

**destination:Tiburon Board Meeting  
Wednesday, November 17, 2021 4:00 pm  
Virtual Meeting via Zoom**

- **Public Comment**
- **Approval of Minutes from October 2021 Meeting**
- **Banking Totals - P & L Report**
- **Creative Marketing Presentation by Demonstrate (VOTE)**
- **New Business**
- **Adjourn**

**destination:Tiburon Board Meeting Minutes**  
**Wednesday, November 17, 2021 - 4 p.m.**  
**Virtual Meeting via Zoom**

**Call to Order**

The meeting was called to order at 4:03 p.m.

Board Members Present: Their, Sherwood, Hoffman, Hendricks and Awash.

Absent: Flaherty, Flake, Chanis.

Ex Oficio: Executive Director Fermin, Admin Spawn

Special Guests: Joey Hodges, CEO Demonstrate, Sean DallasKidd, Partner & CEO, Demonstrate.

**Public Comment** -No Public Comment.

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

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

Vote: Unanimous

**Banking Totals-P&L Report**

Fermin stated that the d:T banking totals were \$175,165.88 with no significant expenditures.

Fermin reminded the Board that she has been saving for the launch of the new marketing strategy for d:T 2022.

**Current Marketing Committee Efforts**

Director Fermin said that she interviewed three advertising agencies in October and she has narrowed it down to Demonstrate who will be presenting their marketing strategy to the Board today. She told the board that from December 2021 to January 2022 the creative process and strategy should be implemented. Fermin said that she knows it is a tight timeline but is hopeful everything will be implemented by the next board meeting which is on January 12, 2022. She said that she vetted three local agencies; Brain Blaze, Timelapse and Demonstrate. Fermin stated that she believed Demonstrate to be the best bet to represent d:T due to their dynamic thinking, responsiveness, willingness to negotiate, being award winners and the fact that they come highly recommended from local businesses. Fermin introduced and welcomed Joey Hodges and Sean Dillaskid to the board members.

**Creative Marketing Presentation by Demonstrate (VOTE)**

The Demonstate team introduced themselves and gave a brief overview; their point of view, their capabilities, their ask, their process and their experience. Hodges said that they came from digital age marketing with a company called Squirrel and moved out on their own in 2015. He said that they want to build meaningful relationships with clients in order to drive business growth. Both stated that they encourage being partners with their clients during the creative

process as well as being flexible. They stated that they are boutique in size but are full service in their abilities to market their clients. Demonstrate said that to help draw audiences it will work in three phases: immersion, creative communications, discovery and framework and production; which includes digital marketing, influencers, creative direction and content tone. A question arose about destination marketing experience and Demonstrate said that this would be their first foray into destination marketing but had experience with marketing museums and taking tours in the Presidio and other markets. Sherwood stated that it was important to help all businesses in Tiburon and leverage the physical assets of the town as well as target the three audiences that have already been determined through the research done by d:T. Demonstrate stated that it was important to be flexible and pliable during their research and creative strategy approach. They said that all assets would be used in-house in order that d:T had full rights for use and that all businesses would be included in the planning process. Demonstrate thanked the board and excused themselves from the remainder of the meeting. The board felt comfortable with Demonstrate but had a few questions regarding their fees, timeframe, what are the actuals, the plan and a breakdown of the expenditures. The board wanted more specifics and felt the information given was too general. A vote was called for.

Vote for initial spend to Demonstrate for launch 2022 with an addendum for intention to spend the remainder balance.

Motion/Second: Sherwood/Awash

Vote: Unanimous

### **New Business**

No new business was addressed.

### **Adjourn**

There being no further business, the meeting was adjourned at 5:14 pm.

**Next meeting will be January 12, 2022 in person.**