

destination:Tiburon
Board Meeting Agenda
April 11, 2018 - 4:00 p.m. Tiburon Town Hall

- Open Meeting
- Approval of Minutes from March 2018 Meeting
- Banking Totals - P & L Report
- Lux Mag direct mailing - Follow Up/Update
- Tiburon Chamber of Commerce Collaboration - UPDATE and VOTE
- d:T blog promotion and SEO
- New Business
- Public Comment
- Adjourn

destination:Tiburon Board Meeting
April 11, 2018 - 4 p.m.
Tiburon Town Hall

Board members Present: Jim Fraser, President; Greg Chanis, Jim Gerney, Patrick Sherwood, Steve Sears

Board members Absent: Justin Flake, Treasurer

Ex Oficio: Stephanie Fermin, Director of Marketing; Diane Crane Iacopi, Minutes

President Fraser called the meeting to order at 4 p.m.

- Approval of Minutes from March 14, 2018 meeting

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

Vote: All ayes (Flake absent)

- Banking Totals - P&L Report

DOM Fermin reported current assets of \$267,648.92, with FY YTD expenditures of \$93,590.89 and net revenue of \$84,472.48. Report accepted.

- Lux Mag direct mailing - FU/Update

Fermin said mailing will go out on April 19, to be followed by an “urgency blast” three days later. DOM will email board members with timeline/deadlines for additional content, if any.

- Tiburon Chamber of Commerce Collaboration - Update and Vote

DOM reported she is now attending Chamber Board meetings to further collaboration. She described a way of looking at the missions of both organizations, one being to promote “internal” growth downtown among businesses and the other a more “external” view to support and promote the growth of Tiburon as a world-class destination. Board concurred with this explanation and agreed that both organizations should continue to pursue their missions and find ways to collaborate over time. Boardmember Chanis suggested that the day-to-day details be left up to the directors of both groups. Board concurred. Board member Sherwood continued to stress importance of memorializing the roles and areas of collaboration of both organizations as an aid to future boards and members; also as a way for d:T to measure and quantify its success. Board concurred. DOM Fermin said she would follow up before beginning of next fiscal year.

Board member Sears said the Chamber is updating its mission statement which may be available by next meeting. He agreed that what is needed now is for both groups to

communicate and keep moving. He reported on new Board composition and transition of President. It is anticipated that current VP Natale Servino will start attending d:T meetings in June.

Board discussed upcoming Chamber events, such as Wine Festival and Friday Nights on Main. Boardmember Sears said it would be appropriate for d:T to have a presence at Wine Festival, details to be worked out. The Board concurred to discuss participation in events as they arise. Board also discussed ways to participate in FNOM.

Motion/Second (Gerney/Chanis) to contribute \$5,000 to Chamber for expenses related to Friday Nights on Main (in lieu of \$3,500 for a one-night sponsorship).

Vote: Unanimous (Flake absent)

Board briefly discussed Farmer's Market promotions. Boardmember Chanis will take ideas to his internal (town) group.

- D:T blog promotion and SEO

DOM reported on local (SF) company that prepares and disseminates blogs, based on client parameters and input. Fermin said it could help bolster social media marketing. In response to Board questions, DOM will provide more details at next meeting.

- New Business

Boardmember Sherwood asked for a future discussion on what can be done about the high number of empty storefronts downtown and whether d:T could play a role in somehow mitigating this problem. Boardmember Sears agreed that it is the number one economic problem in town. President Fraser gave some background and history, and said the Town continues to work with property owners on this issue.

- Public Comment

None.

- Adjourn - President Fraser adjourned the meeting at 5:30 p.m..