

**destination:Tiburon Meeting Agenda  
Wednesday,October 9, 2019 4:00 p.m.  
Tiburon Town Hall**

- Public Comment
- Approval of Minutes from August 2019 Meeting
- Banking Totals-P&L Report
- Tyler John, The Lodge at Tiburon
- Upcoming Media Tours
- B&B Campaign
- Tiburon Welcome Center
- New Business
- Adjourn

**destination:Tiburon Board Meeting Minutes**  
**Wednesday,October 9, 2019- 4 p.m.**  
**Tiburon Town Hall**

**Call to Order**

Boardmember Chanis called the meeting to order at 4:02 p.m.

Boardmembers Present: Chanis, Flake, Sears, Sherwood.

Boardmembers Absent: Flaherty, Fraser.

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

Guests: DeAnn Biss, Executive Director, Tiburon Peninsula Chamber of Commerce.

**Public Comment**

There was no public comment.

**Approval of Minutes from August 14, 2019 Meeting**

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

Vote: Unanimous

Absent: Flaherty, Fraser

**Banking Totals-P&L Report**

Director Fermin reported a current bank balance of \$274,328.69 and Fiscal YTD expenditures of \$45,243.89. Fermin stated that the current significant expenditures were for Website refresh, Membership dues and trade shows (SATW & IMM).

Director Fermin also stated that they should tap into the National Geographic travel section before they close in 2021.

**Tyler John, The Lodge at Tiburon-VOTE**

Motion to appoint Tyler John to the Board

Motion/Second (Fermin, Chanis)

Vote: Unanimous

Absent: Flaherty, Fraser

Mr. John is the new general manager of The Lodge, replacing Jim Gerney on the Board.

**Upcoming Media Tours**

Director Fermin showed the Board the recent travel log video touring Tiburon and Angel Island. They have 50,000 subscribers and 100 views so far on YouTube. These videos will be posted on the d:T website under Press.

The next influencer to come to Tiburon will be Travel to Blank using the CA Gold Pass visiting three places; Tiburon, SoCal and Tri Valley. They will provide video footage as well.

Fermin also stated that there will be a Japanese media tour travelling from SFO to Tiburon. 50k promised in media. There will be six people in the group staying at the Lodge, going to Angel Island and having dinner at Sam's.

### **B&B Campaign**

Fermin sent a revised deck to B&B to push media, events, media planners and marketing the hotels. Building awareness of Tiburon hyper-locally. Fermin stated that B&B is a good resource for digital marketing and local PR (SF Chronicle etc.).

B&B would build awareness through media outreach, meetings and events and digital marketing. They would create messaging that the d:T Board oversees and controls who would be targeted. They would sell Tiburon as a place for meetings and overnights, highlighting Water's Edge and The Lodge.

Fermin said that it would cost \$20k for five months campaign and after five months it would cost an extra \$4000 per month. \$1500 is the cost of digital advertising; google, instagram and social media. Ronnie currently does d:T social media for \$700 per month but Fermin said that she will be replaced-d:T will get more out of B&B.

Motion to hire B&B for \$20k for 5 months and authorize \$1500 for digital advertising.

Motion/Second (Sherwood, Chanis)

Vote: Unanimous

Absent: Flaherty, Fraser

### **Tiburon Welcome Center**

Fermin stated that the purpose of the Welcome Center is to be an innovative retail space highlighting community activities and local organizations. She said a handful of local businesses are on board with the idea and architect David Holscher is doing the work pro bono.

Fermin said that she and DeAnn Biss visited the Oakland and Presidio welcome centers and were impressed with how interactive they were. The proposed Tiburon welcome

center would be 80% retail with d:T in the back and Katie in the front. d:T would benefit as they would be in the heart of downtown working with our hotels, ferry service and local businesses acting as a concierge with Katie Spawn at the front desk.

The proposed space has a lot of natural light and the idea is to have videos showcasing events, weather and local information (with a big map of Tiburon). Fermin said that they want to get several ipads to make the space very interactive. She said the greatest benefit would be the concierge service to make reservations to various businesses and activities.

Under the proposal, Fermin said that 13% of 2019/2020 budget would be the 34k split between the Chamber and d:T for the lease agreement for 3 years. Or a variable is the 34k would be comprised of town money and grant money. She said the budget would also go towards Ipads, TV's, water refill and merchandise. There will be no d:T one time money. Merchandise sales will go towards rent to hopefully be self sufficient in three years. Staffing of the center would be comprised of one employee (Katie) and volunteers. Proposed hours of operation are 10:00 am to 3 pm Monday through Saturday. Darla Fisher would help with merchandising.

Welcome Center MOU to include d:T office space, lease split up to 34k depending on funding from the town and other grants. Lease to be signed this fall with a potential May 2020 opening date. Chamber will not sign a lease until funding is received.

Motion: To enter into a to-be-drafted memorandum of understanding as described above.

Motion/Second: (Chanis, Sherwood)

Vote: Unanimous

Absent: Flaherty, Fraser

### **New Business**

Caprice has their demo permit while final plans are being made.

Mina restaurant demo in progress. They have the permit for the shell and submitted building permit (4-6 weeks).

New Morning Cafe is making revisions to their plan; redesigned structural foundation and insurance problems have been straightened out. Work beginning in the next 30 days.

Shark's Deli will be the staging area for the next 60-90 days for the construction projects. Things are in the pipeline for empty spaces. Bank of America for lease, no interested parties at this time.

Town Hall will be leasing the parking lot next to the current one when the library construction begins.

**Adjourn**

Meeting adjourned at 5:25 pm (Chanis, Fermin). The next board meeting is scheduled for November 13, 2019 at 4 pm.