

**destination:Tiburon Board Meeting  
Wednesday,June 9, 2021 4:00 pm  
Virtual Meeting via Zoom**

- **Public Comment**
- **Approval of Minutes from April 2021 Meeting**
- **Banking Totals - P & L Report**
- **Current Marketing Efforts update**
- **TBID Renewal**
- **Brand ReDiscovery update/next steps**
- **New Business**
- **Adjourn**

**destination:Tiburon Board Meeting Minutes**  
**Wednesday, June 9, 2021 - 4 p.m.**  
**Virtual Meeting via Zoom**

**Call to Order**

The meeting was called to order at 4:09 p.m.

Board Members Present: Thier, Awash, Sherwood and Hendricks

Absent: Chanis, Flaherty, Flake and Hoffman

Ex Oficio: Executive Director Fermin,

**Public Comment** -No Public Comment

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

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

Vote: Unanimous

**Banking Totals - P&L Report**

Director Fermin reported a balance of \$176,472.76 with market research and the new blog as significant expenditures.

**TBID Renewal**

Fermin stated that for the annual report dT needs to look at what was earned and make a plan on how to move forward with a total revenue of \$187,500 which includes \$150,000 in assessments plus the \$37,500 from the town of Tiburon. She said that was a healthy budget for 2022-23. TBID is a broad based destination marketing campaign to raise Tiburon's profile for conferences and meetings. Fermin asked the Board for a vote to approve TBID 2021-22 as the town council will vote on it by July 2021.

Motion/Second (Thier/Hendricks) to approve TBID 2021-22

Vote: Unanimous

**Current Marketing Efforts Update**

Fermin told the board that the large Tiburon sign that will be temporarily placed at Point Tiburon Plaza will cost \$600 and is being made by Hadley construction and Ground Goods. She said it will attract a lot of Tik Tok and Instagram followers to Tiburon and should be completed by July. The question of maps being created to give out to the hotels arose and all agreed that it was a good idea. Sherwood stated that the location of the installation may not highlight Tiburon's views properly and Fermin mentioned that to get the sign by the water would involve several permits and that Point Tiburon Plaza is a temporary site. She said the idea was to draw a lot of visitors into the space. Fermin told the board that she had the videographer create a video highlighting Slow Streets that will be happening June 18-August 1, 2021. This video will go out

on You Tube June 15th. Fermin also mentioned that the video will go in the next newsletter. Fermin said that she will send a copy of the video out to all the board members for their review. Fermin talked about the new blog that is now on the dT website called "What's new in Tiburon." She said that she has a local writer talk about new and upcoming things happening in town. She stated that she wants to focus on each restaurant and wine bar as they open up. Fermin shared with the board data of three different visitor profiles: Visitor 1 is female, 45-65 years old, married with 2+ children likely employed or maybe retired with a BA degree or higher. This response is mainly from the newsletter distribution and the dT email list; Visitor 2 are couples, 30-45 years old, maybe married, maybe kids; Visitor 3 are young affluent couples and Fermin is getting that information from social media (Instagram, Tik Tok, You Tube).

### **Brand Rediscovery Update/ Next Steps**

Director Fermin said that dT will put together a staged response for marketing plan 2021-22. She gave a detailed outline to the board of the ways dT engages from the website to the blog, email, Instagram, PR, influencers, Depot and events.

### **New Business-**

Fermin gave the following updates:

Squalo Vino tasting room will open in August.

First Juneteenth event is happening in Tiburon.

Fermin said that the Diversity Task Force is encouraging events for all cultures going forward.

### **Adjourn**

There being no further business, the meeting was adjourned at 4:36 pm Sherwood/Thier

**Next meeting will be July 14, 2021.**