

destination:Tiburon Board Meeting Agenda

July 11, 2018 - 4:00 p.m

Tiburon Town Hall

- Open Meeting
- Public Comment
- Approval of Minutes from June 2018 Meeting
- Banking Totals - P & L Report
- 2018-2019 Budget
- 2018 - 2019 B2C & B2B Marketing VOTE
- BART & Outdoor Ads Timeline
- Update Tiburon Chamber of Commerce Collaboration
- Mission Statement?
- Friday Nights on Main, UPDATE
- New Business
- Adjourn

**d:T Board Meeting Minutes
Wednesday, July 11, 2018
Tiburon Town Hall**

President Fraser called the meeting to order at 4:05 p.m.

Boardmembers Present: Jim Fraser, President; Justin Flake, Treasurer (4:10 p.m.); Greg Chanis, Steve Sears, Patrick Sherwood

Boardmembers Absent: Jim Gerney

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

Public Comment - None

Approval of Minutes from June 13, 2018 meeting

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

Vote: All Ayes (Gerney absent)

Banking Totals - P&L Report

DOM Fermin reported a bank balance of \$273,079.22 and YTD expenditures of \$7,337.57 in the first month of the new fiscal year. She said the reconciliations requested by Boardmember Gerney had been made, and all the information was current in Quickbooks.

2018-2019 Budget

DOM Fermin provided a spreadsheet estimating expenditures for FY 2018-2019 at \$196,873. She said they are comparable to last year's expenditures. President Fraser said it would be helpful for the boardmembers to see a side by side comparison of current and past fiscal year numbers which DOM will provide.

In response to a question from Boardmember Chanis, DOM Fermin said that a year-end surplus of \$90,000 will be carried forward into the current fiscal year.

2018-2019 B2C & B2B Marketing VOTE

--BART and Outdoor Ads Timeline

DOM Fermin said she had taken Boardmember Gerney's advice to consider BART and other locations, in addition to the outdoor ad proposal. She said the ad buy could help fulfill d:T's mission statement, "to promote Tiburon as a world-class destination". And she noted that it might be paid for with surplus dollars carried forward from last fiscal year. The DOM said that it was documented through surveys and empirical evidence that there is a lack of awareness of Tiburon, where it is, how close it is, and how easy it is to get to. She said the ad campaign could help answer these questions and raise awareness, as well as leverage Tiburon as a "new" offsite meeting location. She said that comparable agencies (SF Travel, Visit Oakland) used this type of media, and that it produces measurable data on which to evaluate a return on investment.

The DOM presented a proposed location for the outdoor signage. She explained how Geo-tagging works. She also presented a proposal to purchase ads on BART trains, in two BART stations, and on MUNI. She said that in October, the company that handles the outdoor ads would be representing the public transportation agencies, as well. She encouraged that Board to consider trying this new type of campaign.

The Board discussed the proposal, asked questions and provided feedback. Boardmember Sherwood said he would continue to work with DOM Fermin and a graphic designer to create content. The creative content and timing were important to the Board. The DOM presented a project timeline and the Board concurred with a target start date in the Fall. A desire was expressed to reach a wider audience than just meeting planners. But it was noted that by raising awareness, information can trickle up or down to meeting planners and other decision-makers. Boardmember Flake also wanted to target leisure travelers, as his hotel is not set up as a meeting destination. DOM Fermin said the ads could be tailored to direct the reader to either of the d:T website landing pages. Boardmember Sherwood said the Chamber and hotel partners should be engaged in the campaign going forward so that there would be a fully educated and informed "loop". The Board concurred with these recommendations.

DOM Fermin estimated creative costs of around \$3,000 plus \$25,000 for the ad buys, for a total expenditure of \$28,000. The Board concluded that this would be a fair test and agreed to move forward with the campaign.

Motion/Second (Fraser, Sherwood) to authorize \$28,000 for the ad campaign as described above.

Vote: All AYES (Gerney absent)

As this expenditure is not reflected in current fiscal year's marketing budget, it was moved/seconded (Flake, Chanis) and voted to bring the amended FY 2018-2019 budget back to the Board for its approval at the August meeting.

Update Tiburon Chamber of Commerce Collaboration
Mission Statement
Friday Nights on Main

Boardmember Sears reported that Executive Director Haddad had accepted another position and the Chamber Board was interviewing candidates for the position. He also noted that he will continue to work with the Chamber as a consultant, and is currently working as a consultant with the new owners of Sam's. He said his last year as President of the Chamber was very busy, and that the question of a mission statement would be addressed in future. DOM Fermin said she had talked with several Chamber board members who were interested in sharing admin support with d:T which could further collaboration in future. The Board expressed optimism about these efforts and accepted the report.

DOM Fermin gave a brief report on d:T activities at Friday Nights on Main. She noted she would not be in attendance at the July FNOM.

New Business

It was noted that Angel Island Ferry is in the midst of replying to a Request for Proposal from the State Parks.

Adjourn

There being no further business before the Board, President Fraser adjourned the meeting at 5:10 pm. The next meeting is scheduled for August 8, 2018.

