



## Town of Surfside

### TOURIST BOARD MEETING MINUTES

9293 Harding Avenue, Surfside, FL 33154  
August 2, 2021– 5:30 p.m.

#### Opening Items:

##### 1. Call to Order/Roll Call

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

Present: Chair Lisa Herman  
Board Member Robert Lisman  
Board Member Ian Mavorah

Absent: Vice Chair Eli Tourgeman  
Board Member Clara Diaz-Leal

Also present: Vice Mayor Tina Paul  
Lillian Arango, Town Attorney  
Andrew Hyatt, Town Manager  
Evelyn Herbello, Deputy Town Clerk  
Malarie Dauginikas, Community Services & Public  
Communications Director  
Frank Trigueros, Tourism Manager

##### 2. Agenda and Order of Business

Chair Herman asked to hold a moment of silence for the victims and those lost in the collapse of Champlain Towers South.

##### 3. Approval of Meeting Minutes: May 3, 2021

A motion was made by Board Member Lisman to approve the May 3, 2021 Tourist Board Meeting Minutes, seconded by Board Member Mavorah. The motion carried with a 3-0 vote with Vice Chair Tourgeman and Board Member Diaz-Leal absent.

##### 4. Resort Tax Collection

Tourism Manager Trigueros gave an update on the Resort Tax Collection, providing different charts including comparative data for high season 2021 versus

2020; February 2021 versus 2020, and April 2021 versus April 2019 given that the April 2020 collection was very low due to covid closures. All charts indicate a very strong recovery with several numbers showing increases on the 2% Food and Beverage tax and the 4% Accommodations tax.

## **5. #SurfsideStrong T-Shirts**

Tourism Manager Trigueros spoke regarding the item and thanked Board Member Lisman and Vice Chair Tourgeman for their idea and support. He stated that they handed out the t-shirts at the memorial concert and 5k run. The cost for 4,000 was \$11,400. Staff obtained three quotes to find the lowest cost. The funding will be pulled from the events part of the tourism budget, which has been largely unspent for the past two years.

## **6. Miami Spice**

Tourism Manager Trigueros spoke regarding the item, noting the GMCVB has graciously offered to waive both the membership and program participation fee for Surfside restaurants to assist them with recovery. Out of 11 identified eligible restaurants, only four expressed interest and three signed up: La Plage at the Grand Beach Hotel, Backyard BBQ + Brew, and 16 Sushi & Tapas. All participants will be promoted heavily. Additionally, the GMCVB will be donating proceeds generated through OpenTable for all Miami Spice reservations to the Town of Surfside.

Separately, the South Beach Wine and Food Festival (SBWFF) generously made \$30,000 in grants available to Surfside restaurants. The application information was shared with all restaurants.

Chair Herman asked why more Surfside restaurants declined to participate in Miami Spice and be more engaged.

Tourism Manager Trigueros addressed the comment made by Chair Herman saying perhaps they did not want to offer discount pricing.

Lastly, Tourism Manager Trigueros thanked the Greater Miami Chamber of Commerce and the Miami Marlins Foundation for stepping up to set up the Surfside Small Business Recovery Fund. This fund will collect monetary donations exclusively for Surfside businesses.

## **7. Farmer's Market Summer Enhancements**

Tourism Manager Trigueros spoke regarding the item and introduced Javier Valmana.

Javier Valmana provided a history of the Farmer's Market and provided a PowerPoint presentation with suggestions of ideas that he would use the sponsorship funds. One suggestion was ordering portable mist fans to alleviate the hot summer temperatures. He spoke about ideas on targeting the residential community. He also provided suggestion on having bicycle parking racks for those that bike to the market. He also suggested possibly having once a month live music and see how it is accepted by the residents, the music would be acoustic, not amplified.

Chair Herman asked if this is being paid for with the money from last year.

Mr. Valmana stated that last year's money was used for umbrellas and other items.

Board Member Mavorah asked about signage options including the yard signs, asking if approval would be sought from homeowners.

Mr. Valmana addressed the questions posed by Board Member Mavorah regarding the design and logistics. Yard signs would not be placed on any actual yards, he was referring to the design and shape.

Tourism Manager Trigueros noted that the enhancements made to the market last year with the sponsorship funds have already made a clear difference. The visual footprint is much nicer and folks are encouraged to engage more thanks to seating and shade.

Board Member Lisman thanked Mr. Valmana for everything that he is doing for Surfside, adding this type of event helps the community come together.

## **8. Town Monument Signs, Holiday Lighting**

Tourism Manager Trigueros spoke regarding the item and provided a PowerPoint presentation with the different designs as well as the cost. The options are the current design by Miami Christmas Lights, as well as new proposals from Christmas Designers and The Christmas Palace, which both presented two options.

Chair Herman asked if all four monument signs needed to be the same or if designs could mix and match.

Tourism Manager Trigueros responded designs could be mixed, as long as they were from the same company, that is for the Board to decide.

Board Member Lisman stated that he liked the turtle design from Christmas Designers the best.

Chair Herman also likes the turtle.

Board Member Mavorah also likes the turtle given that it is an established Town motif and would be more Instagrammable.

Tourism Manager Trigueros agreed with Board Member Mavorah that the turtle would be more instagrammable and it would all tie in.

Board Member Lisman asked if it was being purchased or rentals.

Tourism Manager Trigueros stated that they will be renting due to the time frame that they are working with currently this year.

A motion was made by Board Member Lisman to approve the turtle monument design, seconded by Board Member Mavorah. The motion carried with a 3-0 vote with Vice Chair Tourgeman and Board Member Diaz-Leal absent.

Chair Herman asked regarding the holiday banners.

Tourism Manager Trigueros advised that they will be bringing back to them some banner designs at a future meeting.

## **9. Public Relations Update**

Tourism Manager Trigueros gave a public relations update on behalf of Pinzur Communications with a PowerPoint presentation highlighting different press highlights as well as the June culinary media tour. The food tour was very well attended with representatives from publications including El Nuevo Herald, Miami New Times, Sun Sentinel, contributors to Conde Nast Travel and more. Featured stops included the Grand Beach Hotel, Harbour Grill, 26 Sushi & Tapas, and Morelia Gourmet Paletas. Coverage will be expected in the coming months.

Additionally, he noted that Pinzur assisted with some of the relief efforts due to the Champlain Towers South collapse.

Chair Herman asked regarding the design of the kid's turtle passport initiative. Tourism Manager provided a sneak peak at the cover and stated the passport will be presented at the September meeting.

## **10. Instagrammable Spots in Surfside**

Tourism Manager Trigueros spoke regarding the item and provided the Board with different options and staff recommendations. He provided a PowerPoint presentation that included a vertical garden option which does require water and electricity which limits the location possibilities. He stated that they determined that the entrance of Town Hall would be best place given this access. This would amount to \$13,294.00 plus the logo, which would raise it to approximately \$15,000, and if the Board likes it, he will provide a more concrete amount at the next meeting. He provided the presentation of "Leo the Lion" type of design which is an interactive vacuum trash can popular with kids in some other locations. The idea would be to adapt that concept to something oceanic due to Surfside's location. He provided a suggested whale shark design sketched by Deputy Clerk Evelyn Herbello's daughter Gabriella Herbello whom he thanked for the design. He stated they could try and place it out in front of the community center, or perhaps in the back.

Chair Herman asked if they are solar.

Tourism Manager Trigueros stated that they are not but would be great if they could have it solar.

Chair Herman asked if the lifeguard stands have power and what other municipalities are doing.

Board Member Lisman likes the living wall but not at Town Hall. He suggested along the walk path.

Tourism Manager Trigueros stated that he will revisit that to see if there is an area in the Community Center that can accommodate the wall, but that it would be challenging given maintenance requirements.

Board Member Mavorah agrees with Board Member Lisman and does not believe Town Hall is best location and wondered about other possible areas.

Board Member Lisman asked if they need something else other than water connection.

Community Services & Public Communications Director Dauginikas stated that if it was not connected to water access the site would need to be maintained by staff.

Tourism Manager Trigueros stated that he will inquire about a waterless option although it might not be viable to have staff maintain.

Tourism Manager Trigueros asked for feedback regarding the paper eating shark trash can.

Chair Herman liked the design and how much is the cost and if it would be just in Town or on the beach side.

Tourism Manager Trigueros stated that if they are not too expensive they could have it throughout. He stated if the Board agrees with both ideas he can move forward and ask the vendor for a cost estimate.

Board Member Lisman spoke regarding narwhals, suggesting that along with some additional design options.

Tourism Manager Trigueros stated that they can also look at getting some narwhal designs as well for the next meeting.

## **11. Discussion Items:**

### **A. Additional Turtle Walk Sculpture**

Tourism Manager Trigueros spoke regarding the item and provided a presentation with the different designs.

Tourism Manager Trigueros spoke regarding the item and provided a presentation as well as maintenance challenges with the proximity to the ocean. He asked what the Board would like the turtles to look like.

Board Member Mavorah asked if these turtles would be the same size as the turtles that are currently in Town.

Chair Herman asked how they chose the artists last time.

Community Services & Public Communications Director Dauginikas gave a history of how they chose the artists for the current turtles.

Chair Herman stated that she would like different artists to submit their designs and not limit it to only local artists.

Tourism Manager Trigueros stated that it is a good idea to do a call to artist and see if they can get any that would be interested.

Board Member Lisman suggested exploring with schools and students.

Tourism Manager Trigueros stated that they can look into that but have to be cautious with the designs of the students and refine the design.

Board Member Mavorah asked if they could tie in to a memorial for the victims of the collapse.

Tourism Manager Trigueros stated that the Vice Mayor and himself have met with some artists and discussed some sort of memorial but believes that it should be up to the Town Commission to make those types of decisions.

Board Member Mavorah commented on the possible location.

Discussion took place among the Board and Tourism Manager Trigueros regarding the location of the new turtle design and how many turtles they can purchase and possibly one in Downtown and one in the beach area.

Chair Herman suggested to go with Rachel Pinzur to see what would be best and looking into the school option.

Vice Mayor Paul asked if they could engage a college.

Board Member Lisman suggested opening it up to the community, see if they can engage the schools either high school and universities.

Consensus was reached to go with engaging the schools either high school and universities.

## **B. SURFSIDE Letters Display**

Tourism Manager Trigueros provided a PowerPoint presentation of the item and the funding, which will come from the events part of the tourism budget, and cost.

Chair Herman stated that she does not like the word separated.

Tourism Manager Trigueros spoke regarding the layout of the design with the turtle.

Chair Herman stated that she would like something smaller.

Board Member Mavorah likes the stacked model with the turtle which makes it easier to take pictures. He suggested aligning the letters more.

Discussion took place regarding the stackable sign and if they can be taken down and what is possible where it can still stand.

Vice Mayor Paul likes the look and if it would work with script letters like the Surfside logo.

Tourism Manager Trigueros stated that they could ask them.

Board Member Mavorah asked if the letters were painted.

Tourism Manager Trigueros stated they are painted and will be back to the vendor for other suggestions.

Chair Herman asked regarding the upcoming events. Tourism Manager Trigueros addressed the comment made by Chair Herman saying events would start in the fall come October with the Historical Walking Tours.

Board Member Mavorah spoke regarding speeding issue in Town and what can the do to be more proactive. He spoke how Bal Harbor enforces speeding in their town and why we do not have more of a police presence in our Town.

Board Member Lisman stated of coming up with some form of awareness that would tie into tourism.

Vice Mayor Paul thanked Board Member Mavorah and how to graphically promote safety in Town. She is aware that it is time to do something about it and think of creative ways besides enforcement.

Tourism Manager Trigueros stated that they can provide suggestions for items on the next agenda.

Further discussion took place regarding options to promote safety.

**C. Next Meeting: Monday, September 13, 2021 at 6:00 p.m.**

Consensus was reached to hold the next meeting on September 13, 2021 starting at 6:00 p.m. after the Town Commission Budget Meeting.

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

There were no public comments.

**13. Adjournment**

There being no further business to discuss before the Tourist Board, Board Member Lisman made a motion to adjourn the meeting at 6:48 p.m., seconded by Board Member Mavorah. The motion carried with a 3-0 vote with Vice Chair Tourgeman and Board Member Diaz-Leal absent.



Respectfully submitted:

Accepted this 4 day of Oct., 2021.

  
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Lisa Herman, Chair

Attest:

  
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Evelyn Herbello  
Deputy Town Clerk