



**Town of Surfside  
Tourist Board  
MINUTES  
September 12, 2022  
5:30 PM  
Town Commission Chambers**

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

Chair Tourgeman called the meeting to order at 5:30 p.m.

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

Also Present: Commission Liaison Mayor Shlomo Danzinger, Town Manager Andrew Hyatt, Town Attorney Roger Pou, and Tourism and Communications Director Frank Trigueros.

**2. Agenda and Order of Business**

Chair Tourgeman acknowledged Town Attorney Pou, Town Manager Hyatt and Mayor Danzinger.

Vice Chair Jacobson stated that he will be adding an item at the end of the discussion items on the agenda.

**3. Approval of Minutes**

**3A August 1, 2022 Tourist Board Meeting Minutes - Deputy Town Clerk Evelyn Herbello**

A motion was made by Vice Chair Jacobson to approve the August 1, 2022 Tourist Board Meeting Minutes, seconded by Board Member Gonzalez. The motion carried with a 5-0 vote.

[08-01-2022 Tourist Board Meeting Minutes.pdf](#)

**4. Discussion Items**

**4A Resort Tax Collection and Vacancies Report - Tourism and Communications Director Frank Trigueros - Tourism and Communications Director Frank Trigueros**

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

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presented the report.

Vice Chair Jacobson spoke regarding the comparison from 2020 and 2021.

Chair Tourgeman spoke regarding the resort tax fund and how much is being brought into the Town. He provided a summary of the percentage that is being brought into the Tourist Fund. He spoke regarding the remaining percentage that provides funding for the Community Center and the outside programs which are now open to everyone and that reduces the amount that the Tourist Fund will have to contribute.

Board Member Gonzalez stated it is good that they have that money and they should use it for events for everyone to enjoy.

Chair Tourgeman addressed the comments made by Board Member Gonzalez and stated that Vice Chair Jacobson wants weekly events but they need proper staffing. He stated that he just wanted to bring this to the Board and bring it into perspective.

Vice Chair Jacobson explained what took place at the last meeting and the budget for the different events and they are waiting for the Town Commission to vote on the budget tomorrow.

[September Vacancies and Resort Tax Report.pdf](#)

**4B New Visit Surfside Website - Tourism and Communications Director Frank Trigueros - Tourism and Communications Director Frank Trigueros**

Tourism and Communications Director Trigueros provided an update on the item with a presentation highlighting portions of the proposal. He stated his reasons for recommending Simpleview as a provider, noting that the current website is not built on a platform that is conducive to dynamic visual content.

Chair Tourgeman spoke about the associated costs.

Tourism and Communications Director Trigueros explained the costs noting that the total cost was \$59,000 which includes the building cost for \$25,00, the annual CMS fee for \$17,400 and an additional one-time \$15,000 SEO Lite fee for search engine optimization, which the Board had previously expressed interest on.

Board Member Herman asked if once it is built will they have the ability to manage and change it and if new branding and imaging would be included.

Tourism and Communications Director Trigueros stated that staff would indeed be able to fully manage content on the site internally without having to engage outside consultants.

Vice Chair Jacobson asked if they will be offering full support once they build the website.

Tourism and Communications Director Trigueros stated that support packages are additional however there is additional funding that is available if any issues should arise.

Vice Chair Jacobson spoke regarding the cost and if they have a system within to have reservation ability or will it be only a visual website.

Tourism and Communications Director Trigueros stated it is more of a visual content platform. The former Visit Surfside website did have that capability, but it was very expensive and limited to only two of the hotels therefore it would not be the best value given the additional cost.

Vice Chair Jacobson asked regarding the pricing of the competitors.

Tourism and Communications Director Trigueros stated the proposal's cost was reasonable given what was included. Other competitors ran the gamut, with some starting as high as \$150,000, and others lower than Simpleview, but they do not have the same capabilities and benefit for partners and the business community.

Board Member Singer stated he does not see any support once the website is live. He would like to see some support added to the package.

Tourism and Communications Director Trigueros stated this is the basic build out package and stated that they do have a contingency budget in the event they need to do any repairs.

Board Member Singer stated his concern is the additional cost if we wait for after the website is done, then it will become expensive. He suggested for them to see if they can add a support system to the initial cost.

Board Member Gonzalez agrees with Board Member Singer and they should negotiate the support in the contract.

Tourism and Communications Director Trigueros addressed the comments made regarding the request, adding that he will speak to Simpleview to try and negotiate support into the package.

Board Member Singer stated that in the multiyear contract to add an amount for support services.

Vice Chair Jacobson encouraged the support negotiation adding that it is unlikely that the vendor would want to walk away and potentially lose the deal.

[Town of Surfside Simpleview Proposal.pdf](#)

**4C Summer Fridays Recap - Tourism and Communications Director Frank Trigueros - Communications and Tourism Director Frank Trigueros**

Tourism and Communications Director Trigueros introduced Summer Fridays event organizer Sara Liss.

Sara Liss provided a recap of the different dates for the series.

Chair Tourgeman asked besides Surf and Side did she have other Surfside business participation.

Ms. Liss stated yes and provided the other vendors that participated.

Board Member Herman asked if there was a vendor that provided clothing. Ms.

Liss stated yes.

Board Member Gonzalez asked why they are only doing three Fridays and not all Fridays during the Summer.

Chair Tourgeman stated that is what Vice Chair Jacobson keeps asking for more events. He stated that if the Board would like they can explore more events.

Tourism and Communications Director Trigueros stated that they already preliminary budgeted for an extra Friday from June through September. He stated that many attendees came up to the check in table at the last couple of events to express their interest in seeing more of them.

Board Member Singer stated that the more is better. He liked the video and content to promote. He asked if they could consider holding the event on weekends instead in an effort to attract larger crowds.

Ms. Liss addressed the comments made by Board Member Singer and possibly starting later or adding a Sunday.

Chair Tourgeman asked if they did not talk about dropping Fridays and doing Summer Nights.

Board Member Singer asked possibly doing it long weekends or on a Sunday. Board Member Gonzalez stated that Sundays would be very busy. Board Member Singer added that more attendees from other areas would be a positive thing as they are visitors.

Ms. Liss addressed the comments made by the Board Members.

Vice Chair Jacobson stated that he received comments that the event started after 4:00 p.m. and not having enough water and stated that they should address the issue of providing more water.

Ms. Liss stated that the water bottles can lead to a potential litter issue, therefore it is hard to find the right formula since you also do not know how many attendees may show up. They try and encourage folks to bring their own water. She stated that they did partner with Smart Water which provided over 400 units of tall water bottles.

Vice Chair Jacobson asked if they could move forward with having a Sunday event.

Board Member Herman stated that with the time change they will lose some sunlight.

Vice Chair Jacobson asked if they can do for next month an extra event.

Ms. Liss stated that they can put one together and make October the first one of the next fiscal year's series before the annual Halloween event.

Vice Chair Jacobson asked if it could be done October 23.

Ms. Liss stated that her team can do it but would like to know where they are at for the Paddletopia date.

Board Member Herman asked if they could add additional staffing to assist. Town Attorney Pou spoke regarding needing a proposal for the updated agreement.

Vice Chair Jacobson stated that this Board request would allow Tourism and Communications Director Trigueros to utilize the budget to execute the first one of the series this October. He explained they would execute one of the additional events in October.

Chair Tourgeman stated that they would use 3 extra events for next year and pulling from one of the ones from the Summer for October 2022.

A motion was made by Vice Chair Jacobson to authorize Tourism and Communications Director Trigueros to obtain a proposal to have an additional event on October 23, 2022 contingent on the Town Commission approval of the Budget on September 13, 2022, seconded by Board Member Gonzalez. The motion carried with a 5-0 vote.

Vice Chair Jacobson asked to include Flannigan's since Kosher food is very expensive.

Ms. Liss stated that is fine.

**4D Fall Paddeltopia to Avoid Park Construction - Tourism and Communications Director Frank Trigueros - Communications and Tourism Director Frank Trigueros**

Tourism and Communications Director Trigueros introduced the item.

Sara Liss provided an overview and update on the item and stated that they are set up with the vendors and equipment to execute in November.

Tourism and Communications Director Trigueros stated that this gives them an opportunity to execute the event without changing the location before the park construction breaks ground. He provided the optional dates in November and obviously before Thanksgiving.

Vice Chair Jacobson prefers the November 6th date.

Tourism and Communications Director Trigueros will discuss it with the Parks and Recreation Department to make sure there is no conflict. He requested a motion from the Board to execute Paddeltopia in early November.

A motion was made by Board Member Gonzalez to move forward with an additional date for this event in early November, seconded by Vice Chair Jacobson. The motion carried with a 5-0 vote.

Board Member Herman asked what has been sent out to the vendors for the events proposed.

Tourism and Communications Director Trigueros stated that he is working on a deck to send out to vendors; however, he needs to wait for the First Budget Hearing to have the final amount for events confirmed in case the Town Commission makes any changes to the Board's proposed numbers. He has already been reaching out to vendors for Third Thursdays.

Chair Tourgeman spoke about choices for the different events and wanting to see that for some of the existing series.

Tourism and Communications Director Trigueros stated that some of those events cannot be given to other vendors because they are original ideas from the vendors who introduced them, but they could do similar events with different names.

Further discussion took place among the Board Members and Tourism and Communications Director Trigueros regarding the different vendors with the events they can propose to the Board at the next meeting.

**4E FY 2022-23 On The Beach Music Series - Tourism and Communications Director Frank Trigueros - Communications and Tourism Director Frank Trigueros**

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

Allen Andi provided a PowerPoint presentation for the On The Beach music series.

Board Member Gonzalez stated that the music event is good and suggested having different vendors doing different events.

Vice Chair Jacobson stated the different events and holidays in October.

Mr. Andi stated that they would not want to conflict with what is taking place in October but will work with Tourism and Communications Director Trigueros.

Vice Chair Jacobson suggested October 30, 2022.

Board Member Singer asked regarding the collaboration with the restaurants.

Vice Chair Jacobson asked what time the event was.

Mr. Andi stated the event is at 4:30 p.m.

Tourism and Communications Director Trigueros stated it is usually in April and June.

Further discussion took place among the Board, Tourism and Communications Director Trigueros and Mr. Andi regarding the timing of the events and what will be proposed including food.

Tourism and Communications Director Trigueros asked if the Board is comfortable with this proposal and the six dates and to work with the Mr. Andi to get the best dates available.

Mr. Andi stated that they are working with them and his goal is to have a fully free event. He spoke about community engagement with the hotels and restaurants.

Chair Tourgeman asked Tourism and Communications Director Trigueros to work with Mr. Andi on the dates and the options.

The Board agreed by consensus on having Karaoke, Jazz, Latin Salsa Mambo Band, Classic Rock Band, Reggae Island Band/steel Drum Island Vibe, and Beach Band Covers.

**4F FY 2022-23 Classic Car Show - Tourism and Communications Director Frank Trigueros - Communications and Tourism Director Frank Trigueros**

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

Allen Andi spoke regarding the event and the outcome and weather is a factor. He stated that he will work with Tourism and Communications Director Trigueros in obtaining vendors.

Chair Tourgeman asked if they are talking about specific groups that manage these types of car shows.

Mr. Andi stated there are car clubs but not groups. He stated that he spoke with a coordinator and he will try to do his best to have a completely filled parking lot.

Chair Tourgeman likes that and thinks it will be a great event and asked if he has dates.

Mr. Andi stated it would be either February 19, 26, March 12 or March 19.

Vice Chair Jacobson asked if they have a kids section in order to keep them engaged and people will stay longer.

Mr. Andi stated that he would like to have a kids activation section. He also stated that there will be a food section.

Tourism and Communications Director Trigueros stated that February 19 would be better because Presidents Day is that weekend.

Consensus was reached to have the event in February.

Tourism and Communications Director Trigueros stated that they need to talk about the budget and they wanted to add additional funding.

Mr. Andi stated that the more funding he has, then he can have more involvement.

Vice Chair Jacobson asked for a list and proposal that they can look at.

**4G Bootcamp and Brews - Tourism and Communications Director Frank Trigueros - Communications and Tourism Director Frank Trigueros**

Tourism and Communications Director Trigueros provided an update on the item. He stated that the vendor was unable to attend because they are out of town, but the Grand Beach Hotel is looking forward to hosting the event again most likely in January and February. The vendor will come back to present.

**5. Public Comments**

There were no public speakers.

Vice Chair Jacobson asked if the drone is taking the place of fireworks for the 4th of July event and he would like it to be in addition to the fireworks. He would like clarification of that and bring the clarification back to the Board.

Board Member Gonzalez would also like it in addition to the fireworks.

Tourism and Communications Director Trigueros stated that what he understood was the \$100,000 was to enhance the event.

Vice Chair Jacobson wants the additional funding to improve not take the place of the fireworks.

**6. Next Meeting**

**6A Next Meeting: October 3, 2022 - Deputy Town Clerk Evelyn Herbello - Deputy Town Clerk Evelyn Herbello**

Consensus was reached to hold the next meeting October 3, 2022.

**7. Adjournment**

There being no further business to discuss before the Tourist Board, a motion was made by Board Member Gonzalez to adjourn the meeting at 6:50 p.m., seconded by Vice Chair Jacobson. The motion carried with a 5-0 vote.

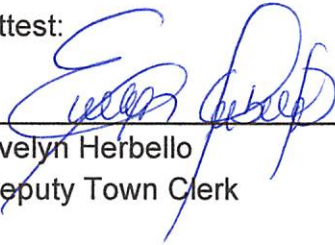


Respectfully submitted:

Accepted this 3<sup>rd</sup> day of October, 2022.

  
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Eli Tourgeman, Chair

Attest:

  
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Evelyn Herbello  
Deputy Town Clerk