

**destination:Tiburon Board Meeting  
Wednesday, May 25, 2022 4:00 pm  
Virtual Meeting via Zoom**

- **Public Comment**
- **Approval of Minutes from April 2022 Meeting**
- **Banking Totals - P & L Report**
- **2022/23 Marketing timeline**
- **Change The Way You Bay - LAUNCH and advertising overview (VOTE)**
- **destination:Tiburon Annual Review**
- **New Business**
- **Adjourn**

### **Call to Order**

The meeting was called to order at 4:11 p.m.

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

Absent: Chanis, Sherwood and Flake.

Ex Officio: Executive Director Fermin, Admin Spawn.

Special Guest: Matt Spero, The Lodge at Tiburon

**Public Comment** -No Public Comment.

### **Approval of April 2022 Board Meeting Minutes**

Motion/Second (Awash/Hoffman).

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

Director Fermin reported a P&L total of \$130,531.56 with a final check due to Demonstrate at the end of May for \$50k which will be the largest expenditure for this fiscal year. Fermin emphasized the mission statement of dT as “promoting Tiburon as a world class destination.”

### **2022/23 Marketing Timeline**

Director Fermin shared with the board the overview of the marketing plan showing the B2B newsletter is distributed quarterly and the B2C newsletter is distributed monthly. She said all blog posts are on the B2C newsletter. She said that the dT rack cards are in the ferry building and various CA Visitor Centers. The current dT video will change out in July to coincide with the launching of the Change The Way You Bay campaign targeting our key demographic. Fermin stated that she supports the spend for the Cvent platform as it will bring the meeting planners to Tiburon as a new and different place to have their meetings. For continuation of the Change The Way You Bay advertisements in 2023 that funding is dependent on the money coming to dT from the Cares Act and the expected surplus this year. Fermin told the board that dT will sponsor the Wine Festival, Holiday Festival and the ½ Marathon and water bottles will have the dT and hotel logos on them. She said that she will do the Annual Trade Shows to get the travel media to Tiburon as well as the Annual Meeting Planner Fam.

### **Change the Way You Bay-LAUNCH and Advertising Overview (VOTE)**

Fermin shared with the board key dates: 6/1 the next press release goes out to newspapers, 6/8 is the final KV approval, 6/20 ads begin to run through the fall and the Launch party will take place 6/22 at The Lodge. Fermin showed the board a potential 2022/23 media plan and said dT had to be very strategic given their limited budget. She said that the objective was to focus on their key demographic. Fermin stated that she was excited for the digital panel advertising at the upscale malls. She shared which magazines she would place ads in and the cost for each. Fermin said she wants to place ads in Oakland Magazine (this includes East Bay Monthly and Alameda Magazine), The Ark, Napa Valley Life, SF Magazine, Sonoma Magazine and Sacramento Magazine. The two malls for digital panels are Stanford Shopping Center and the Westfield Galleria at Roseville. Fermin said that the total cost for these ads would be \$49,850. She told the board that the July issue of Sacramento is featuring Tiburon. All agreed that

Oakland Magazine would be the most diversified and Fermin thought it would target the secondary market (East Bay). A question arose about the East Bay Times and La Mirinda newspapers and Fermin said that all bay area newspapers will get the press release that is scheduled for June 1, 2022. The approval for the ad budget will be finalized by June 8, 2022. Another question regarding would there be ads made that would entice visitors to come mid-week and stay at Tiburon hotels arose and Fermin said that the primary target is retired couples who would have the flexibility to travel during the week. She said the next set of ads due in the fall will primarily target meeting planners.

#### **destination:Tiburon Annual Review**

Fermin said that the annual review will be the same format as in the past. She stated that the review goes to the board for approval, then to the Town Council by June 1, 2022 and then finalized at the June 15th meeting. She said that the annual review will show what dT has done this year and how Tiburon has had huge growth as it emerges out of the pandemic. Fermin told the board that there is a \$77,531 surplus carried over from last year and the upcoming fiscal year shows \$187,500. She said that sales tax numbers have increased and there is \$65k in reserves for 2022/23. Fermin mentioned that the dT will own the copyrights for the Change the Way You Bay campaign.

#### **Approval of the Tiburon Annual Review**

Motion/Second (Thier/Sterman)

#### **Addendums**

d:T hotel marketing for 2022 has included thus far:

- Tiburon Lodge feature in CA Meetings and Events Magazine
- quarterly newsletter blast to our meeting planners list
- a list of 1000+ meeting planner emails for your use
- a list of 400+ local meeting planner emails for your use
- revised agreement with SF Travel resulting in no membership payment for Tiburon hotels with inclusion in their RFP offerings
- introductions for potential partnerships with ferry and local businesses
- Lodge feature in Change The Way You Bay Campaign

Upcoming for 2022:

- annual meeting planner FAM
- buy in to CVent platform in the One Diamond tier and ads within the platform with board approval
- a shift from "Change The Way You Bay" to "Change The Way You Meet" directed specifically to meeting planner ads/audience

**New Business**

Juneteenth celebration will be on June 17, 2022 from 4-7 pm. On Main Street Tiburon.

**Adjourn**

There being no further business, the meeting was adjourned at 4:51 pm. Sterman/Awash.

**Next meeting June 8, 2022 at 4:00 pm.**