

**destination:Tiburon Board Meeting  
Wednesday, April 14, 2021 4:00 pm  
Virtual Meeting via Zoom**

- **Public Comment**
- **Approval of Minutes from March 2021 Meeting**
- **Banking Totals - P & L Report**
- **Current Marketing Efforts update**
- **Spring Hosted Media**
- **Brand ReDiscovery update/next steps**
- **New Business**
- **Adjourn**

**destination:Tiburon Board Meeting Minutes**  
**Wednesday, April 14, 2021 - 4 p.m.**  
**Virtual Meeting via Zoom**

**Call to Order**

The meeting was called to order at 4:05 p.m.

Board Members Present: Thier, Hoffman and Awash

Absent: Chanis, Flaherty, Sherwood, Hendricks and Flake

Ex Oficio: Executive Director Fermin, Admin Spawn

**Public Comment** -No Public Comment

**Approval of March, 2021 Board Meeting Minutes**

Motion/Second (Thier/Hoffman) to approve the Minutes, as written.

Vote: Unanimous

**Banking Totals - P&L Report**

Director Fermin reported a balance of \$186,187.30 with no significant expenditures. Fermin stated that the hotel business is picking up and the Covid restrictions are easing so the TOT tax should be increasing. CA hopes for a full reopening by June 15, 2021.

**Current Marketing Efforts Update**

Fermin told the board that people who were staying at the hotels in Tiburon were bringing the cards indicating a free gift, that dT produced, to the Depot and getting a key chain. She would like to have the restaurants offer something too in order to get visitors to go through all of downtown.

Fermin updated the Board on the Art Project being placed at Point Tiburon Plaza. She explained that it will be the letters TIBURON spelled out using plants and succulents from Ground. The location is easier to use permit wise and the installation will cater to Instagram and Tik Tok users. Fermin said that there were two options: First, to hang the letters off of the bridge wall; second, to stand the letters in front of the water. The letters would be approximately four feet tall and this project would be in collaboration with the Chamber of Commerce. The project is being priced out now.

**Spring Hosted Media**

Director Fermin thanked those who hosted the Munoz family and said that dT gained 500 new Instagram followers as a result of their social media exposure. She showed the board the video of the family dancing down main street and said that using Tik Tok and Instagram REEL was a light and fun way to think about social media. Awash said that the Munoz family was very pleasant to work with and showcased how beautiful Tiburon is. Fermin told the board that she would create a dt Tik Tok account in the near future.

### **Brand Rediscovery Update/ Next Steps**

Director Fermin followed up with the board on their questionnaire and the town business questionnaire. She said that she wanted to offer incentives for visitors ,such as a stay at the Lodge or breakfast at the Lodge, and said that as a result of a visitor's survey, the demographic that dT consistently targets is female, 45-54 from Sacramento and LA. Fermin stated that this demographic is getting information from the dT website and newsletter. She said that "scenic beauty" and "unique " were words used to describe Tiburon and is hoping to stage openings in July as businesses start reopening to full capacity. Fermin said that Tiburon's customers are families, locals and retirees and that this information was obtained from the board and key players in town. She said that would be the starting point for future marketing efforts. She also said that there would be no event planner planning for 2021. Fermin said that she would start a blog in May discussing what businesses are coming to town and wants to focus on what is open.

### **New Business-**

Fermin gave the following updates:

Blue and Gold Fleet is still in negotiations with Tiburon.

Bungalow Kitchen still on target for opening at the end of summer 2021.

Malibu Farm got their permits and the renovations will take 9 months to one year to complete.

Servino's permits have been approved.

Sharks Deli got their conditional use permit and construction will be activated soon.

Squalo Vino at 34 Main St will open August 2021.

A question about Slow Streets arose and Fermin said that there were mixed feelings about having it again this year. She said that the Water's Edge felt that it disrupted their business and locals liked having main street closed to traffic. She said that they needed to wait and see what becomes of the survey.

### **Adjourn**

There being no further business, the meeting was adjourned at 4:35 pm Thier/Awash

**Next meeting will be May 12, 2021.**