

destination:Tiburon Board Meeting Agenda

**SPECIAL MEETING**

October 10, 2018 - 4:00 p.m

The Lodge at Tiburon

- Open Meeting
  
- Public Comment
  
- Approval of Minutes from September 2018 Meeting
  
- Banking Totals - P & L Report
  
- SATW (Society of American Travel Writers) Annual Conference ReCap
  
- Future Media Tours for d:T
  
- BART & Outdoor Ads Update
  
- Update Tiburon Chamber of Commerce Collaboration
  - Friday Nights on Main
  - Social Media coordinator
  - Retool sponsorship support
  
- New Business
  
- Adjourn

**D:T Board Meeting Minutes**  
**Wednesday, October 10, 2018**  
**The Lodge at Tiburon**

**Call to Order**

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

Boardmembers Present: Jim Fraser, Jim Gerney, Steve Sears, Greg Chanis (4:30)

Boardmembers Absent: Justin Flake, Patrick Sherwood

Ex officio: Stephanie Fermin, Director; Diane Crane Iacopi, Minutes

Guest: DeAnn Biss, Executive Director, Tiburon Peninsula Chamber of Commerce

**Public Comment** - None.

**Approval of Minutes from September 12, 2018**

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

Vote: All Ayes (Flake, Sherwood absent)

**Banking Totals - P&L Report**

Director of Marketing Fermin reported a current bank balance of \$269,429 with fiscal YTD expenditures of \$58,837.94, or approximately 27 percent of budget for the quarter. She said she expected the expenditures to track at this rate for the remainder of the year. Report accepted.

**SATW (Society of American Travel Writers) Annual Conference ReCap**

DOM Fermin said there were 90 writers, influencers, and bloggers at the conference. She reported on her meetings with writers from the LA Times, Westways, Travelocity (Travel Baboo), and USA Today's Top 10. She said her impression was that Tiburon was more of a "one off" than a destination for visitors to SF, and said she was working on a "pitch" to address this. Boardmember Gerney suggested it would be a good topic for a future meeting brainstorming session. President Fraser said the attendees looked like a good networking group. Fermin said she belonged to the West Coast Chapter of SATW. She suggested media tours for some of the delegates and the Board encouraged her to proceed.

**Future Media Tours - 2019**

Focusing on East Coast writers, DOM Fermin said she would attend the California Media Reception in New York in March and proposed offering media tour dates in August/September. She noted this might possibly coincide with the opening of the new

Michael Mina restaurant downtown. Boardmember Gerney recommended the week before Labor Day as a favourable time.

### **BART & Outdoor Ads Update**

DOM Fermin said geo-tagging stats were in for the first 3 weeks of Financial District campaign. She reported the numbers within a 5-mile radius, and said it was not a bad response rate. Boardmember Gerney said he would like to learn more about the criteria used by the ad company. President Fraser asked about incentives to increase open rates. The idea of changing out ad images was also mentioned. Fermin said web traffic had seen a very large increase and there appears to be a correlation between the ads and web traffic. She also said the #hellotiburon hashtag had started to appear in Crowdriff. Fermin will continue to update the Board on the campaign.

### **Update Chamber of Commerce Collaboration**

#### **--Friday Nights on Main**

Future events and sponsorship opportunities were discussed.

#### **--Social Media Coordinator**

DOM Fermin said she had interviewed a prospective candidate and would introduce her at an upcoming meeting.

#### **--Retool Sponsorship Support**

Executive Director Biss said this was in the works; Boardmember Sears reported on a few format changes to Wine Festival and said planning for next year's event was already underway.

### **New Business**

Boardmember Chanis said the Mina Group had submitted a Conditional Use Permit application to the town's Planning Commission. He also said the Design Review Board had approved the Caprice's application but said it might be appealed to the Town Council.

Future meeting dates were discussed. DOM Fermin may appear at the November 7 Town Council meeting to report on d:T. And November 14 is the next regular meeting but there appeared to be consensus to cancel the December meeting.

### **Adjourn**

President Fraser adjourned the meeting at 4:50 p.m.

