

**destination:Tiburon Board Meeting
Wednesday, August 12, 2020 4:00 pm
Virtual Meeting via Zoom**

- **Public Comment**
- **Approval of Minutes from July 2020 Meeting**
- **Banking Totals - P & L Report**
- **BID Board Report renewal (VOTE)**
- **2020/21 Budget Discussion**
- **Tiburon Depot Update**
- **New Business**
- **Adjourn**

destination:Tiburon Board Meeting Minutes
Wednesday, August 12, 2020 - 4 p.m.
Virtual Meeting via Zoom

Call to Order

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

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

Absent: Flaherty, Hoffman

Ex Oficio: Executive Director Fermin, Admin Spawn

Guests: Hawi Awash, YEMA and Kimberlee Reid, The Lodge

Public Comment - Director Fermin announced that per Marin Recovers hotels may open up for leisure travel beginning on August 24, 2020 as long as the number of Covid 19 cases do not continue to rise. She said that dT will put out a newsletter and media push.

Tyler John announced that as of August 17th, he will no longer be the General Manager of The Lodge. He is taking a new position in St. Louis and Kimberlee Reid will be transitioning to take over his duties. John thanked the board and everyone wished him well.

Hawi Awash said it would be an honor to be a member of the dT Board.

Motion/Second (Their/John) to add Hawi to the Board. Approved.

Vote: Unanimous.

Approval of July 8, 2020 Board Meeting Minutes

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

Vote: Unanimous

Banking Totals - P&L Report

Director Fermin reported a balance of \$243,044.80 with no significant expenditures.

Bid Report Renewal (Vote)

Director Fermin said that the correction to the numbers in section 4 was changed from \$30k to \$27,500.

Motion/Second (Sherwood, John) to approve the BID Report Renewal. Approved.

Vote: Unanimous.

2020/21 Budget

Fermin said that the \$180,000 was a comfortable budget that would allow dT to get things done. She showed a breakdown of expenses and allocated \$3500 for travel next year only if there is a trade show to attend. She stated that if the hotels this year were at 50% capacity, there would be a surplus of 170k and if the hotels were at 25% capacity, there would be a

surplus of 128k. dT would be in the black even given the Covid 19 pandemic. Flake said that dT should be careful with its expenditures at this time. Sherwood stated that the job of the Board is to move people to the hotels and use the money to create demand. Fermin said that the MOU money from Tiburon was used toward the Depot and not towards marketing the hotels since they have been closed. Sherwood suggested that a thoughtful marketing plan should be ready for when the hotels reopen on the 24th. Fermin said that local travel writers are scheduled to come into Tiburon in the next few weeks to stay at the hotels. Flake added that they needed to prepare and be ready but be cautious before pushing out too prematurely. Fermin said that she has gotten feedback from local media showing interest in staying at the hotels and visiting Angel Island. She said that state and national parks are popular right now as people want to drive to their destination vs flying. She also said that 7X7 and San Francisco Magazine have shown interest in Tiburon.

Tiburon Depot

Director Fermin told the Board that the hours for the Depot have been confirmed as; Wednesday-Friday, 12-4pm and Saturday and Sunday, 12-6pm. Closed Monday and Tuesday. She said the busiest times were after lunch and before dinner. Fermin also said that the online store is up and running. She stated that other shops in town are showcased at the Depot and signage is displayed in town. Fermin said that she is trying to get signage on the freeway and is in the process of obtaining a permit. She showed the Board a video of the inside of the Depot and said that the TV screen runs 24hours showing all activity in town as well as 30 second videos of the hotels. Fermin said that money from the MOU will be used to run ads in the Ark and Marin IJ promoting the Depot. Sherwood suggested that there should be an incentive for people to visit the Depot and not just an announcement.

New Business

A new winery is opening this fall in the old Musette space on Ark Row. McEvoy Ranch will be closing soon.

Adjourn

There being no further business, the meeting was adjourned at 4:50p.m. Sherwood/John

Next meeting will be September 9, 2020.