

**destination:Tiburon Board Meeting
Wednesday, April 27, 2022 3:00 pm
Virtual Meeting via Zoom**

- **Public Comment**
- **Approval of Minutes from March 2022 Meeting**
- **Banking Totals - P & L Report**
- **CVent Presentation (Vote)**
- **2022/22 Marketing Launch Timeline**
- **destination:Tiburon Board President Seat**
- **Current/Upcoming Media**
- **New Business**
- **Adjourn**

Call to Order

The meeting was called to order at 3:02 p.m.

Board Members Present: Sherwood, Flake, Hoffman, Awash and Sterman.

Absent: Chanis and Their

Ex Oficio: Executive Director Fermin, Admin Spawn.

Special Guest: Chelsea Whitman from CVent.

Public Comment -No Public Comment.

Approval of March 2022 Board Meeting Minutes

Motion/Second (Sherwood/Sterman).

Banking Totals-P&L Report

Director Fermin reported a P&L total of \$142,628.44 with a final check due to Demonstrate at the end of May for \$50k. The reimbursement due to dT from the Cares Act TBD.

CVent Presentation (Vote)

Director Fermin introduced the Regional Director of CVent, Chelsea Whitman, to the board so that she could present her marketing solutions and how dT could benefit by using CVent.

Whitman presented an overview of the company: 21 years operating, located in Richmond, VA, 17 offices worldwide, 21k+ customers, 4,000 employees with a wide variety of sales experience.

Whitman stated that Media Planners are active users to the CVent site and said that hotels and venues together in front of these media planners provide group marketing solutions. She said that the planners are from Fortune 500 companies, Education, Third Party sources,

Corporations, Government agencies, wedding planners and Transient groups. Whitman stated that when Planners do their research on CVent, it broadens their awareness in order to make proper considerations and decisions on where to plan their next event. Whitman recommended for dT to move up to the Diamond 1 listing (for a fee) from the current free listing they have now.

She said it would offer a very robust profile for Tiburon. Whitman said that with the Diamond 1 dT could Bundle Advertisements and have copy features with a SF ad location. With this upgrade, she said that Tiburon would get featured in the SF market as well as being featured in Google display ads. Whitman told the board that there were four different profile options (1-4) with 1 being the least expensive and a solid starting off point. The Diamond 1 has a CVB copy feature where Tiburon would come up when a planner searches the SF Bay area. She

suggested ad targeting which would include both display and video advertising. Whitman told the board that planners can be tracked by CVent based on the number of clicks and views. As it relates to CVB copy, she said the RFP goes to the hotels then the planner would click on the website to forward the CVB. Whitman showed graphs and reports on how this would work. She said the cost for the Diamond 1 for two years would be \$13k and can be paid in quarterly installments. Some board members expressed their hesitancy and said that more discussion was needed, before they vote, as certain ideas were too general and unclear. They said that Tiburon is different from SF and that they needed to track more information. Fermin said that to get the ROI by using CVent, which specializes in media planners, with all the data and venues

listed as dT pushes out the marketing plan with Demonstrate in May would be perfect timing. Flake asked if this expenditure was in budget and Fermin said that dT has room for it and the payments would start in July which is the beginning of the new fiscal year. Fermin said that all venues that have meeting spaces would be on the CVent website and that touches on every portion of what dT is trying to achieve. A question arose if photos would be placed on the site and Fermin stated yes. Photos are important and would differentiate Tiburon from other places in the bay area. Fermin suggested holding off on the vote so that further investigation and discussion could take place regarding CVent. Whitman thanked the board for their time and said that she would provide more reports to the board to help advance their decision. Both Hoffman and Fermin agreed that dT needed to be more aggressive in their marketing strategy as more new businesses opened up. Hoffman suggested targeting groups that are meeting in SF to come to Tiburon for an extended stay. Fermin mentioned that dT works with SF Travel and that the hotels can reach out to say “extend your stay in Tiburon”. The board agreed that a town hall meeting should be held with the Chamber, hotels and businesses in town to make a plan to market and promote Tiburon and upcoming events. Suggestions for restaurant and retail promotions came up as well. Fermin asked the Lodge if the meeting could be held there. TBD. Vote to be placed on hold until the next board meeting.

2022 Marketing Launch Timeline

Fermin told the board that she was finishing the photo shoot with Demonstrate today and they will be focusing on the Tideline Ferry, Main Street and The Lodge. Final editing will be done by the next board meeting in May with a delivery date of May 13, 2022. She said that Demonstrate will not be creating a media plan, rather assist d:T in planning.

Current/Upcoming Media

Fermin said that Sacramento Magazine will be featuring an article on Tiburon this summer. SFbucketlist will be highlighting Tiburon’s nightlife and San Joaquin Magazine will be featuring Angel Island and overnight stays in August 2022. Fermin suggested placing ads in July and August in these media outlets for more Tiburon exposure. She also mentioned that these are not paid media.

destination:Tiburon Board President Seat

Fermin opened a discussion on the current vacancy of the Board President Seat and asked the board to consider someone for this position. She said that she would like to bring on a restaurateur since Conor Flaherty from Sam’s Anchor Cafe is no longer on the Board. Fermin also said that traditionally a town council member is involved but that inventory with other board members should take place and be discussed. Fermin said that she would send the by laws regarding this to the board.

New Business

Cinelounge to open in June 2022.

Le Petit Left Bank to open July/August 2022.

Malibu Farms to open Fall 2022.

Adjourn

There being no further business, the meeting was adjourned at 4:38 pm. Sherwood/Hoffman.

Next meeting scheduled for May 2022 is TBD. Director Fermin would like to push it to the following week and will send out a Doodle Poll to all board members.