

**destination:Tiburon Board Meeting
Wednesday, February 9, 2022 4:00 pm
Virtual Meeting via Zoom**

- **Public Comment**
- **Approval of Minutes from January 2022 Meeting**
- **Banking Totals - P & L Report**
- **d:T Board Vote - Gary Sterman, GM Lodge at Tiburon**
- **2022/23 Marketing Launch Presentation - Demonstrate**
- **2022 Visit CA Outlook Forum**
- **New Business**
- **Adjourn**

Call to Order

The meeting was called to order at 4:06 p.m.

Board Members Present: Their, Sherwood

Absent: Hoffman, Awash and Flake

Ex Oficio: Executive Director Fermin

Special Guests: Scott, Julia, Liana Demonstrate Team

Public Comment -No Public Comment.

Approval of January 2021 Board Meeting Minutes

Moved to March 2022 agenda

d:T Board Vote Gary Sterman, GM The Lodge at Tiburon-

Motion/Second (Sherwood/Thier)

Vote: Unanimous

2022/2023 Marketing Launch Presentation-Demonstrate

Director Fermin introduced Demonstrate to the Board and welcomed them to present their ideas. After their research, interviews with Board members and a field trip throughout Tiburon, the Demonstrate team created target personas and a research report to show all directions that their marketing campaign would go. Demonstrate said that they refined their campaign direction to find the best fit for Tiburon going out 10-20 years. Liana gave a campaign overview and showed the Board how Demonstrate built a creative communications framework by getting to their target audience, helping to fuel growth, creating a campaign that draws on emotional and physical experiences and how the natural beauty and scenic views of Tiburon can relieve stress. Demonstrate presented the target audiences as “Ashleigh” and “Meet Matthew”. Ashleigh is in her mid 50’s, an empty nester with two children, has an active lifestyle, plans ahead booking activities and experiences 3-4 hours drive from home and lives in Sacramento.

“Meet Matthew” is mid 40’s, makes 150K salary per year, is a gastro tourist, researcher, foodie searching for dining experiences and outdoor activities, active on social media, books day trips and lives in Orinda. Demonstrate explained the creative concept to be that the branding is destination Tiburon; the posting would be that Tiburon is a perfect fit for an escape and the tagline would be “Change the Way You Bay”. The team said that they wanted to change the perceptions on vacationing in the Bay. Demonstrate also explained their Campaign Guardrails as the truths about Tiburon and the campaign direction, as well as to inform the tone of voice and art direction of the marketing campaign. They said that this was important as the creative will be pressure tested against these aligned upon guardrails to ensure the proper fit.

Demonstrate believed that their campaign is transformative, epic, dreamy, polished, imaginative, magical, promotes wanderlust and fulfillment. Demonstrate said that the tagline “Change the Way You Bay” highlights how Tiburon is off the beaten path, has secret treasures to offer and transforms the perspective of the bay.

Demonstrate shared with the Board their three key visuals for their ad campaign: Paradise Loop, Old St. Hilary's and Main Street. All three visuals had breathtaking views of Tiburon and three different border colors with the tagline at the top and bottom (all had a call back to the dT website). Demonstrate explained that the Paradise Loop visual represented a two day bike trip and the outdoor activities in Tiburon; Old St. Hilary's would appeal to those planning a weekend getaway or wedding planners; Main Street would appeal to those planning an afternoon adventure downtown. Demonstrate said that each visual would have a QR code so that people could scan to learn more about where to go and what to do in Tiburon from the dT website. They said that people would be able to have access to the website in order to find links to hotels, restaurants and activities. Demonstrate told the Board that they would be able to track how many times the QR code has been scanned and which one is tracking the most. Demonstrate said that they would have these ads placed at various locations (BART for example), have an Instagram story page which would feature a "swipe Up" going directly to the dT website and would have digital ads as well (Outside Magazine).

Demonstrate explained the next steps as being: February 18, 2022-Finalize campaign direction; February 25, 2022-Align on 3 activities in the KV's; February 28-March 4, 2022-Develop Pre-Production Plan. Demonstrate told the Board that they planned a Facebook campaign to test out the copy and visuals. Fermin opened to the Board with any questions and the question of how often they would change the campaigns rose. Demonstrate answered that they would run with the three visuals for the duration of this year (2022). Fermin mentioned that the key audience they are targeting are nine bay area counties within a 3-4 hour drive. Sterman said that it would be important to target the corporate meeting planner as well as the leisure traveler. Fermin stated that since many corporations are still not back to their SF offices due to covid, that as things start to grow and awareness increases then the campaign would target the corporate meeting planners. Sherwood thanked Demonstrate for their presentation and said that it was going in a great direction and was very compelling. Demonstrate thanked the Board and left the meeting. Board members offered their positive feedback and looked forward to getting started on the marketing campaign. Sherwood stated that corporate meeting planners want experiences for their employees and said that dT needs to work on highlighting Tiburon's unique benefits to that target audience. Fermin mentioned that the secondary target is the Project Manager that has visited Tiburon personally and realizes that he/she can have a corporate meeting in Tiburon. Director Biss mentioned that a lot of corporate executives live in Tiburon, have pride in their town and what it has to offer. She said they can be inspired to host meetings in Tiburon. Serpo from the Lodge mentioned that many corporate groups are not from the Bay area and come from many different parts of the country and that they should keep that in mind going forward.

2022 Visit CA Outlook Forum

Agenda item was not addressed due to Zoom failure.

New Business

No new business.

Adjourn

There being no further business, the meeting was adjourned at 5:01pm.due to Zoom failure.

Next meeting will be March 9, 2022 at 4:00 pm.