

destination:Tiburon Meeting Agenda
Wednesday, February 12, 2020 4:00 pm
Tiburon Town Hall

- Public Comment
- Approval of Minutes from January 2020 Meeting
- Banking Totals - P & L Report
- Meeting Planner FAM 02/27-28/20
- IMM USA 2020 ReCap
- Individual Media Tours
- Media Tour FAM April 2020
- New Business
- Adjourn

destination:Tiburon Board Meeting Minutes
Wednesday, February 12,, 2020 - 4 p.m.
Tiburon Town Hall

Call to Order

The meeting was called to order at 4:02 p.m.

Boardmembers Present: Chanis, Flaherty, Sears, Sherwood, Flake

Boardmembers Absent: John

Ex Oficio: Executive Director Fermin, Admin Spawn

Guests: Executive Director Biss, Tiburon Peninsula Chamber of Commerce, Holli Thier, Vice Mayor, Town of Tiburon, David Kulik, Councilmember, Town of Tiburon

No votes.

Public Comment - It was announced that this was Board Member Steve Sear's last Destination Tiburon Board meeting.

Approval of January 8, 2020 Board Meeting Minutes

Motion/Second (Chanis, Sears) to approve the Minutes, as written.

Vote: Unanimous

Absent: John

Banking Totals - P&L Report

Director Fermin reported a February balance of \$301,932.20 with FY to date expenditures of \$98,787.58. She said that the most significant expenditures were for the IMM USA and the IMM UK trade shows.

Meeting Planner FAM 02/27-28/20

Director Fermin said that she is expecting 10 attendees and is ready to show them Tiburon. The meeting planners are various types (booking corporate meetings, weddings) and all are local. They were vetted from b&B. The meeting planners will stay at The Lodge and Water's Edge. Director Fermin will take them to dinners and site tours around town. She said that this would be more of a business tour versus a tourism tour.

IMM USA 2020 Recap

Director Fermin showed the Board photos and the media mission of the IMM USA 2020 event that she attended and of the 24 travel writers and influencers. She stated that she had 15 minutes with each writer so this will provide more press and PR for Tiburon. National Geographic will be coming to Tiburon in March to do an article. Fermin said that she is going to the IMM UK in March and there will be 56 writers at this meeting.

Individual Media Tours

Chelsea Davis from Forbes.com will be doing a Lifestyle article about Tiburon due in late March. She has a large Instagram following and 350 people have tagged Maggie and Angel Island Ferry as a result. An upcoming individual media tour is journalist Deborah Kirk (recommended from b&B) due to arrive March 14th. She will be staying at Water's Edge and her article will come out late spring. Sherwood wanted to make sure that the hotels and businesses treat these journalists with "red carpet service."

Media Tour FAM 4/7-9/2020

Director Fermin said that this media tour will be led by b&B on these dates close to Easter. A question arose if the visit should tie into Earth Day and Flake stated that it was not a good idea-"don't muddle the message." Fermin said that the local media would be targeted. She also asked if there were any conflicts with the town and the answer was no. Thier asked Fermin what activities would they be doing and Fermin replied that she planned to visit all areas of town. The group has an option of choosing morning or evening activities as suits their schedules.

Welcome Center

Chamber Director Biss stated that the decision for giving money to Tiburon from the City of Belvedere would be made in the Spring. Bosch is working on the lease and she said that it has been a very slow process. She hopes to have it concluded in a couple of weeks. Biss said that Hadley Construction only needs a month lead time to begin construction. Biss also stated that the Pedego space (next to proposed Welcome Center space) is being sub-leased by YEMA (from Vineyard Vines). YEMA plans on opening February 15th and all proceeds will go to underprivileged youth in South Africa. Sherwood asked Biss if she was confident that Belvedere was going to give Tiburon the money. He was concerned that they would reverse their decision. Chanis said that the town was working on a MOU for \$126,000 contribution and with dT. dT will not move forward without the MOU. The lease will be in the Chamber's name. Biss said that it would take 3 to 4 months to build out Welcome Center space and 6 weeks for all merchandise to arrive. She is getting samples to review next week. It was suggested to have an early run on merchandise to test its marketability.

Reschedule March 2020 dT Board Meeting

Fermin will send an email to all to see if March 18th will be work for everyone to attend as she will be in London for the IMM UK Meeting. She also said that all Board members need to be at the next meeting in order to vote Holli Their to be a member of the dT Board. Sherwood stated that all members need to take a look at the future and make sure the Board is balanced.

New Business

Chanis said that Mina's restaurant has all their permits and has started construction. Caprice has permits and looks like a 2021 opening. New Morning Cafe is ready foundation has been poured and permits are in place. Library began digging today.

Sushi place has sold but he does not know what will go there.
Bank of America-still unknown.

Adjourn

There being no further business, the meeting was adjourned at 5:04 p.m.