

**destination:Tiburon Meeting Agenda
Wednesday, November 13, 2019 4:00 pm**

Tiburon Town Hall

- **Public Comment**
- **Approval of Minutes from October 2019 Meeting**
- **Banking Totals - P & L Report**
- **Media Tours - Review**
- **b&B Campaign - Update**
- **Tiburon Welcome Center Funding - Update**
- **New Business**
- **Adjourn**

destination:Tiburon Board Meeting Minutes
Wednesday, November 13, 2019- 4 p.m.
Tiburon Town Hall

Call to Order

Boardmember Chanis called the meeting to order at 4:06 p.m.

Board Members Present: Chanis, Flake, John, Sherwood

Board Members Absent: Flaherty, Fraser, Sears

Ex Oficio: Stephanie Fermin, Executive Director, Katie Spawn, d:T Admin, Minutes

Guests: Diane Iacopi

Public Comment

There was no public comment.

Approval of Minutes from October 9, 2019 Meeting

Motion/Second (Chanis, Sherwood) to approve the minutes as written.

Vote: Unanimous

Absent:Flaherty, Fraser, Sears

Banking Totals - P&L Report

Executive Director Fermin reported a current bank balance of \$298,008.59 and Fiscal YTD expenditures of \$56,457.15. No current significant expenditures.

Media Tours Review

Travel to Blank came to Tiburon at the end of October. While there was no power, they conveyed that they were still pleased with everything. They stayed at the Lodge, had cold breakfasts and hiked the trails. There is no blog post yet but it is to come.

The media team from Japan originally wanted Sausalito but chose Tiburon instead. They loved it! They were from Precious and Ginger magazines in Japan; magazines providing fashion, beauty, lifestyle, work and travel advice to women in their 30's. No articles until 2020.

Visit CA is more aware of Tiburon hosting these media events.

Fermin stated that she went to the Society of Travel Writers in El Paso and the editor of Coastal Living magazine was there. Fermin believes she would be a great media guest to have in Tiburon and that Tiburon would be a perfect fit for Coastal Living Magazine. Fermin wants media that is promised and worthy and if dT got this editor to Tiburon it would be a huge benefit to dT. Fermin is excited to show off the revitalized downtown. In January, Fermin will be going to the IMM Conference to meet with Meredith Media and wants to bring this group in the fall. Sherwood suggested pushing for them to come earlier. He stated that Tiburon will be in construction upset for 3-5 years so pick progress over perfection.

Total 2020 media stats so far-86 million combined circulations and seeing traction in that people want to write about Tiburon. More circulation numbers will convert Tiburon to the next level of recognition as a destination.

Fermin said that National Geographic is ending its travel section and is no longer an option.

b&B Campaign Update

dT has signed an agreement with b&B and sent assets. Biweekly meetings and calendar invites will take place. Fermin asked the hotel proprietors for hotel promotions and photos of weddings, waterways etc. Fermin also asked them if a specific date and time for meeting planner FAM tours worked best for them. Flake and John both agreed that weekdays worked best. She also wanted to know how many media planners can be accommodated at once. Fermin believes that if 100 invites are sent out then approximately 10 will attend. Sherwood suggested that b&B should make a presentation to the board of their plan so that they could judge it visually. Fermin will ask them to present at the next board meeting in January 2020.

Welcome Center Funding Update

Fermin said that the town council supports the WC and the 200k over 3 years. She said that DeAnn Biss will ask Belvedere for a one time contribution of 20k on December 9, 2019. As far as the lease is concerned, the chamber and dT will share the 32k lease for 3 years. Bosch is currently negotiating and will have it buttoned up by the end of 2019. The Memorandum of Understanding is not bound yet, just the letter of intent.

Fermin stated that Pedego is closing and has 2 years left on their current lease. Pedego is going to pay the lease as it is cheaper than paying the rent. They are looking into a sublease. Flake mentioned that a craft brewery would be good in that spot.

dT will not take the additional Pedego space. dT is sticking with the original plan.

Sherwood suggested that the pitch Biss will make to Belvedere should be different than the one to Tiburon.

New Business

Jim Fraser resigned from the board as of October 17, 2019. Fermin said she would invite Tiburon Mayor Kulik to audit the next board meeting and see if he wanted to serve on the board. Chanis said that there was a downtown revitalization committee and that

either Mayor Kulik or Councilmember Holli Thier, who serve on that committee, might be interested in serving. Chanis said there will be a special Council election in March to fill Fraser's seat. Another suggestion was to invite all the council members to the January 2020 board meeting and then in February have a closed door meeting (for a portion of time) to decide who to vote in. It was noted that the bylaws needed to be updated in 2020, as well.

Chanis reported that construction on Mina's restaurant and New Morning Cafe start will next week.

Chanis also stated that the Town's general plan comes around every 15 years and is a road map for the town, parks and open space. The town hires a consultant to steer the process. Proposals are due 11/25/19 and interviews are in December.

Tyler John stated that a 3rd party operator may be taking over the Tavern restaurant at the Lodge to run the food and beverage due to efficiency and bottom line numbers. More to come.

Adjourn

Meeting adjourned at 4:50 pm (Sherwood, Chanis). There is no board meeting in December. The next board meeting is scheduled for January 8, 2020.