

**destination:Tiburon Board Meeting  
Wednesday, October 15, 2020 4:00 pm  
Virtual Meeting via Zoom**

- **Public Comment**
- **Approval of Minutes from August 2020 Meeting**
- **Banking Totals - P & L Report**
- **Kimberlee Reid, GM The Lodge at Tiburon (VOTE)**
- **Marketing Update Discuss Marketing Plan/Ideas**
- **Upcoming Press**
- **New Business**
- **Adjourn**

**destination:Tiburon Board Meeting Minutes**  
**Wednesday,October 14, 2020 - 4 p.m.**  
**Virtual Meeting via Zoom**

**Call to Order**

The meeting was called to order at 4:02 p.m.

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

Ex Oficio: Executive Director Fermin, Admin Spawn

Guests: Kimberlee Reid,The Lodge

**Public Comment** - Director Fermin said that the majority of the meeting would be spent discussing the marketing campaign for Tiburon.

Kimberlee Reid is excited and honored to be a member of the Board.

Motion/Second (Their/Sherwood) to add Kimberlee to the Board. Approved.

Vote: Unanimous.

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

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

Vote: Unanimous

**Banking Totals - P&L Report**

Director Fermin reported a balance of \$235,498.15 with no significant expenditures.

**New Business-** Boardmember Hoffman gave an update to the Board on all the new businesses that will be opening up in Tiburon. He said that Mina's construction is ongoing and should open by spring 2021. Malibu Farm will open next to Mina's Bungalow Kitchen in the current Servino's spot and will take approximately four to six months to renovate. Servino's will be moving to its original location at 114 Main Street in Ark Row with an expected opening in spring 2021. New Morning Cafe is going up quickly and, hopefully, will open in the first quarter of 2021. Hoffman stated that the former Shark's Deli area is moving along well and said that he is excited to transform the space. Reid said that she does not have a firm date to the reopening of the Tavern as renovations are continuing but she hoped for December 2020. Hoffman stated that

Caviar & Company should be opening by December 2020 and that there is a new wine lounge to come in the first quarter 2021.

**Marketing Campaign-Tiburon Reimagined**-Director Fermin expressed her vision of the new marketing strategy to the Board. She said that she wanted to highlight the family business idea-the story of Tiburon and community. Fermin stated that she wanted to create a storyline on YouTube and blogs showing how a small town like Tiburon has a robust dining and retail experience. She said that she wanted to promote local family businesses and market the town as a culinary destination. Sherwood suggested that she talk to customers to see how people respond. They said that she believes there are multiple stories and angles and that each story could be singled out for more marketing impact. Sherwood suggested talking to Marketing directors and restaurant owners to see how they launch or relaunch their businesses. He also suggested that dT should do complimentary advertising with them and talk to local residents about how proud they are to live in this culinary mecca. Awash agreed and said this was a new opportunity to create a consumer based profile. Fermin said that she would reach out to other DMO's. Sherwood said that this was an enormous creative opportunity to market Tiburon and that dT needed a solid strategy and presentation plan. Fermin agreed and said that videos were important for the storyline. Fermin gave a marketing expenditures update to the Board. She said that \$1,000 total cost and a dedicated email blast had 38k plus subscribers yielded 1,302 views on YouTube. As of August 31, 2020 the current spend of \$424.98 for videos on YouTube yielded 52k views on YouTube; the Depot got 42k views and the \$441.73 spent for the Water's Edge and The Lodge videos yielded 45k views. Fermin showed the Board a graph of devices used by county to watch these videos (phones, tablets, computers and TV screens). Fermin stated that she wants to pivot to social media this fall and winter, especially YouTube, Instagram and Facebook. She said the cost would be \$1500 per month from October 2020-June 2021. Sherwood said that he wanted to make sure that dT was targeting the right demographic and that the money should be preserved closer to the launch of the new businesses opening in 2021. Fermin felt strongly that dT needed a robust YouTube channel. Her next idea was to update the itineraries on their website. She suggested putting a video up once a month at \$500 per video for a total investment of \$4500. Fermin wants to build a library of videos using a videographer and have them follow the itinerary as it appears on the dT website to last one minute to 90 seconds long. Everyone agreed that determining the target audience and collecting the demographic data was key to a successful marketing campaign. Fermin said that virtual tours built out from the hotels and the itineraries from the dT website have already identified demographic information. Due to the pandemic, wedding party data has gone down because of cancellations and is an unknown formula going forward for the time being. Fermin said that she has gotten a lot of positive feedback from the videos that have already been put out. Awash suggested identifying dT's target audience before putting out the videos and create materials that are more specific, longer based, consistent and focused. It was also suggested to meet with Mina's PR team to get their demographic information and gather this data over the next couple of weeks.

Fermin showed the Board a copy of a proposed paper and digital map of Tiburon 2021 that the Chamber wants to put out at the Depot. Sherwood said to make sure that the map is updated with the current businesses.

**Upcoming press-**

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

San Joaquin will be doing a 5 page digital getaway feature in March 2021 making people aware of all the new restaurants in Tiburon.

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

Where SF Mag will be doing Angel Island and Tiburon restaurants late winter of 2021.

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

Flake shared with everyone that his hotel has had better occupancy rates due to the open space and water that Tiburon provides-55% occupancy rate.

**Adjourn**

There being no further business, the meeting was adjourned at 5:42 p.m. Sherwood/Awash

**Next meeting will be November 18, 2020.**