

**destination:Tiburon Board Meeting
Thursday, August 4, 2022 2:00 pm
Virtual Meeting via Zoom**

- **Public Comment**

- **Approval of Minutes from June 2022 Meeting**

- **Banking Totals - P & L Report**

- **Update on Current Advertising**

- **2022/23 Media Plan**

- **New Business**

- **Adjourn**

Call to Order

The meeting was called to order at 2:06 p.

Board Members Present: Awash, Sterman, Sherwood and Thier.

Absent: Chanis, Flake and Hoffman.

Ex Officio: Executive Director Fermin, Admin Spawn.

Public Comment -No Public Comment.

Approval of June 2022 Board Meeting Minutes

Motion/Second (Thier/Sherwood).

Banking Totals-P&L Report

Director Fermin reported a P&L total of \$96,920.21. Fermin said that the next significant expenditure will be the \$50k for the advertising budget.

Update on Current Advertising

Director Fermin began by telling the board that she will have the new dT budget numbers by the next board meeting as she is in the process of hiring a new bookkeeper. Fermin said that the July issue of Sacramento Magazine had a four page spread about Tiburon, ran the Main Street ad on the inside front cover along with a half page ad taken at hippie tree. She stated that the ads will continue to run into the fall. Fermin mentioned that dT will have a booth compliments of Sacramento Magazine at the Best of Sacramento Festival in October. The board was impressed with the article and would like to distribute copies of the magazine to all those mentioned in the article. The board said that PR going forward was very important. Fermin told the board that she had a sandwich board with the Main Street ad made and that it will be displayed at the Ferry landing in Tiburon. She stated that since the ads have been published in print and social media, there has been an increase of people visiting the website and more followers (+300) on social media. Fermin said engagement was up 233% and 45.8k accounts had been reached in the last 30 days. She mentioned that she has asked the businesses in town to tag dT if they post a reel on Instagram.

2022/23 Media Plan

Fermin said that the purpose of today's meeting was to have the board vote and approve the Media Plan so that dT could get started with the advertising commitments as soon as possible. She showed the board a mock up of the Main Street ad on the back of a SF city bus and said that for four weeks during peak times and 10 buses, it will cost \$13,345.20. The board had a few minor changes to the ad but, overall, everyone thought it was a great idea. Next, Fermin presented the Digital Ad Panel at the Stanford Shopping Center. She explained that they have a camera in the ad panel itself and if the customer falls into dT's demographic, then the ad will

stay on for an extra 3 seconds. Fermin said the cost for this will be \$9000 for three months. She said that hitting the target audience we want with the face recognition was key. The board wants to make sure the ad works in this medium and would like to see a preview beforehand.

Fermin said that she wants to place half page ads in East Bay, Oakland and Alameda Magazines with a dedicated blast (x3) to reach 150,000 people for \$5390. The board suggested getting a mock up first but that, perhaps, a full page ad would be better. They stated that the placement of the ad needed to be thoughtful (i.e., front of magazine) for optimal viewing by the consumer. Fermin reiterated that Sacramento Magazine has a reach of 250,000 and that Sacramento is Tiburon's number one target market. She said that one ad has been published with two ads pending and they will be placed within the first three pages of the magazine for \$5500.

Fermin said that San Francisco Magazine is doing an article "Best of Marin" in their upcoming issue and they needed to decide today if they wanted to do the Main Street ad for \$3500. Their targeted reach is 300,000 and there will be a discussion of Tiburon within the article. She said the audience of SF Magazine was affluent homeowners. Fermin moved on to Sonoma Magazine and said that a full page ad would cost \$1700 and the magazine comes out six times per year with a targeted reach of 111,748. Fermin ended by saying that advertising in these various markets is hitting all the places that know Tiburon. She called for a vote to spend \$50k for the full media buy.

Vote for the full media buy-

Motion/Second (Thier/Sherwood)

The board agreed to execute the plan as discussed with creative comments to be taken into account before being published.

The board also mentioned that the ad size and the order in which the ads run, must be carefully thought out in order to have optimal impact. Fermin agreed and said she would like to schedule a creative marketing meeting next week and a launch party in the fall. Sherwood suggested that dT share how they are marketing Tiburon to the Town Council and the Chamber since this is the largest marketing campaign Tiburon has done.

New Business

Cinelounge is waiting for one more approval from the planning commission and hopes to open August 2022.

Petite Left Bank is scheduled for a September 2022 opening.

Adjourn

There being no further business, the meeting was adjourned at 3:08 pm.

Next meeting September 14, 2022 at 4:00 pm.