

**destination:Tiburon Board Meeting  
Wednesday, September 22, 2021 at 4:00 pm  
Virtual Meeting via Zoom**

- **Public Comment**
- **Approval of Minutes from August 2021 Meeting**
- **Banking Totals - P & L Report**
- **Current Marketing Committee Efforts**
- **2022/23 d:T Positioning presentation**
- **New Business**
- **Adjourn**

**destination:Tiburon Board Meeting Minutes**  
**Wednesday,September 22, 2021 - 4 p.m.**  
**Virtual Meeting via Zoom**

**Call to Order**

The meeting was called to order at 4:00 p.m.

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

Absent: Flaherty, Hoffman, Chanis

Ex Oficio: Executive Director Fermin

**Public Comment** -No Public Comment.

**Approval of August 18, 2021 Board Meeting Minutes**

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

Vote: Unanimous

**Current Marketing Committee Efforts**

Director Fermin mentioned that she had noticed that the TOT tax from the hotels has gone up and that was a clear indication that the hotels in Tiburon were doing well. She also said that venues have been sold out due to upcoming weddings and other events. Fermin told the Board that influencers Mike and Matt were coming to stay in Tiburon at the Water's Edge hotel September 28-29. She said that Mike and Matt were part of the "What if California" ad campaign and that they had 238,000 social media followers. The influencers are visiting three Northern California areas with Tiburon being the last spot to visit on their itinerary Fermin mentioned that Mike and Matt wanted to Kayak on the water and go to Angel Island so they have to go through Seatrek out of Sausalito since Tiburon does not have a launching spot. Sherwood stated that getting a launching spot in Tiburon for such water activities is on the ten year plan. Mike and Matt will be filming footage for Instagram from the water but will be doing the rest of footage in downtown Tiburon. It was mentioned that there was no Angel Island Ferry midweek and very limited Blue and Gold ferry times.

**2022/23 d:T Positioning Presentation**

Fermin told the board that she and Sherwood have been working on the brand strategy for three to four months and reiterated that the primary target is the leisure tourist who is female 45-65 years old, married with children, from Sacramento and Northern California and considers coming to Tiburon based on its beauty, proximity to San Francisco, wine country and its upscale atmosphere. This primary target market gets its information from travel websites, friends and social media. The secondary and tertiary targets are Event Planners and Residents. The event planners have special business and corporate events and their priority is location and proximity to San Francisco. The residents are those that live in Tiburon or Belvedere, 50 years old or

older, married with children, empty nesters, retired and are considered “town ambassadors”. Fermin stated that these target groups have other choices when it comes to micro destination or staycation travel but she pointed out the eight benefits that are uniquely Tiburon’s: beauty, near San Francisco, choices of great restaurants new and old, small town vibe with big views, boutique hotels and locally owned businesses, a large array of physical outdoor activities, walkable downtown and proximity to other popular northern California spots such as Napa and Sonoma. Fermin said that the pandemic has changed travel and that people need new experiences to try that are drivable and nearby even if only for a weekend. She said that with this primary target (leisure tourist) in mind, dT needs to market Tiburon as the perfect “fit” that will fill all emotional and physical needs for their next escape. She stated that the Visit California ad campaign entitled “Calling All Californians” are encouraging Californians to travel within the state for their next getaway and she said that Tiburon has a set of rich and diverse experiences to offer those that visit. Fermin said that there will be a Board review after the board meeting and that they will move forward with a creative campaign with a Q1 2022 launch. Sherwood stated that Tiburon should be marketed as a town that has it all; new restaurants, infrastructure and boutiques and that the town has a prescription for the leisure tourist to have a complete experience, emotionally and physically, especially coming out of the pandemic over the last eighteen months. Some board members questioned the word “fit” for the ad campaign but Fermin and Sherwood said that the ad agency selected may have a better creative expression for the word fit. Overall, all board members were happy with the presentation. Fermin said that she will be talking to two local ad agencies and copywriters to put together a campaign by October.

#### **New Business-No new Business.**

#### **Adjourn**

There being no further business, the meeting was adjourned at 4:55p.m. Sherwood/Thier

**Next meeting will be October 13, 2021**