

**destination:Tiburon Board Meeting  
Wednesday, August 18, 2021 3:00 pm  
Virtual Meeting via Zoom**

- **Public Comment**
- **Approval of Minutes from June 2021 Meeting**
- **Banking Totals - P & L Report**
- **Current Marketing Committee Efforts**
- **New Business**
- **Adjourn**

**destination:Tiburon Board Meeting Minutes**  
**Wednesday, August 18, 2021 - 3 p.m.**  
**Virtual Meeting via Zoom**

**Call to Order**

The meeting was called to order at 3:04 p.m.

Board Members Present: Thier, Awash, Hendricks and Hoffman.

Absent: Chanis, Flaherty, Flake and Sherwood.

Ex Oficio: Executive Director Fermin, Admin Spawn.

**Public Comment** -No Public Comment

**Approval of June, 2021 Board Meeting Minutes**

Motion/Second (Thier/Hoffman) to approve the Minutes, as written.

Vote: Unanimous

**Banking Totals - P&L Report**

Director Fermin reported a balance of \$180,942.35 with market research and the new blog as significant expenditures (\$350 p/month).

**Current Marketing Committee Efforts-**

Director Fermin presented to the Board the current marketing efforts by dT to promote Tiburon. The efforts included brand strategy, board updates, brand analysis, interviews of the dT board and surveys. Fermin stated that Tiburon needs to be promoted as a world class destination to their target audience and position Tiburon to attract those people to come visit. She said that those who do visit love the town and what it has to offer. Fermin said that special events and weddings will be key for the hotels going forward. Fermin told the board the results of the email surveys conducted were as follows: 77% female, 45-65 years old, CA residents from the East Bay, South Bay and Sacramento. Reaching out to the "lapsed" visitors by engaging them in unique incentives offered by hotels, restaurants and local businesses is key. Fermin stated that she wants to advertise Tiburon as accessible to all, as well as diverse in experiences.

Hoffman told the board that Andrew Freeman will be branding Tiburon and marketing AC Venture properties. He also mentioned a recent yacht trip (hosted by AC Ventures) where eight concierges from San Francisco hotels participated. Hoffman said it was a success and the hotels will be recommending visiting Tiburon to their customers.

Fermin stated that the mission is to make Tiburon a world class destination. Her suggested strategies include; define brand positioning, campaign and communication strategy (travel destination) and showcase content through website, email, newsletters and social media platforms. She said that by 2022 the brand positioning will be complete for Tiburon and should last into the next two to three years.

Fermin mentioned that the target audience is the following: primary are leisure tourists; secondary are event planners; tertiary are local residents. She described the demographics of each target market to the board. Fermin said that the benefits of Tiburon versus other bay area competitors is its striking beauty, proximity to San Francisco, dense concentration of restaurants, small town vibe, boutique hotels and shops, large array of outdoor activities, walkability (day or weekend) and proximity to wine country, Angel Island, Napa and more in Northern California.

Fermin said that the next step is the opportunity to introduce Tiburon to their target audience by defining brand positioning as well as mentioning the physical and emotional benefits a visit to Tiburon could provide. She mentioned that the concept development should be ready for the board to review by September 15th. After the board review, Fermin said that a creative campaign could start in October ready for a January 2022 launch.

**New Business-**

There was no new business.

**Adjourn**

There being no further business, the meeting was adjourned at 3:32 pm Hoffman/Hendricks.

**Next meeting is September 2021, date TBD.**