

destination:Tiburon
Board Meeting Agenda
February 21, 2018 - 3:00 p.m.
Tiburon Town Hall

- Open Meeting
- Approval of Minutes from January 2018 Meeting
- Banking Totals - P & L Report
- SF Magazine Ad - Suite Package timeline
- Tiburon Chamber of Commerce Collaboration website & newsletter VOTE
- Revisit Potential for New Marketing Collateral VOTE (promo video)
- Admin request for d:T
- New Business
- Public Comment
- Adjourn

Minutes/Meeting Notes
Destination Tiburon Board Meeting
2/21/18 – 3 p.m. at Tiburon Town Hall

Boardmembers Present: Jim Fraser, President; Greg Chanis; Steve Sears, Patrick Sherwood, Justin Flake, Treasurer (4:15 p.m.)

Boardmembers Absent: Jim Gerney

Ex officio: Stephanie Fermin, Director of Marketing (“DOM”), Diane Crane Iacopi, Minute Clerk

- I. President Fraser called the meeting to order at 3:01p.m. and Director of Marketing Fermin called the role, noting that Boardmember Gerney was absent and Treasurer Flake would be joining the meeting later.
- II. Approval of Minutes from January 10, 2018 meeting – Moved (Chanis) and Seconded (Fraser) to approve the minutes as written. AYES: Fraser, Chanis, Sears, Sherwood ABSENT: Gerney, Flake
- III. Banking Totals & P&L Report – DOM Fermin reported a current bank balance of \$276,398.43 which she said reflects the period between the last Board meeting and today’s meeting. She also provided year to date expenditures and revenue projections, and the Board discussed these items. Report accepted.
- IV. **SF Magazine Ad / Suite Package timeline** – DOM Fermin distributed copies of the ad that appeared in the current volume of SF Magazine. Boardmember Sherwood explained the thinking behind the current ad. DOM Fermin suggested that future ads could follow the same format with similar types of branding. She said that she and Boardmember Gerney had met with the magazine’s staff to provide input for future marketing campaigns. She also provided the Board with a timeline for upcoming campaigns tied to local events. The Board provided its direction and authorized her to proceed.
- V. **Tiburon Chamber of Commerce Collaboration on website and newsletter** -- DOM Fermin said that she and President Fraser had met with the Chamber’s Executive Director to discuss possible ways to share resources and collaborate with the Chamber. Boardmember Sherwood suggested that more thought be given to the articulating the areas of common interest between the two groups, as well as their separate missions before entering into any agreements. Boardmember Sears concurred and said it would be helpful for the membership of the Chamber to have this information. President Fraser suggested that some work be done on developing these ideas before the next meeting. DOM Fermin said she would undertake the project. Sears also

noted that when he steps down as Chamber President, consideration should be given to appointing a new member to the d:T Board.

- VI. **Revisit Potential for New Marketing Collateral (promo video) - DOM**
Fermin said that the new rack cards could follow the same formatting as the ad in SF Magazine, and said the graphic design updates would cost around \$500. The Board discussed whether or not to include additional promotional features but did not reach consensus on this feature. DOM Fermin said that inventory was low and the next round of cards was already in the budget and slated for printing. The discussion of use of promotions was continued to a future meeting. The DOM also revisited the idea of a new video to replace the one at the SF Ferry Building and asked for \$900 to have someone rework it. President Fraser left the meeting at 4:30 p.m. The Board made a motion to approve, as follows:

Moved (Sherwood) and seconded (Sears) to develop a creative strategy for, and allocate money for, a new promotional video.

AYES: Chanis, Flake, Gerney, Sears, Sherwood

ABSENT: Gerney, Fraser

- VII. **Admin request for d:T** – Following up on Board direction and budget approval at the last meeting, DOM Fermin unfolded her proposal to hire a Marketing Coordinator to assist her for 20 hours per week, for a salary of up to \$25,000 a year. The Board concurred with the recommendation. Boardmember Chanis raised a concern about a possible shortage of office space at Town Hall in future, and a question about employment classification will be referred to legal counsel for clarification.

DOM Fermin thanked the Board for its consideration of the above matters.

- VIII. Public Comment – None.

- IX. Adjourn – The meeting was adjourned at 4:54 p.m.

Respectfully submitted,
Diane Crane Iacopi