

**destination:Tiburon Board Meeting
Wednesday, November 18, 2020 4:00 pm
Virtual Meeting via Zoom**

- **Public Comment**
- **Approval of Minutes from October 2020 Meeting**
- **Banking Totals - P & L Report**
- **Marketing Update Discuss Marketing Plan/Ideas**
- **Upcoming Press**
- **New Business**
- **Adjourn**

destination:Tiburon Board Meeting Minutes
Wednesday,November 18, 2020 - 4 p.m.
Virtual Meeting via Zoom

Call to Order

The meeting was called to order at 4:10 p.m. Awash/Flaherty

Board Members Present: Flake, Their, Sherwood, Awash,Flaherty, Hoffman

Absent: Chanis

Ex Oficio: Executive Director Fermin, Admin Spawn

Public Comment - Director Fermin said that the majority of the meeting would be spent talking about the timeline for the marketing plan.

Approval of October, 2020 Board Meeting Minutes

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

Vote: Unanimous

Banking Totals - P&L Report

Director Fermin reported a balance of \$237,005.12 with no significant expenditures. In 2021 fees will be due, with Crowdriff being the most expensive.

Marketing Update- Director Fermin said that the new Angel Island video that was released on the YouTube channel on November 6th received almost 10k views and cost \$242.85. The target areas were nine counties in California. She said that the demographic of women ages 45-54 had a 45% retention rate watching on their mobile phones and TV screens. This demographic had the most interest in LA County. Fermin told the Board that they are spending \$20 p/day vs. \$50 p/day so that is why the video got less views. She mentioned that the retention rate was longer so that was good. She also said that when they were spending \$750 the retention rate was not there and it was difficult to figure out the demographics of who they were advertising to in the social media market. Now there are "key words" (such as "travel buffs") and other criteria that can be entered to help determine who is paying attention to dT's posts. Fermin also said that this female age range does stay in the hotels and more than 50% stayed on watching the video to the end. Sherwood asked if it was better to get this data directly from the hotels since individual data is tied to the person as they make reservations and checkin/out. Sherwood suggested nailing down more specific data about who we are trying to sell to. Flake suggested using better key words. Fermin said that due to Covid 19, she hesitates to move forward so there will be no more videos for the time being. She will concentrate on the strategy for 2021. Fermin showed the Board a graph of the Google Docs demographics that she used to get the data. Sherwood stated that a deeper study of women traveling should be done.

The Depot-Fermin said that since the opening of the Depot the counter system has tracked more than 1500 people entering the store. dT's contribution is \$1,000 for the rent and for Katie's salary on Wednesdays and other jobs. The Chamber's budget and the MOU from the town pays for all the merchandise and utilities. She stated that the Depot has yet to break even. Sherwood asked who is coming into the store and Fermin said that it was both locals and visitors.

Marketing Campaign-Tiburon Reimagined-Director Fermin updated the Board on the timeline of this campaign. She said that she will be consulting with Cacky Roades from Le Sagittarius who is a marketing specialist about timeline and strategy. She is brand strategy from start to finish stated Fermin. Fermin said she will be meeting with her on 11/23/20. Fermin said that for the timeline and launch, she wants to start brainstorming and begin long-term planning in Dec/Jan with, hopefully, a vote in January 2021. Fermin said she likes the idea of branding Tiburon as a "petite culinary hub" and would start talking to the restaurants and local businesses about this idea so that the launch of this campaign could be approximately June 21, 2021. She wants to sell the idea of Tiburon as a fully marketable town. Marybeth Bond will be doing interviews with various Tiburon businesses and writing about them for destination:Tiburon's blog. Sherwood agreed and said that dT needed to express to people that Tiburon has a collection of world class restaurants, unique shops and stunning views. Fermin mentioned that the only blog scheduled is in January for the new Mina restaurant and Caviar & Company. She said that when it comes time to launch that it would be a good idea to create events in conjunction with the Chamber and encouraged the Board to share their ideas with her.

Fermin said that the current press from Roamaroo got 3829 Likes and 119 Comments. There were positive and negative comments made and Sherwood suggested that having a strategic plan on the optimal travel writers to invite going forward would be beneficial.

Upcoming press-

Director Fermin told the Board about the following upcoming press releases:

This Girl Hikes will be doing a YouTube video and blog post late winter/spring.

A new website called BayBeat.com will be featuring Tiburon in late winter 2021.

New Business-Mina's new restaurant Bungalow Kitchen is designated to open in February 2021. Fermin also shared with the Board that Kimberlee Reid is no longer GM of The Lodge and is no longer a member of the Board. Director Fermin said that there will be a new GM and that the renovations will be completed by the end of 2020.

Adjourn

There being no further business, the meeting was adjourned at 5:20 p.m. Sherwood/Flake

Next meeting will be January 13, 2020.

