

**destination:Tiburon Board Meeting  
Wednesday, January 12, 2022 4:00 pm  
Virtual Meeting via Zoom**

- **Public Comment**
- **Approval of Minutes from November 2021 Meeting**
- **Banking Totals - P & L Report**
- **Introduction Gary Sterman, GM Lodge at Tiburon**
- **Current and Upcoming Media Update**
- **Demonstrate Creative Marketing Update**
- **New Business**
- **Adjourn**

### **Call to Order**

The meeting was called to order at 4:07 p.m.

Board Members Present: Their, Flake and Awash.

Absent: Flaherty, Hoffman and Sherwood.

Ex Officio: Executive Director Fermin, Admin Spawn

Special Guests: Gary Sterman, New GM of The Lodge at Tiburon.

**Public Comment** -No Public Comment.

### **Approval of November, 2021 Board Meeting Minutes**

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

Vote: Unanimous

### **Banking Totals-P&L Report**

Fermin stated that the d:T banking totals with significant expenditures of the initial down payment to paid to Demonstrate for their marketing strategy and the annual Crowdriff fee. Fermin reminded the Board that there will be a few more expenditures coming up and she stated that they were recouping the TOT tax for 2020 and 2021 as that was money lost to the Cares Act. Fermin said that they can ask for TOT through the Recovery Act and this will help bolster the new dT marketing launch.

### **Introduction Gary Sterman, Lodge at Tiburon**

Director Fermin introduced Gary Sterman, new GM of the Lodge at Tiburon to all the board members. She mentioned that Rob Hendricks has left the Lodge to focus on the Toll House Hotel in Paolo Alto. Sterman gave a brief background of his career accomplishments and said that he is glad to be back to Marin County. Sterman is a recognized expert at tapping into market growth opportunities, developing programs to train and inspire staff and creating innovative marketing and branding initiatives. He said that he is excited for this new opportunity. The board welcomed and congratulated Sterman.

### **Current and Upcoming Media Update**

Jim Byers from the Toronto Star has rescheduled his visit to Tiburon for January 25-26, 2022 due to Covid. He will not be able to go to Angel Island on those dates but will be meeting with Maggie McDonough, Captain of the Angel Island Ferry. The International Media Marketplace and Visit CA NYC Media Mission will be taking place on January 26-28, 2022 and Fermin stated that she will be attending. The IMM media event will be going forward but the Visit Ca event has been cancelled and are hoping to have an online event this year instead.

### **Demonstrate Creative Marketing Update**

Director Fermin reviewed with the board the steps so far that have been taken with Demonstrate and the work that is in progress. She said that Demonstrate will be putting together a pre-presentation of roughly 40 slides long with three options for the board to review and offer feedback to. Fermin told the board that she wants to call a special meeting at the end of

January or beginning of February for them to go over the options and give feedback to Demonstrate. She said there will be a vote for which one they will choose and for the expenditure to go forward with the February 2022 launch.

**New Business**

Director Fermin said that Cinelounge will be taking over the Tiburon Playhouse. Timeframe TBD.

Gary Sterman will be voted onto the board at the next meeting.

**Adjourn**

There being no further business, the meeting was adjourned at 4:25 pm.

**Next meeting will be February 9, 2022 at 4:00 pm.**