



**Town of Surfside  
Tourist Board  
MINUTES  
August 1, 2022  
5:30 PM  
Town Commission Chambers**

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

The meeting was called to order at 5:37 p.m.

Present: Chair Eli Tourgeman, Vice Chair Ben Jacobson, Board Member Lisa Herman and Board Member Ezequiel Singer.

Absent: Board Member Diana Gonzalez

Also Present: Tourist Board Liaison Mayor Shlomo Danzinger  
Town Manager Andrew Hyatt  
Town Attorney Roger Pou  
Communication and Tourism Director Frank Trigueros

Chair Tourgeman acknowledged the other members present at the meeting.

**2. Agenda and Order of Business**

**3. Approval of Minutes**

**3A Approval of Meeting Minutes - July 11, 2022 - Deputy Town Clerk Evelyn Herbello**

Vice Chair Jacobson requested amendments to the minutes and asked Deputy Town Clerk Herbello to go back to the meeting video where he discussed beach chairs and to please place the verbatim portion of what he stated in the minutes.

A motion was made by Board Member Herman to approve the July 11, 2022 Tourist Board Meeting Minutes as amended, seconded by Vice Chair Jacobson. The motion carried with a 4-0 vote with Board Member Gonzalez absent.

[July 11, 2022 Special Tourist Board Meeting Meeting Minutes.pdf](#)

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

Communications and Tourism Director Trigueros provided an update on the item. He

stated that the trend has been record increases and it is the first time seeing a decrease in numbers in quite some time. He stated that the 4% from the accommodations side is up.

Vice Chair Jacobson asked regarding the new French café opening up.

Communications and Tourism Director Trigueros spoke regarding all the new businesses that will be opening up soon.

## **5. Discussion Items**

### **5A Ke Turtle Sculpture Launch, Public Works Recognition - Chair Eli Tourgeman**

Chair Tourgeman recognized the Public Works staff for their incredible work on the Ke Mother Turtle sculpture site. He stated that this Board appreciates their hard work and dedication and that their work was conducted with great care. He presented staff with a Certificate of Appreciation along with a gift card.

### **5B Event Recaps: On The Beach Series, Classic Car Show - Tourism & Communications Director Frank Trigueros**

Communications and Tourism Director Trigueros provided an update on the item.

Alan Andi provided a recap of the events that took place and gave a presentation.

Chair Tourgeman thanked him for doing the right thing for Surfside. He spoke regarding the history of the classic car event.

Board Member Herman stated that there weren't many cars and asked if they pay for the cars to be there.

Mr. Andi stated that they do not pay for the cars to be there and stated that the weather played a part in the low turnout due to the possibility of rain.

Board Member Herman stated that she did not feel or know where the money went to because there were not many cars.

Mr. Andi addressed the comment made by Board Member Herman.

Vice Chair Jacobson asked what could be done to enhance the car show and bring more vehicles to make it spectacular. He spoke about the money generated from restaurants and hotels and how to translate that into more offerings and events via the Tourist Board. He asked Mr. Andi what enhancements he would envision for the event to help make it spectacular.

Mr. Andi addressed the comments made by Vice Chair Jacobson regarding advertising and promotion. He stated that Third Thursdays is attracting a large number of guests and explained different events.

Vice Chair Jacobson spoke about wanting to always have an event happening in Town.

Mr. Andi continued discussing previous events and ideas to the Board.

Chair Tourgeman asked if he remembers an event that used to be called Battle of the Bands and explained what that event consisted of.

Mr. Andi stated that he would like to bring back the culinary event they used to have.

Board Member Singer spoke regarding the car show and suggested that he would like to see more event content online and greater promotion on social media.

Mr. Andi addressed the comments made by the Board members.

Communications and Tourism Director Trigueros thanked Mr. Andi and stated that there was a good turnout and spoke regarding the previous footprint. He stated that he will be proposing more events on the beach. He stated that they can work with the timing for next year.

Further discussion took place regarding different past events, present events and how to create more promotion and enhancement concepts for the events.

Chair Tourgeman wanted the Board to know the relationship he has with Mr. Andi from the past events in Surfside and he worked with what he had to work with in the past and thanked him for his hard work.

Mayor Danzinger suggested to have the car show another month since the rain did greatly impact the turnout for that event.

Chair Tourgeman addressed the comments made by Mayor Danzinger and explained that if you are looking to move the car show to November or December you need to book now and it might be too late to book it for this year.

**5.C Board Suggestions and Ideas, Events & More - Tourism & Communications**  
Director Frank Trigueros

Chair Tourgeman introduced the item and spoke regarding the different ideas for events.

Communications and Tourism Director Trigueros spoke about the timing of when to introduce new event ideas to the Board.

Chair Tourgeman stated if they have ideas they should start now.

Communications and Tourism Director Trigueros provided a presentation which included the ideas submitted by the different Board members

Chair Tourgeman asked if there was a health and fitness idea.

Board Member Herman stated it is like an obstacle course and the majority of the sports are Parks and Recreation Department events.

Vice Chair Jacobson stated that karaoke or comedy, anything that involves adult events would be great once a month.

Board Member Herman asked if they can ask someone to submit what they are saying and create an event for next year instead of piece meal the event and having one company doing it.

Vice Chair Jacobson asked if they could do an open vendor night and have those vendors bring ideas of the events they are proposing.

Communications and Tourism Director Trigueros stated that they can do that as long as they narrow the list.

Town Attorney Pou stated that it is fine if they want to have multiple companies to present their ideas before them like last year with the Third Thursday events and then the Board selects the company they like the most.

Vice Chair Jacobson suggested having a weekly event, even if it is not a huge event.

Chair Tourgeman stated he has a laundry list and see if it is possible to have presenters for next month's meeting and then you can narrow down what events they will have for the upcoming months.

Communications and Tourism Director Trigueros stated that the conversation he has had is that there is a preliminary budget and they can suggest adding \$500,000. He also stated that they must stay within a reasonable schedule as presented to them. He stated if it is not in the approved budget, they would have to do a budget amendment.

Chair Tourgeman asked how much they have in the budget for events.

Communications and Tourism Director Trigueros addressed the comment made by Chair Tourgeman.

Vice Chair Jacobson spoke regarding gifts for special events, recommending that the proposed budget for promotional items be increased to \$100,000.

Communications and Tourism Director Trigueros stated that amount is substantially higher than before and that might push them too far off to what was presented to the Commission and explained that they cannot too many materials at once because they do not have storage space.

Communications and Tourism Director Trigueros stated he increased the recommended social media line item to

\$35,000 based on the Board's desire to promote more on social media. He spoke regarding the trade shows for the hotels and they always have the option of giving them some money for sales and trade missions.

Chair Tourgeman stated that the Tourist Bureau would possibly be more effective promoting the whole destination at these trade shows and sales missions.

Communications and Tourism Director Trigueros stated that they can raise the trade shows to \$35,000.

Board Member Herman asked regarding the social media and instragamable spot.

A motion was made by Vice Chair Jacobson to amend the budget as follows and to request for the Town Manager to provide to the Town Commission this Board's recommendation. The amendments to the budget are a) branded gifts from \$20,000 to \$100,000; b) increase the on the beach music series from \$50,000 to \$100,000; c) increase the additional events from \$250,000 to \$500,000; d) add line item for \$100,000 for the July 4th show enhancements; e) increase social media to \$70,000; f) increase the trade shows participation to \$35,000, seconded by Board Member Herman. The motion carried with a 4-0 vote with Board Member Gonzalez absent.

Communications and Tourism Director Trigueros stated that if the Commission does not approve the increase then they revert to the original amounts proposed.

Chair Tourgeman does not see why the Commission would not vote in favor of their recommendation.

Board Member Singer asked if they say no what would be the next step.

Board Member Herman wanted to entertain the pickle ball court.

Communications and Tourism Director Trigueros stated that they can recommend it.

Mayor Danzinger stated that they have it as one of their items on the agenda.

Further discussion took place among Communications and Tourism Director Trigueros and the Board Members regarding the different proposed events on the presentation slide and events agreed upon along with location and logistics.

Chair Tourgeman asked for Communications and Tourism Director Trigueros to send the Board the short list agreed upon tonight.

Board Member Singer asked to expand the list and bring the vendors with what events they are able to produce.

Vice Chair Jacobson spoke regarding the different events discussed.

Board Member Herman spoke regarding the floating dock and putting it on the street ends and possibly moving it monthly for hotel guests to use.

Communications and Tourism Director Trigueros stated that has to go to the Commission for approval.

Chair Tourgeman does not agree with looking at street ends for unloading the paddle boards.

Communications and Tourism Director Trigueros spoke about possibly having a paddeltopia on the beach.

**5.D Project-Based PR Support - Tourism & Communications Director Frank Trigueros**

Communications and Tourism Director Trigueros provided an update on the item.

Vice Chair Jacobson asked if this is already budgeted.

Communications and Tourism Director Trigueros stated that it is currently budgeted and he had \$20,000 but asked if they would like to increase it to \$40,000

A motion was made by Vice Chair Jacobson to reconsider the motion for item 5C (Board Suggestions and Ideas, Events & More), seconded by Board Member Singer. The motion carried with a 4-0 vote with Board Member Gonzalez absent.

A motion was made by Vice Chair Jacobson to include with the original motion recommendations under item 5C ( Board Suggestions and Ideas, Events & More) to amend the budget plan to include a) branded gifts from \$20,000 to \$100,000; b) increase the on the beach music series from \$50,000 to \$100,000; c) increase the additional events from \$250,000 to \$500,000; d) add a line item for \$100,000 for the July 4th show enhancements; e) social media \$70,000; f) increase the trade show to \$35,000; and g) to increase the public relations budget from \$20,000 to \$40,000, seconded by Board Member Singer. The motion carried with a 4-0 vote with Board Member Gonzalez absent.

**5E Tourism Budget FY 2022-2023 - Tourism & Communications Director Frank Trigueros**

Communications and Tourism Director Trigueros provided an update on the item.

This item was heard in conjunction with item 5C (Board Suggestions and Ideas, Events & More).

A motion was made by Vice Chair Jacobson to approve the budget plan as presented and request the Town Manager to present this Board's recommendations to the Town Commission for approval, seconded by Board Member Herman. The motion carried with a 4-0 vote with Board Member Gonzalez absent.

**6. Public Comments**

The following individual from the public spoke:

Sara Liss spoke regarding finding a vendor that will promote and bring events that are unique to Surfside.

**7. Next Meeting**

**7A Next Meeting: September 12, 2022 (Date changed due to September 5, 2022 being a holiday) - Deputy Town Clerk Evelyn Herbello**

Consensus was reached to hold the next meeting on September 12, 2022 due to September 5, 2022 being a holiday.

**8. Adjournment**


There being no further business to discuss before the Tourist Board, Vice Chair Jacobson made a motion to adjourn the meeting at 7:02 p.m., seconded by Board Member Herman. The motion carried with a 4-0 vote with Board Member Gonzalez absent.

Respectfully submitted:

Accepted this 12 day of September, 2022.

  
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Eli Tourgeman, Chair

Attest:

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