

destination:Tiburon Board Meeting Agenda

April 10, 2019 - 4:00 p.m

Tiburon Town Hall

- Open Meeting
- Public Comment
- Approval of Minutes from March 2019 Meeting
- Banking Totals - P & L Report
- Review of 2018-2019 Marketing Efforts
- Upcoming Marketing Efforts
- Chamber Collaboration & Synergy – Admin Katherine Spawn
- New Business
- Adjourn

Destination: Tiburon Board Meeting Minutes
Wednesday, April 10, 2019 – Tiburon Town Hall

Call to Order

Chair Fraser called the meeting to order at 4:05 p.m.

Boardmembers Present: Greg Chanis, Conor Flaherty, Justin Flake, Jim Fraser, Steve Sears, Patrick Sherwood

Boardmembers Absent: Jim Gerney

Ex Officio: Stephanie Fermin, Director of Marketing; Diane Crane Iacopi,
Minutes

Public Comment

There was no public comment.

Approval of Minutes from March 2019 Meeting

Motion/Second (Sherwood/Chanis) to approve the minutes of the March 13, 2019 meeting, as written.

Vote: AYES: Chanis, Flaherty, Fraser, Sherwood

ABSTAIN (absent from the March meeting): Flake, Sears

ABSENT: Gerney

Banking Totals - P&L Report

Director Fermin reported a current bank balance of \$232,300.47 and YTD expenditures of \$169,308.48, representing 65% of the fiscal year budget. Responding to Boardmember Chanis, Fermin said that YTD revenues were consistent with projections.

Review of 2018-2019 Marketing Efforts

Director Fermin gave an overview of efforts in the areas of B2C, B2B, Sponsorship, Public Relations, and Networking. The Board discussed and asked questions regarding strategy and also recommended “tweaks” and enhancements of some of the efforts going forward.

Some specifics reported: The d:T Wine Festival booth this year will be located near the entrance and an effort will be made to obtain emails with some sort of incentive, such as the chance to win a night out in Tiburon. Director Fermin is also working with vendors on the website merge and refresh and will add a particular vendor to the RFP list. She estimated the cost to be between \$7,000 and \$10,000 in the 2019-2020 budget. Chair Fraser suggested reaching out to the Board to provide input to the RFP and later, to bring the proposals to the Board.

Director Fermin said she was pleased that progress had been made in all of the above areas since joining the organization.

Upcoming Marketing Efforts

There was a discussion of the upcoming April newsletters and target audiences. A suggestion was made to add an “opt-in” link to the Town’s newsletter, as well.

Director Fermin reported on a travel couple (social media influencers) who are coming to town in May. She said that they will blog, instagram and post their experiences for the price of a room and meals, currently budgeted. Fermin said the blog post will have d:T web addresses and that the Town would be geo-tagged, thereby creating an internet and social media presence. The Board briefly discussed the social media influencer phenomenon. Boardmember Flake noted he received a lot of requests for this and he pondered the efficacy of the methodology.

Director Fermin said that a NY Times travel writer was coming in July and would be staying at the Water's Edge.

Finally, Fermin said it would be helpful to have a media buyer and proposed retaining one to assist her in more efficiently targeting markets and media. Boardmember Flake said he thought a media buyer was a good idea and that as an expert in their field, they would know which markets to place d:T ads in. Boardmember Sherwood said it was important to assess the buyer's skills and ideally find someone who could not only negotiate good deals but who could help d:T further drill down to understand and reach its target audience. Chair Fraser suggested leveraging Boardmember Sherwood's background in this area. Sherwood said a brief job description listing the desired skill sets would be useful. Chair Fraser suggested that the same thinking should apply to the people hired to do the website refresh.

Chamber Collaboration & Synergy - Admin Katherine Spawn

Director Fermin said that Katherine had been introduced this morning at the Chamber Board meeting. She said she would divide her time between the Chamber and destination:Tiburon but under separate contracts. Town Manager Chanis will review the d:T contract. Fermin said that d:T would provide her with a laptop computer, and that she is estimated to work approximately 10 hours per week for d:T at \$20/hour.

New Business

Director Fermin suggested cancelling the June Board meeting as she will be attending a conference on that date. Board concurred.

Fermin proposed consideration of a title change more reflective of her current duties. The Board expressed its willingness to do so but suggested that she provide a description of current and proposed titles and duties.

Boardmember Chanis said it would be appropriate under the Brown Act for the Board to have the opportunity to discuss the matter in closed session at the beginning of the May meeting. The Board concurred.

Director Fermin showed visual representations of two stickers with "#hellotiburon" and "tiburon" logos. She said these stickers will be give out to merchants and others downtown for free distribution.

Boardmember Chanis gave an update on current and pending building permits and projects. It was noted that there may be a whole lot of construction underway during the summer months in downtown Tiburon.

Boardmember Sherwood said that anything that could be done to lessen the negative visual impacts of this would be a boon to creating a positive first impression for people coming into town.

Adjourn

Chair Fraser adjourned the meeting at 5:35 p.m.