzalez.

**3. Approval of Meeting Minutes: October 4, 2021**

A motion was made by Vice Chair Tourgeman to approve the October 4, 2021 Tourist Board Meeting Minutes, seconded by Board Member Lisman. The motion carried with a 4-0 vote with Board Member Mavorah absent.

**4. Resort Tax Collection and Vacancies Report**

Community Services & Public Communications Director Dauginikas gave an update on the resort tax collection and vacancy report.

## **5. Selection of Downtown Vision Advisory Committee (DVAC) Liaison**

Community Services & Public Communications Director Dauginikas explained to the Committee what the role of the DVAC Liaison entails.

A motion was made by Vice Chair Tourgeman to appoint Board Member Gonzalez as the DVAC liaison, seconded by Board Member Lisman. The motion carried with a 4-0 vote with Board Member Mavorah absent.

## **6. 2022 Third Thursdays Events: Vendor Selection Presentations**

Community Services & Public Communications Director Dauginikas gave a summary of the vendor selection

The below vendors provided a presentation of their company.

- 5:45 p.m. - AA Musicians

Alan Andai presented on behalf of AA Musicians. He provided a history of Third Thursdays event series as well as what AA Musicians' past involvement in a PowerPoint presentation.

Board Member Gonzalez asked about the budget for the series.

Chair Lisman asked regarding their involvement in past Third Thursday events.

Mr. Andai addressed the comments made by the Board and his company's involvement in the past with this event.

Vice Chair Tourgeman stated he was very involved in the Third Thursday events in the past and Mr. Andai also helped develop the early concept. He touched on the small budget when the events first started and how Mr. Andai was always able to work with the existing resources. He stated that Mr. Andai and his company always did an amazing job with the budget they had to work with.

Mr. Andai thanked Vice Chair Tourgeman for his comments and spoke regarding the past and he is looking forward to being able to bring their resources to the Town.

- 6:00 p.m. - CMG – Cross Minded Group

Diego Caiola, representing Cross Minded Group. He gave an overview of the company and their experience with different agencies.

Board Member Gonzalez asked what they promote under the art tents.

Mr. Caiola stated it is different events for the children with painting and art. He continued with his PowerPoint presentation.

Chair Herman asked how many staff members they have. She asked what other activities they have for children.

Mr. Caiola stated they have 8 staff members and they use face painting and other art activities for the children. He also provided the layout of the picnic tables and chairs.

Chair Herman asked how many food trucks they will have.

Mr. Caiola stated that they usually have 2 and depends on how many restaurants they have that participate, they will turn it into ice cream trucks.

Vice Chair Tourgeman suggested that whatever food truck is coming, that it will not conflict with any restaurants that are serving that particular food in the business district.

Mr. Caiola stated that the food trucks that they have usually provide snow cones and dessert.

Board Member Gonzalez asked what the budget is for that project.

Chair Herman explained that everyone is working with the same budget that was already set in a previous meeting.

- 6:15 p.m. - Robyn Baltuch

Robyn Baltuch, founder of Baltuch design provided a PowerPoint presentation with the different events and provided a summary of her company's experience.

Chair Herman asked what they would do with each event.

Ms. Baltuch explained what events would take place on each Third Thursday for each month.

- 6:30 p.m. - Agency Lu/Event Rhythm (presented at 6:44 p.m.)

Camilo Provencales, Agency Lu/Event Rhythm Productions provided a PowerPoint presentation of the company and provided an overview of their experience and past events.

Alexandra Fernandez, Agency Lu/Event Rhythm provided overview of different events that they would be presenting.

Juliana Arango, Agency Lu/Event Rhythm provided concepts for the events that will be family friendly and eco conscious. She also provided different activity ideas for children and adults.

Board Member Gonzalez asked what type of music they will have.

Ms. Arango stated that it depends on the event and the musician, they want to match up the activity with the type of music and would like to keep local talent involved.

- 6:45 p.m. – Sara Liss (presented at 6:22 p.m.)

Sara Liss, provided a PowerPoint presentation. She has been attending Third Thursdays for over ten years and is happy that the event is coming back. She provided an overview of her experience and past events. She provided ideas for Third Thursday events.

Chair Herman asked how big her staff is.

Ms. Liss stated that currently she has a staff of 3 but that is due to hiatus but has a lot of connections and she will start hiring and staffing up quickly.

Board Member Gonzalez asked regarding her comment that she uses Surfside residents.

Ms. Liss stated that yes, she creates event hosts and they will then invite 5 people and each event host would get a picnic basket. It is creating a host that will promote the event.

The Board took a break at 6:54 p.m.  
The meeting resumed at 7:00 p.m.

Chair Herman stated that she likes the idea of going with someone local with someone like Mr. Andai and Ms. Liss. She also believes that Agency Lu has great concepts and ideas.

Board Member Lisman stated that he likes everyone's presentation and they have great ideas all around.

Board Member Gonzalez would like to keep someone local and Agency Lu has great ideas. She also stated that since they have been closed for so long she likes the ideas of coming up with big ideas and proposals. She also likes what Ms. Liss proposed. She suggested choosing something new to make a change.

Vice Chair Tourgeman agrees that everyone did a good presentation. He stated that he was surprised that no one mentioned involving the hotels. They need to remember this is the Tourist Board and the dollars spent on this activity come from Tourist dollars. He would have liked to hear besides the business district to have an incorporation of the main pillars of this Board which is the hotels. The hotels generate the funds to pay for this activity. One of the presenters has his whole family involved. Overall everyone did a great presentation.

Board Member Gonzalez stated that whoever they choose, they can guide and ask them to work with the hotels.

Vice Chair Tourgeman stated that he was surprised that the hotels were not spoken about. He spoke regarding the event in the past and when tourists go back home they speak about the great event that they attended in Surfside. He explained why they decided to do the event in January, February and March is due to the tourists.

Board Member Lisman stated that the event should be on the hotel's calendar, so they are aware of the events.

Vice Mayor Paul thanked all the presenters and liked the ideas. She stated that the focus should be how does it evolve coming out of COVID-19.

Vice Chair Tourgeman stated that they are not over COVID-19 and crowds are avoided, and some are still wearing masks. He asked if any of them have given a thought to that.

Vice Mayor Paul stated that in one of the presentations, they had hand sanitizing stations. She stated that perhaps part of the requirement is to have mask wearing and hand sanitizing stations.

Board Member Gonzalez stated that they cannot force anyone to wear masks.

Vice Mayor Paul spoke regarding recommending the wearing of the masks.

Town Attorney Pou stated that something that can be done is that the agreement could contain that vendors have hand sanitizing stations and COVID-19 recommendations and contractually you can have the vendor's employees wear masks.

Further discussion took place among the Board regarding mask wearing at the event and possible recommendations.

The Board took a break at 7:15 p.m.  
The meeting reconvened at 7:25 p.m.

The following were the scores for each vendor:

AA Musicians	330
CMG - Cross Minded Group	245
Robyn Baltuch	225
Agency Lu/ Event Rhythm	375
Sara Liss	375

Chair Herman opened the floor for discussion due to Sara Liss and Agency Lu being a tied vote.

Board Member Lisman stated that they should consider the track record and history of the vendor.

Board Member Gonzalez stated that they know the background of the company. She would suggest going with someone they know.

A motion was made by Board Member Gonzalez to recommend Sara Liss to the Town Commission as the vendor for the Third Thursdays event, seconded by Board Member Lisman. The motion carried with a 4-0 vote with Board Member Mavorah absent.

## **7. Sustainably Surfside Contest**

Community Services & Public Communications Director Dauginikas provided a summary of the contest. She stated that they did not have many entries in response, but they did have a terrific winner, @plasticfisherman, who turns beach litter into art. A video was shown to highlight his efforts.

## **8. Turtle Sculpture Update**

Community Services & Public Communications Director Dauginikas provided an update on the turtle sculpture. She stated that they wanted to go back and do some additional research on the sustainability/Tequesta concept given that the Board was not too familiar with the history when the concept was initially pitched and expressed additional concerns.

Staff spoke to key historians and archeologists with extensive knowledge of the Tequesta Indians and their presence in the area. They included Robert Carr, founder of the South Florida Archeological Society and one of the leaders of the Tequesta Miami Circle excavation in the 1990s; Jorge Zaramillo, Executive Director of the HistoryMiami museum; and Dr. Paul George, HistoryMiami historian who leads Surfside's walking tours. All three were very enthusiastic about the idea noting it would in no way be considered offensive given since it would honor the tribe. Mr. Carr stressed that Tequesta artifacts and remains were recovered near 95<sup>th</sup> Street, likely near the site of the proposed sculpture location.

Vice Chair Tourgeman asked if a design proposal was available.

Community Services & Public Communications Director Dauginikas stated that not as of yet, but after tonight's discussion they will go back to the design school, so that students could work on designs for the Board.

Chair Herman stated she felt much more comfortable with the concept after hearing the additional research and the support of experts.

Board Member Gonzalez stated that it is important to show the native involvement and history.

Vice Mayor Paul stated she really liked the idea from the beginning given the importance of honoring our history and is happy staff did not give up on the concept and conducted additional research to support it.

Chair Herman asked the size of the turtle at the location.

Community Services & Public Communications Director Dauginikas provided the presentation with the size of the turtle.

Board Member Lisman would have liked more design options before making the decision.

Vice Mayor Paul asked if they will be coming back with a design.

Community Services & Public Communications Director Dauginikas stated that they can come back with some designs.

Board Member Lisman explained what was presented last time and he would like to see more concepts and designs

A motion was made by Board Member Gonzalez to move forward with the concept and come back with designs, seconded by Vice Chair Tourgeman.

Board Member Gonzalez withdrew her motion and Vice Chair Tourgeman withdrew his second.

Board Member Gonzalez asked regarding what is being presented today.

Board Member Lisman stated that at the last meeting, given the initial questions and concerns on the Tequesta concept, a suggestion was made to look at Surfside's architecture for design inspiration, stressing there were other concepts available besides the sustainability/Tequesta idea.

A motion was made by Vice Chair Tourgeman that in addition to the sustainability/Tequesta concept, other design options be brought back to the Board at the next meeting, seconded by Board Member Lisman. The motion carried with a 3-1 vote with Board Member Gonzalez voting in opposition and Board Member Mavorah absent.

## **9. 2021 Holiday Banners Final Selection**

Community Services & Public Communications Director Dauginikas provided the final designs for the 2021 Holiday Banners which were tweaked according to the Board's direction at the October meeting.

Vice Chair Tourgeman stated that he is a Spanish speaker and does not recall the term "Felices Fiestas."

Community Services & Public Communications Director Dauginikas stated that she will defer to the Tourism Manager.



Town Attorney Pou opined that Felices Fiesta is an alternative and Tourism Manager Trigueros brought it to his attention.

Further discussion took place regarding the Spanish translation.

Board Member Gonzalez likes option 2.

Vice Chair Tourgeman likes the color red and green for the holidays. He likes option 4 with more red.

Chair Herman feels that they are moving backwards. She said the designs felt "clip arty" and would like to see the previous options.

Board Member Lisman stated that the designs were not up to standard and do not reflect our Town therefore he would rather pick what they did last year than any of these new options.

Community Services & Public Communications Director Dauginikas stated that she has the ones from last year and her concern is that they are running out of time.

Chair Herman stated that if they still have the banners from last year just use those.

Vice Chair Tourgeman stated that if they like those previous banners then just go with those.

A motion was made by Vice Chair Tourgeman to use the banners from last year and do a better effort next year for better designs, seconded by Board Member Lisman. The motion carried with a 4-0 vote with Board Member Mavorah absent.

## **10. Surfside Small Business Recovery Fund Update**

Community Services & Public Communications Director Dauginikas provided an update of the Surfside Small Business Recovery Fund. She provided the deadline date and they will be going to the businesses to provide applications and deadline date.

## **11. Redesigned Tourism Eblasts, New 2022 Visitor Guide**

Community Services & Public Communications Director Dauginikas provided a summary of the redesigned Tourism Eblasts and New 2022 Visitor Guide. She stated that they are looking at launching it in January 2022.

Vice Chair Tourgeman asked if it would be possible to retouch the vintage Surf Club image to add color.

Community Services & Public Communications Director Dauginikas stated that she can check because that is the only photo they found.

Vice Chair Tourgeman stated that it would look more attractive.

Board Member Lisman would also like to see it in color.

## **12. Discussion Items:**

### **A. Next Meeting: Monday, December 6, 2021 at 5:30 p.m.**

Consensus was reached to hold the next meeting on December 6, 2021 starting at 5:30 p.m.

Vice Chair Tourgeman stated that in the past the Board used to provide food. He would like to recommend that at all meetings they provide food, like pizza. He stated that as volunteer, these meetings take place during dinner time and they are not provided food nor refreshments. He would like to have some food to be provided at the meetings.

Consensus was reached to have food at the meetings moving forward.

Board Member Gonzalez stated that some hotels would have prizes to attract individuals. She stated that it would bring a lot of people to the Town. She suggested to have the hotels make some form of promotions.

Vice Chair Tourgeman commented on the Tourist Board participating with the hotels for different tours.

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

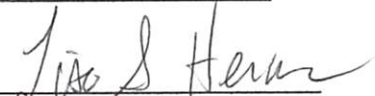
There were no public speakers.

**14. Adjournment**

There being no further business to discuss before the Tourist Board, Vice Chair Tourgeman made a motion to adjourn the meeting at 8:07 p.m., seconded by Board Member Lisman. The motion carried with a 4-0 vote with Board Member Mavorah absent.

Respectfully submitted:

Accepted this 6 day of December, 2021.

  
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Lisa Herman, Chair

Attest:

  
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Evelyn Herbelto  
Deputy Town Clerk