

**destination:Tiburon Board Meeting
Wednesday, November 9, 2022 4:00 pm
Virtual Meeting via Zoom**

- **Public Comment**
- **Approval of Minutes from August 2022 Meeting**
- **Banking Totals - P & L Report**
- **Update on Current Advertising**
- **Use of Current American Rescue Plan Funds-NPR Presentation**
- **2023 Advertising Discussion**
- **Upcoming Media to Tiburon**
- **New Business**
- **Adjourn**

Call to Order

The meeting was called to order at 4:05 pm.

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

Absent: Chanis, Flake and Awash.

Ex Oficio: Executive Director Fermin, Admin Spawn.

Special Guest: Elizabeth Seirmarco, Developer of Corporate Sponsorships NPR,KQED

Public Comment -No Public Comment.

Approval of October 2022 Board Meeting Minutes

Motion/Second (Sherwood/Thier).

Banking Totals-P&L Report

Director Fermin reported a P&L total of \$154,649.05 which includes a \$23k deposit of TOT sales tax. Fermin said that with the significant \$51k from the town last month the end of the fiscal year this year will be about the same as last year at approximately \$100-\$190k in dT revenue. She stated that there is room to spend on advertising in 2023.

Update on Current Advertising

Director Fermin updated the board on the current advertising status and said that the current magazine ads will be stopping at the beginning of 2023 and stated that for the current ads that are running, she is seeing an increase in views on the dT website. She told the board that the current social media budget is \$500 p/month which includes Change the Way You Bay ads, featured landscapes, hotel features etc... Fermin shared with the board that there was an increase of 458 followers since October 2022. She proposed increasing the budget to \$1,000 p/month as metrics follow ROI. Fermin said an increased social media budget for the rest of the fiscal year would be \$6,000. It was suggested that dT follow CTA's through to action such as reservations to places etc... so further research is needed.

Vote to increase the social media budget from \$500 p/month to \$1,000 p/month for the rest of fiscal year.

Motion/Second (Sherwood/Sterman).

Approved: Unanimous.

Use of Current American Rescue Plan Funds-NPR Advertising Presentation

Fermin introduced Elizabeth Seirmarco from NPR and KQED to the board to make her presentation. Seirmarco walked the board through her media kit and noted that NPR/KQED are #1 in public trust. Seirmarco shared that 255,00 Bay area listeners donated \$60 million to KQED. She stated that there would be 2.5 minutes of advertising during their local programming and that 97% of listeners take commercial action after listening to the ad(s). Seirmarco said that they reach 40% of the Bay area in all of their mediums and more people tune in among many different demographics. She mentioned that they have an exclusive audience that do not listen to anything else and are made up of leaders, decision makers, are affluent, well educated and love to travel. She also said that many travel and tourism

organizations support KQED/NPR. Seirmarco read sample messages to the Board that she had designed. She noted that they have a very robust digital platform as well. The package she was suggesting is called the KQED Cares Package. It consists of a low discounted rate to non-profits at \$9995 p/month times 3 months (January-March 2023). She told the board that it includes: 40 messages per month at 15 seconds each; four different messages; running display banners (mobile and desktop) on KQED website. Seirmarco said that there would be 1 million impressions over the month and the banners would run consistently on their site for the full 30 days. The Board responded by saying that from a marketing perspective, radio advertising awareness levels are low and was not sure it would interact well with all the other details of current marketing strategies. Board members said that Tiburon is a more visual product and that to visit Tiburon provokes an emotional response whereby visitors/locals would then take action. The Board was concerned that run of schedule messages on radio would not produce high quality content, especially at 2.5 minutes in total. Seirmarco responded by saying the messages would resonate more because of the quality of people that make up their audience. The Board asked Seirmarco if dT could pick the times the messages would run and she told them there would be no messages run after midnight. She said that they do a great job rotating the messages. Fermin asked how other travel destinations follow the measure of success of their advertising messages on NPR and Seirmarco said that they get more business since people heard it on the radio but she was not sure how those metrics were tracked. The Board thanked Seirmarco for her presentation. Fermin reiterated that dT could use the American Rescue Funds for NPR advertising and she would ask Greg Chanis from Town Hall to monitor TOT tax during the time that the ads would run and she would track website views. Fermin said that these messages would raise awareness since they had 10 million viewers in our demographic and that would result in CTA for the ads. The Board questioned the data and believed it would interfere with the strategy already in place. Since the budget is limited, more data on how many people are listening to the various programs is needed. All agreed to discuss at the next board meeting in January 2023.

2023 Advertising Discussion

Fermin said that the NPR presentation will move to the January meeting. She told the board that the Stanford digital display and Bus ads are still currently running and will use the rest of the marketing budget. Fermin stated that she will go before the Town Council to ask for \$207k from American Rescue Plan funds. Town Council needed more information so Greg Chanis from Town Hall ran the TOT and TTBID revenue loss for both the Chamber and dT which came up to \$183k plus 3% (\$207,474 shortfall). Fermin suggested having a more comprehensive marketing plan with clear objectives focusing on our target audience, family tours, leisure travel, media planners and the SF feeder market.

Upcoming Media to Tiburon

Fermin said that travel writer Heide Brandes from Travel Awaits will be coming to Tiburon November 11th-14th and will be staying at the Lodge. Brandes will be writing about what Tiburon has to offer with the potential of 3+ more articles in the future.

Fermin stated that Thomas Wilmer from NPR Podcast will be coming to Tiburon with dates TBD. He will do a podcast as well as the potential to talk about Tiburon on his live show. The board suggested more research into creating incentives that will drive people to Tiburon, such as partnering with the Chamber or having hotels partner with restaurants for a package, was necessary.

New Business

No new business.

Adjourn

There being no further business, the meeting was adjourned at 5:21 pm.

Next meeting January 11, 2023 at 4:00 pm.