

**destination:Tiburon Meeting Agenda  
Wednesday, January 8, 2020 4:00 pm**

**Tiburon Town Hall**

- Public Comment
- Approval of Minutes from November 2019 Meeting
- Banking Totals - P & L Report
- bread & Butter update + presentation
- International Media Marketplace
- Tiburon Welcome Center Funding - Update
- New Business
- Adjourn

**destination:Tiburon Board Meeting Minutes**  
**Wednesday, January 8, 2020 - 4 p.m.**  
**Tiburon Town Hall**

**Call to Order**

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

Boardmembers Present: Chanis, Flaherty, Sears, Sherwood

Boardmembers Absent: Flake, John

Ex Officio: Executive Director Fermin, Minute Clerk Crane Iacopi

Guests: Executive Director Biss, Tiburon Peninsula Chamber of Commerce

**Public Comment** - None.

**Approval of November 13, 2019 Board Meeting Minutes**

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

Vote: Unanimous

Absent: Flake, John

**Banking Totals - P&L Report**

Director Fermin reported a January balance of \$306,584.25 with FY to date expenditures of \$73,660.21. She said there were no significant expenditures to report this month.

**Adopt a Conflict of Interest Policy**

The Board said they had reviewed the draft. Boardmember Chanis said adoption of such a policy was recommended to ensure compliance with and maintain the organization's 501(c) status. He said he would provide a form for Boardmembers to sign. There was a question about Article II, Section 2, Financial Interest. It was noted that Boardmembers are not compensated for their service on the Board.

Motion/Second (Sherwood, Chanis) to adopt the Conflict of Interest policy.

Vote: Unanimous

Absent: Flake, John

**Bread & Butter update & presentation**

The team members introduced themselves and described their roles in the organization: Anais Smith, Managing Director; Natalie Petrone, Account Director; Aleah Feuerborn, Account Executive; and Anna Taricco, Assistant Account Executive. One member, Samantha Blatz, Digital Marketing, joined the discussion by telephone from Los Angeles. The d:T Boardmembers also introduced themselves.

The team gave an overview of their strategy to identify Tiburon as a go-to destination for travel, adventure, sightseeing, dining, corporate events, and overnights. They described how they

would go about building awareness, how they would tailor and strategize media outreach, how they would go about meeting and event outreach, as well as digital marketing. Boardmember Flaherty said he would like to see more emphasis on wedding events in addition to corporate events because he thinks Tiburon works well for weddings. He said they usually result in two or three days or overnights, as well. Director Fermin noted that she was planning to attend wedding fairs with the representatives from the two hotels.

The b&B team gave examples of short lead and long lead media outreach they had done in the past few months. Boardmember Sherwood asked about “the pitch” and said that while he understood it may be proprietary, he said it was important for the board to see it and to know how Tiburon is being described. As the discussion continued, he elaborated that they were a discreet number of things that make Tiburon unique and it was important to describe them in a relevant, strategic and accurate manner. For instance, Tiburon is a town not a city, it is not a beach town, and there were a few other descriptive narratives from the presentation. The team was very open to feedback and said it could provide bullet points of the kind of information that went out to their contacts. Director Fermin also invited Boardmember Sherwood to meet with her one on one so that she could build on the discussion and provide feedback to the team.

The b&B team described a meeting and events FAM scheduled for the end of February for local corporate and wedding planners. Director Fermin said that the Waters Edge Hotel had offered five rooms and the Lodge had offered up to 10 rooms for this tour. She said she would loop in the local businesses, as well. The team also described a media FAM tour that will take place sometime in March or April.

The b&B team described some of their other ideas for advertising Tiburon weekend getaways and family friendly weekends. Also highlighting art and relaxation retreats, and moving into the summer season, focusing on one of the best areas for late summer events.

As the team moved on to digital marketing, they described how they would go about creating brand awareness on Instagram as well as drive traffic to the d:T website. They talked about testing and reaching audiences outside the targeted areas. They said they would evaluate and monitor this data on a weekly basis and would be able to pivot the campaigns monthly and reallocate funds, if needed. Boardmember Sherwood agreed that it was important to continue to learn and evaluate. b&B said they would send a monthly recap. Boardmember Flaherty said he had noted an uptick in business when the team had focused on his business as a destination for birthday parties for the 22 to 35 age group.

After the presentation, the Board discussed some of the information in more detail and set out some goals for working with the team.

A suggestion was made that it might be helpful to share some of this information from the presentation with the Chamber so that the local businesses could also start thinking strategically along the same lines. Boardmember Chanis agreed, stating that he gets a lot of questions about

what destination:Tiburon is and what it does. Boardmember Sears agreed that said this would be a good opportunity to share the information. Director Fermin said she would also like to incorporate some of the information into an annual report in July.

### **International Media Marketplace**

Director Fermin said the IMM, Visit CA, and NYC media mission event would take place January 22-25, 2020. She said she would like to attend to follow up and build on the contacts she made last year. In addition, she said there was an opportunity to meet international travel writers in March, in London. She said the organization could provide meetings with up to 56 writers. She said she was comparing airfares and that it would be comparable to the New York travel budget. Boardmember Sherwood wondered whether it was the d:T mandate to meet international travel writers directly or through Visit CA. Fermin said she would bring more details to the next meeting for evaluation by the Board.

### **Tiburon Welcome Center Funding - Update**

Chamber Director Biss said the lease negotiations were in play and that there was no word from the city of Belvedere yet on the request for funding. Boardmember Chanis noted that the Belvedere Council had not yet met in January.

### **New Business**

Boardmember Chanis said that work had started on the Caprice restaurant, as well as the New Morning Cafe site. He said that the sushi restaurant had recently changed hands.

### **Adjourn**

There being no further business, the meeting was adjourned at 5:25 p.m.