

destination:Tiburon Board Meeting Agenda

March 13, 2019 - 4:00 p.m

The Lodge at Tiburon - 1651 Tiburon Blvd, Tiburon, CA 94920

- Open Meeting
- Public Comment
- Approval of Minutes from February 2019 Meeting
- Banking Totals - P & L Report
- Review of MPI Tradeshow
- Individual Media Tours (March & July)
- Visitor Newsletter (03/15/19)
- Update rack cards and marketing collateral
- Chamber Collaboration & Synergy
- New Business
- Adjourn

Destination: Tiburon Board Meeting Minutes
Wednesday, March 13, 2019
The Lodge at Tiburon

Call to Order

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

Boardmembers Present: Greg Chanis, Conor Flaherty, Jim Fraser, Jim Gerney, Patrick Sherwood

Boardmembers Absent: Justin Flake, Steve Sears

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

Public Comment - There was none.

Approval of Minutes from the February 13, 2019 Meeting

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

Vote: All Ayes

Absent: Flake, Sears

Banking Totals - P&L Report

Director Fermin reported a current bank balance of \$286,963.34 and YTD expenditures of \$158,982.21, representing 62% of the fiscal year budget. Significant expenditures for the month included payments to Outfront Media (\$20,000) and trade show attendance (\$7,000). The Board accepted the report.

Review of MPI Tradeshow

Director Fermin said it was her first time attending this show (Meeting Planners International/Northern California Conference). She said the 1250+ attendees were comprised of meeting professionals across all disciplines, including 400 meeting planners. She said she thought it was worthwhile for d:T to have a presence, as well as face time with meeting planners, but she recommended a smaller booth size and placement for next round.

Boardmember Sherwood suggested running a video loop at the booth and the Board concurred with this recommendation. Boardmember Gerney said that rental of a screen and projector would be a good investment.

Media Report and Individual Media Tours (March & July)

The Board discussed the recent LA Times Travel Section piece on Tiburon and made recommendations about how to capitalize on the publicity (such as running an ad in The Ark, provide copies to all local businesses, SF concierges, Town kiosk, etc).

Director Fermin will draft a press release and follow up on the recommendations.

Director Fermin reported she will be hosting another travel writer in July with an article to follow in August in the Forbes.com travel section. She said this and the LA Times article would live forever on the internet via Google and other search engines.

Visitor Newsletter (03/15/19)

Director Fermin said the first newsletter would go out in March to the email list (15,000 names over nine counties). She said the monthly newsletter would feature upcoming Chamber events, places to eat, and various itineraries. She also said it was in true digital format whereby a reader can click through on any text or photo. The Board asked to receive copies and also suggested linking it to the town's e-newsletter.

Update Rack Cards and Marketing Collateral

Director Fermin suggested an update and reprinting of the card for the coming fiscal year, with a reduced distribution to some sources (California Visitor Center locations). She said the cost savings could be directed to other areas, such as reprints of the LA Times article. While noting that cards are a "dated medium", the Board concurred with the recommendation and suggested also looking into other opportunities (locations) for digital (video) presentation since so much of Tiburon's appeal is visual. Fermin noted that the Tiburon map needed updating and reprinting, as well.

Director Fermin said the website needed updating and to be made more navigable. She said there was no need for a brand new site, rather a "refresh". She said she would obtain proposals. She also suggested a merge of the two sites, Meetintiburon.com and destinationTiburon.org, and that a review of web hosting costs was needed. Boardmember Sherwood said there should be a site management and content management component to this. The Board suggested moving forward on the proposals before the start of the new fiscal year.

Chamber Collaboration & Synergy

While Executive Director Biss was not present, Director Fermin reported on upcoming events discussed at the Chamber Board meeting, such as Summers on Main, Tiburon Best in Show, and Chamber light pole banners. She also said the Chamber Board had voted to approve the hiring of a shared administrative assistant with d:T who would provide 10-15 hours of work per month for each organization. Fermin noted that the d:T Board had already approved this position for the current fiscal year. The Board had some questions about shared reporting and prioritization of work. Director Fermin said that she and Ms. Biss had developed a collaborative relationship, and Boardmember Flaherty said he thought Biss and Fermin were well suited to resolving any potential issues. Boardmember Gerney said he would like to see the monthly costs broken out.

New Business

Boardmember Chanis reported that the Belvedere-Tiburon Library had submitted plans for its expansion today; also that the Mina Group had submitted last week. He said the Council had ruled on the appeal of the Caprice expansion and were waiting for their next submittal.

Boardmember Flaherty invited the Board to do a walk-through after the meeting of the Sam's remodel project. He said they would reopen in early April.

Boardmember Sherwood noted the current derelict state of the Bayside Nursery property and said this, together with the empty Shark's Deli corner and downtown vacancies, presented an impression of blight. He said he and the Board should be concerned about how this affected Tiburon as a destination.

Adjourn

Chair Fraser adjourned the meeting at 5:30 p.m.