

**destination:Tiburon Board Meeting
Wednesday, October 13, 2021 at 4:00 pm
Virtual Meeting via Zoom**

- **Public Comment**

- **Approval of Minutes from September 2021 Meeting**

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

- **Current Marketing Committee Efforts**
 - **Influencers & Media**

- **Tiburon Trolley**

- **New Business**

- **Adjourn**

destination:Tiburon Board Meeting Minutes
Wednesday,October 13, 2021 - 4 p.m.
Virtual Meeting via Zoom

Call to Order

The meeting was called to order at 4:07 p.m.

Board Members Present: Flake, Their, Sherwood, Hoffman, Hendricks

Absent: Flaherty, Awash, Chanis

Ex Oficio: Executive Director Fermin, Admin Spawn

Special Guest:Summer Cassel, from Senator McGuire's office.

Public Comment -No Public Comment.

Approval of September, 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 \$179,948.43 with no significant expenditures. She reminded the Board that in the coming months more money will be spent for the new marketing strategy.

Tiburon Trolley

Fermin told the Board that Mayor Thier was resurrecting the idea of the Tiburon Trolley because the biggest complaint that the Mayor gets from residents is the congestion and traffic on Tiburon Blvd. Fermin said that the trolley was being modeled after the Laguna Beach Trolley to provide an alternative for vehicle transit. She stated that the project was in the early planning stages and it would be an air electric trolley. Fermin also said that if there was significant funding, the ride on the Trolley would be available free of charge. The route for the trolley would be up and down Tiburon Blvd, right on Main Street continuing along Ark Row. She mentioned that with all the new business openings the trolley would be a great idea. Fermin also said that the trolley could transport workers and employees in and out of Tiburon with possible parking and pick up/drop off in Strawberry. Fermin told the Board that she worked on the Burlingame Trolley project and she said that it was funded by hotels, BIDS and the city of Burlingame. Mayor Thier said that she is excited about the trolley project and having one would allow people to not take cars downtown, not have to worry about limited parking spots and would reduce greenhouse gas emissions. Fermin asked the Board what they thought about the project and everyone agreed that it was a great idea with positive PR for Tiburon. Sherwood stated that he was

grateful that the idea of the Tiburon Trolley was being brought back and said that detailed research on exactly who would be using it needed to be done. She stated that she wants to keep the route simple and eventually add on to the stops as people become used to it. Fermin said that d:T should spearhead this project and Sherwood agreed and said a large amount of coordination needs to be done. He stated that dT should take a macro approach to consolidate all parties (Chamber, other towns etc...) in order to convince people of the idea and to make sure that the messaging is very clear.

Special guest Summer Cassel, from Senator McGuire's office, said that she was excited by the project and wants to hear more about it in the future. She suggested having the community take a survey about the trolley project to make sure there is enough support. Cassel commended Mayor Thier for doing an excellent job doing outreach to the community. Sherwood suggested that dT consider asking corporations for long term funding as they would be funding a project that was good for the environment (climate change).

Current Marketing Committee Efforts

Director Fermin said that she is in the process of interviewing three ad agencies and will have it narrowed down to the final one by November 2021. She said the selected agency would then make a presentation to the dT board, the Board would vote for the creative and work would commence. Fermin stated that the timeline for the new marketing campaign would be as follows; December 2021-January 2022 creative and strategy implemented and by February 2022 the Tiburon marketing strategy would be launched. Sherwood said that once an agency has been selected and the creative direction has been determined, it was very important to connect with people and make clear the messaging intentions of dT. Sherwood also said that there should be presentations from all three agencies. Fermin told the board that she would send over video links via email to everyone.

Influencers & Media

Fermin thanked the Board for hosting influencers, Michael & Matt, who are part of the Visit CA program. She said that they got 50,000 views for their Tiburon story on Instagram.

Fermin said that Joshua Mellin, photographer for Rolling Stone, CNN Travel and The New York Times will be coming to stay in Tiburon November 2nd-5th. She stated that he is a renowned photographer and will do a great job. She said that dT would be able to use his photos for town marketing purposes. Fermin mentioned that he has 12,000 followers on Instagram. She said no promised media platforms as of yet.

Fermin noted that Travis Keith, a content producer and CA TikTok influencer will be staying in Tiburon November 13th-14th. She said that he has 227.4k followers and over a million views. Fermin said he sends a clear message on Instagram of "this is why CA is better". Fermin told the board that Keith will put together reels (e.g. downtown Tiburon) on social media.

New Business

Fermin told the Board that Bungalow Kitchen is now taking reservations starting November 3rd and Caprice Restaurant will be opening on November 1st. Fermin suggested that the hotels

should let their guests know. Sherwood commented that dT should capture the images and the energy of what is opening while it is taking place.

Adjourn

There being no further business, the meeting was adjourned at 4:58p.m. Sherwood/Hoffman

Next meeting will be November 10, 2021