

**destination:Tiburon Meeting Agenda**  
**Wednesday, May 13, 2020 4:00 pm**  
**Virtual Meeting via Zoom**

- Public Comment
- Approval of Minutes from February 2020 Meeting
- Banking Totals - P & L Report
- Covid-19 Planning/Updates
- Tiburon Task Force
- Welcome Center 2.0
- Continuation with bread & Butter (May-Dec 2020) - VOTE
- Fall Individual Media Tours
- New Business
- Adjourn

**destination:Tiburon Board Meeting Minutes**  
**Wednesday, May 13, 2020 - 4 p.m.**  
**Virtual Meeting via Zoom**

**Call to Order**

The meeting was called to order at 4:04 p.m.

Board Members Present: Chanis, Flaherty, John, Sherwood, Flake

Ex Oficio: Executive Director Fermin, Admin Spawn

Guests: Holli Thier, Vice Mayor, Town of Tiburon

**Public Comment** - There was no public comment.

**Approval of February 12, 2020 Board Meeting Minutes**

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

Vote: Unanimous

**Banking Totals - P&L Report**

Director Fermin reported a May balance of \$286,164.31. No other trade show expenditures until next January 2021.

**COVID 19 Planning/Updates**

Director Fermin stated that the COVID 19 planning is dedicated to having a weekly status of who is open for business in Tiburon; namely, hotel status, how to order restaurant take out and retail operations. Destination Tiburon put out its first video with positive feedback. There is a breakdown of social media hits but not for dT's website. No Google ads are on the site right now.

The video went out on You Tube (676 views), Facebook (1,760 reaches, 842 engagements and 20 shares) and Instagram IGTV (224 views). Fermin said that dT spent \$50 to advertise on Facebook. Sherwood said that these numbers are small and that the advertising needs more broad exposure for the upcoming second video. Fermin also stated that the video went out to all mailing lists (13,000) and all travel writers. She said that the next two videos will be in collaboration with the town, the Chamber and dT.

Director Fermin said that according to AAA and LA Times Travel, people are eager to travel by car but not by plane at this time. She wants to focus on the drive market and show that Tiburon is open for business safely and cleanly-clean hotels are key. She suggested to the hotel managers to keep her posted with specifics as to what is the status of their hotels. She would like to create a 30 second video for each to push out on all advertising fronts.

**Tiburon Task Force**

Fermin showed the Board a draft of the potential logo for the Tiburon Safe Together (Task Force) created in collaboration with the Chamber and the town. Next week the draft will be

finalized but she said that she did not know what phase the town will be in and that they needed to be prepared. The initial ask from the Task Force to town council was \$10,000 which will be dedicated to marketing small businesses, a video thanking all heroes and how Tiburon is prepared to receive residents and visitors at the end of the month should SIP be lifted. The 10k will go toward all scheduled marketing activities-5/18, 5,25 and 6/1. Fermin said that she wants to keep it within Marin and San Francisco counties (10 mile limit). She stated that she will be transparent reporting back to town council on how the money is being spent. Future marketing will not be taken out of dT's bottom line.

### **Welcome Center 2.0**

AC Ventures has offered to lease the space at 46B Main Street (next to McEvoy Ranch) at \$2,000 per month split between the Chamber and dT. The length of the lease is still in negotiation. Fermin wants to ask the town for \$30,000 to go towards lease, operations and other general line items. Fermin said the money would be allocated properly and asked for a vote to authorize a shared lease with the Chamber for up to \$12,000. Board Member Sherwood mentioned that the location is not as good as Plaza fountain would have been so strategic planning to get residents and visitors to the new location is key. Hopefully to be opened by July 1st.

Motion/Second Sherwood/Chanis to approve \$12,000 annual payment (shared) for 46B Main Street.

Vote:Approved Unanimous

### **Continuation with b&B (May-December 2020)-Vote**

Fermin stated that b&B sent her a new plan for the rest of the year regarding their marketing strategies for Tiburon. She encouraged the Board to keep them on for the remainder of the year since they know our brand, are successful meeting planners, are good at follow-up and have pushed Tiburon out into the market successfully. She also stated that b&B has the capability to pitch to newspapers and magazines what Tiburon has to offer during SIP. Fermin said that the key PR for messaging is to show that Tiburon is ready. She wants to build awareness through media outreach and meetings on how to reopen during Covid 19 with the help of b&B. Fermin stated that b&B lowered their monthly charge from \$4000 to \$3800 per month for the rest of 2020. She wants to keep the momentum going. Most Board members agreed that this was still too much right now and wanted her to go back to b&B and negotiate that down to no more than \$3500 per month. The Board felt that dT should be more cautious about expenses since there is no TOT tax coming in. Fermin said that the Chamber and town were paying for all the marketing and the videographer is being paid by the Task Force. Chanis stated that there was a 45% reduction of TOT tax for the fiscal year 7/20-7/21 and a 35%-40% reduction in sales tax

Flake suggested a new forecast of the 2020/2021 fiscal year budget be done and Fermin agreed to do a projection.

Motion/Second Sherwood/Chanis to approve up to \$3500 for the month of June.

Vote: Approved Unanimous

### **Fall Individual Media Tours**

Fermin told the Board that there were two individual media tours scheduled for the fall. Nora Heston in September and Laura Ness in November. They will spend one night at each hotel. Nora Heston is planning a 5-page spread on Tiburon focusing on the drive market which will be published in the late fall or early winter.

### **New Business**

Chanis said that all construction in town has restarted. The library, Mina, New Morning Cafe and Caprice began construction activity. Chanis also mentioned that activity on the waterfront by out of town pedestrians was chaotic. The town is cleaning and pressure washing sidewalks and streets but the residents are voicing their concerns about all the activity. He said that we need to find the proper balance.

### **Adjourn**

There being no further business, the meeting was adjourned at 5:21 p.m. Chanis/Sherwood