

destination:Tiburon Board Meeting Agenda  
(revised)

May 9, 2018

4:00 p.m Tiburon Town Hall

- Open Meeting
- Approval of Minutes from April 2018 Meeting
- Banking Totals - P & L Report
- Pulse Point Presentation - DISCUSS
- Update Tiburon Chamber of Commerce Collaboration
  - Wine Festival
  - Friday Nights on Main
- View Final Rack card and 15 sec promo video
- 2018 - 2019 Ad Buys
- New Business • Public Comment • Adjourn

meeting minutes  
Destination Tiburon Board Meeting  
5/9/18 – 4 p.m. at Tiburon Town Hall

Boardmembers Present: Jim Fraser, President; Greg Chanis, Jim Gerney, Steve Sears

Boardmembers Absent: Justin Flake, Treasurer; Patrick Sherwood

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

President Fraser called the meeting to order at 4 p.m. Guest Conor Flaherty joined the meeting at 4:10.

- I. Approval of Minutes from April 11, 2018 meeting.  
Moved/seconded (Chanis/Sears) to approve.  
Vote: All Ayes (Flake, Sherwood absent)
- II. Banking Totals & Spending Review – DOM Fermin reported a current bank balance of \$199,909.36, with year-to-date expenditures of \$103,396.  
Boardmember Gerney asked some questions about current advertising contracts which DOM Fermin answered or will provide follow-up.  
Report accepted.
- III. Update Tiburon Chamber of Commerce Collaboration -- a) Wine Festival and b) Friday Nights on Main. DOM Fermin said the prizes had been secured for the silent auction at the Wine Festival. She floated the idea of making a contribution to a local charity from the proceeds, rather than returning to d:T coffers. Boardmember Sears suggested perhaps splitting proceeds between Chamber and another non-profit. Board indicated a willingness to pursue the idea prospectively. B) Fermin also reported that d:T would have a “Visitor Booth” at FNOM from May through September in exchange for its \$3,500 sponsorship. Details and locations for the tent were discussed. Boardmember Sears reported that work on the Chamber’s Mission Statement is being deferred until after these events are well underway.
- IV. Pulse Point Presentation -- Conference call with company’s SF representatives and Board to outline process and duration of blogs, target audiences and social media outreach. Board discussed and asked questions. Company recommended longer (4-month) run for better metrics and strategy to emerge. Board asked questions about what kind of data would emerge, for instance, number of hotel rooms booked, in order to understand results and analyze its return on investment. DOM noted that all links will lead back to d:T website but she will follow-up with company regarding reporting details, some of which may be custom, as well as timing of blogs. She noted that the

blogs will help increase d:T social media presence and create content for newsletters. Board discussed total expense as outlined in presentation and DOM will seek clarification of Proposal I and Proposal II. Motion (Fraser/Chanis) to approve moving forward with Pulse Point project, as presented. Vote: All ayes (Flake/Sherwood absent).

- V. 2018-19 Ad Buys – Discuss a) Bay Trail Signage 4K Buy-in; and b) Experienced Ad Buyer (for digital signage and billboards). After discussion of (a) and although the expenditure was not significant, the Board declined to take action on ad buy-in. DOM Fermin asked for recommendations on (b) and various names were provided but no action was taken on this matter. More information needed.
- VI. View Final Rack Card and and 15-sec promo video. Board reviewed and affirmed.
- VII. New Business -- DOM reported that the words “Tiburon, CA” had been added on the back of Angel Island Ferry and owner McDonough had invited d:T to advertise inside but said no advertising was allowed outside, per law.
- VIII. Public Comment – None.
- IX. Adjourn – President Fraser adjourned the meeting at 5:18 p.m.