

destination:Tiburon Board Meeting Agenda

January 9, 2019 - 4:00 p.m Tiburon Town Hall

- Open Meeting
- Public Comment
- Approval of Minutes from October 2018 Meeting
- Banking Totals - P & L Report
- BANG Media Dinner - THIS Sunday - January 13, 2019
- 2018 Marketing Accomplishments & Review
- Current 2019 Marketing Calendar
- 2019 Marketing Plans and Goal Setting (set separate meetings)
- 2019 Winter/Spring BART Ad campaign
- Social Media Consultant - Ronnie Sharp
- New Business
- Adjourn

Destination: Tiburon Board Meeting Minutes

Wednesday, January 9, 2019

Tiburon Town Hall

Call to Order

Chair Fraser called the meeting to order at 4 p.m.

Boardmembers Present: Jim Fraser, Jim Gerney, Justin Flake, Steve Sears, Greg Chanis

Boardmembers Absent: Patrick Sherwood

Ex Oficio: Stephanie Fermin, Director of Marketing; Diane Crane Iacopi, Minutes, Ronnie Sharp, Social Media Coordinator (4:30)

Guests: DeAnn Biss, Executive Director, Tiburon Peninsula Chamber of Commerce; Conor Flaherty, Owner, Sam's Anchor Cafe

Public Comment - None.

Approval of Minutes from October 10, 2018

Motion/Second (Gerney, Chanis) to approve the minutes, as written.

Vote: All Ayes (Sherwood absent)

Banking Totals - P&L Report

Director Fermin reported a current bank balance (as of 1-7-19) of \$293,141.25, with YTD expenditures of \$81,132.60. She said this represented 31.85% of budget.

Motion/Second (Chanis, Sears) to accept the report.

Vote: All Ayes (Sherwood absent)

BANG Media Dinner - This Sunday, January 13, 2019 (see Current Marketing, below)

2018 Marketing Accomplishments & Review

Director Fermin noted the following Board goals and accomplishments in 2018:

- Brown Act compliance
- adoption of working budget and bookkeeping
- updated and ongoing maintenance of website
- re-established goals and collaboration with the Chamber
- SF Magazine ad campaign resulting in 15K emails obtained for mailing of future info
- streamlined branding/images for destination:Tiburon
- updated marketing collateral (to be updated annually)
- updated 10 second d:T video which is used in all collateral
- increased social media presence and engagement
- attendance at trade shows and media trade shows
 - SATW Annual Meeting
 - Cal SAE Seasonal Spectacular
 - Visit CA Media Reception (in 2 weeks)
- Networking to represent d:T destination and brand at events
 - Hosted BATW monthly meeting

Will host SATW holiday party
Attended SF Travels events

The Board provided questions and comments. Boardmembers Gerney and Flake noted ongoing issues with their hotel websites and lawsuits concerning ADA access. Gerney said his company would be conducting a webinar on compliance next week. Director Fermin made a note of this.

Current 2019 Marketing Calendar

Director Fermin reviewed upcoming media events that she is participating in:

-January 13, Society of American Travel Writers (SATW, Western Chapter members) in Tiburon: Dinner at Sam's, Pub Trivia Quiz provided by The Ranch, early morning yoga and Breakfast on Angel Island Ferry the next day. She encouraged the boardmembers to attend this event, if possible.

-January 23-26, International Media; Marketplace & Visit CA; NYC Media Mission

-February 25-26, MPINCC (Meeting Planners) Annual Conference & Expo which Fermin will attend with sales managers from Water's Edge and The Lodge at Tiburon.

2019 Marketing Plans and Goal Setting (set separate meetings)

Director Fermin said she would continue to pursue "progress over perfection" in taking steps toward d:T's goal of promoting Tiburon as a world class destination. She said she thought it would be helpful to create a boardmember "job description" which could be added to the bylaws, and to appoint additional boardmembers which would be helpful in maintaining a quorum for meetings.

Boardmember Chanis read from the bylaws and said the current boardmember criteria is to be a resident, business owner, or representative of a local business. He also noted that the bylaws allow up to 15 boardmembers (between 7 & 15 members).

Boardmember Gerney said it would be helpful to have more community buy-in of d:T's mission. DeAnn Biss said she sensed a sea change among the young families who are part of the community now. She said the Chamber had created a task force to tap into this energy. Board Chair Fraser said he noted the excitement at the Planning Commission hearing on the new Michael Mina restaurant coming to downtown.

Director Fermin asked the Board to let her know of any additional "wish list" items to be added to the 2019 goals.

2019 Winter/Spring BART Ad campaign

Director Fermin said the BART ad campaign had been mismanaged and explained to the board what had happened and what was now being offered. She said that d:T could get half off pricing (\$20K instead of \$40K) to extend the ads for 14 weeks (staggered) on trains, plus 10 weeks on digital boards in stations, along with mobile geo-tagging for 12 weeks. She said the continuation would be helpful to obtain the marketing data and metrics originally desired. Fermin said the money to cover the expense could be redirected from

another budget source (in lieu of a second ad in SF Magazine, which had already yielded the email data desired). The Board wondered what guarantees were being offered that the same thing wouldn't happen again this time around. Strategy was discussed by the Board.

Motion/Second (Chanis/Fraser) to authorize the budget expenditure as detailed above, with the contingency that assurances for contract compliance would be received from the advertising company through Boardmember Gerney and Director Fermin's further negotiations.

Vote: Ayes - Fraser, Chanis, Gerney, Sears

Noes: Flake (who noted he was not a supporter of the current ad collateral and plan)

Absent: Sherwood

Social Media Consultant - Ronnie Sharp

Director Fermin introduced Ms. Sharp to the Board. She said Sharp is a Tiburon resident who has been retained to work for both d:T and the Chamber. Ms. Sharp gave an overview of her background and experience working for large companies such as EBay and Butterfield Auctions, where she had created the first live-auction online portal. She said she now worked as an independent contractor for other groups and non-profits. She said she was pleased to be able to work for the Chamber and d:T to help them achieve their goals.

New Business

Executive Director Biss gave an update on Chamber activities and Board membership.

Adjourn - Chair Fraser adjourned the meeting at 5 p.m.

The next regular meeting is scheduled for Wednesday, February 13, 2019.