

destination:Tiburon Board Meeting Agenda

February 13, 2019 - 4:00 p.m

Tiburon Town Hall • Open Meeting

- Open Meeting
- Public Comment
- Approval of Minutes from January 2019 Meeting
- Banking Totals - P & L Report + 1099 mailed
- Review of IMM (International Media Marketplace) and NYT Travel Show
- Individual Media Tours
- Visitor Newsletter (monthly) + Meeting Planner Newsletter (quarterly)
- New destination:Tiburon Board member (vote)
- New Business
- Adjourn

Destination: Tiburon Board Meeting Minutes
Wednesday, February 13, 2019
Tiburon Town Hall

Call to Order

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

Boardmembers Present: Greg Chanis, Justin Flake, Jim Fraser, Jim Gerney, Steve Sears, Patrick Sherwood

Boardmembers Absent: None

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

Guests: DeAnn Biss, Executive Director, Tiburon Peninsula Chamber of Commerce; Conor Flaherty, Owner, Sam's Anchor Cafe

Public Comment - None.

Approval of Minutes from the January 9, 2019 Meeting

Motion/Second (Fraser, Flake) to approve the minutes, as written.

Vote: All Ayes

Absent: None

Banking Totals - P&L Report - 1099s mailed

Director Fermin reported a current bank balance of \$312,581.96. She noted that the 2018-19 YTD expenditures were \$119,962.80, or 50% of total budgeted at the halfway mark in the fiscal year. Boardmember Gerney noted the uptick in expenditures since the last report. Fermin said payments to CrowdRiff, and attendance at the trade shows comprised the majority of the increase. The Director also noted that 1099s for 2018 had been mailed.

The Board accepted the report.

Review of IMM (International Media Marketplace) and NYT Travel Show And Individual Media Tours

Director Fermin reported on the January 23 - 26 trade show. She said that she had met with 24 individual travel writers and was establishing relationships with those writers interested in writing about Tiburon, among them Joseph Resendo and Kim Orlando of Traveling Mom. She said Ms. Orlando was coming to Tiburon in March to stay at the Lodge and Fermin will meet with her. Resendo's dates were not yet confirmed, however, Fermin said he was planning to do a piece on the Presidio Trust and they had discussed the fact that there is a 14-mile round trip bike ride between Tiburon and the Presidio, along with restaurants and hotel accommodations on either side. She said these synergies could be shared.

The Board was interested in knowing whether the travel writers had on their radar the new Michael Mina restaurant coming to Tiburon. Fermin said no, but that she had made them aware of this fact. She said what stood out for her was that they all came with the same enthusiasm about writing a piece on Tiburon, and wanted to be the first to do so. The Board was interested in whether there were obvious knowledge gaps. Fermin said that many had heard of Tiburon or had been here if they went to college in the area. More discussion ensued about what assets could be interesting to this group, such as weekend leisure, weekday leisure, or corporate events. Most agreed that weekend leisure is a key asset. Fermin said she would be providing a one-page sheet plus a media kit to the writers she planned to meet with, and that they will also do a tour (which is weather dependent during this season). The point of the tour is not to "drag them around", according to Fermin but rather to "steer them" so they can experience Tiburon as a tourist.

Fermin also noted she would attend the MPINCC Conference and Expo with the sales managers of the Water's Edge and The Lodge on February 25-26. Boardmember Gerney noted this was an important meeting from which they derived 20% of their group business.

Visitor Newsletter (monthly) /Meeting Planner Newsletter (quarterly)

Director Fermin said that consultant Ronnie Sharp was working on these pieces currently (and showed examples). She said that d:T now has lists it can send the newsletters to, including the 15,000 visitor list from last year, and the meeting planner lists developed from the CALSAE and MPI lists. In addition to these newsletters, she said she worked continues to work writers who can produce PR newsletters, as needed.

Fermin explained that a good "open" rate for this type of media is 10% (or 1500 from the 15,000 list), and a good "click" rate is 3-5%. In response to Board questions, she said that even if a person does not click, they will continue to receive the newsletter (unless they unsubscribe). There was a brief discussion of whether the term "newsletter" was timely or attractive to readers wanting to visit a world class destination. Fermin noted that the term was not used in any of the communications.

New destination:Tiburon Board member (vote)

Motion/second (Sears, Chanis) to appoint Conor Flaherty to the Board.

Vote: All Ayes

Absent: None

Mr. Flaherty said that he wanted to be part of the larger community and was interested in the Board's mission. He said he was excited to be a part of it. The Board welcomed Mr. Flaherty and also expressed interest in having a representative from the retail community. Director Fermin said the meetings were open and encouraged the Board to invited people they thought might be interested.

New Business

Boardmember Chanis reported on the Chamber meeting and showed the new color scheme for the exterior of the Michael Mina restaurant. DeAnn Biss also discussed the AC Ventures proposal for valet parking and how it might be broached with the Town as a service for more than one of the downtown businesses. Chanis described the complexity of allowing public (street) property to be used for this purpose and said it would have to come to the Council for hearing, as there is no provision for staff approval under the Town code. He also reported that the New Morning Cafe had just today submitted its building plans. And finally, Boardmember Gerney said that The Lodge (and its sister properties) had gone on the market in December but there appeared to be no viable offers as of yet.

Adjourn

Chair Fraser adjourned the meeting at 4:55 p.m

The next regular meeting is scheduled for March 13, 2019 at The Lodge.