

**destination:Tiburon Board Meeting
Wednesday, February 10, 2021 4:00 pm
Virtual Meeting via Zoom**

- **Public Comment**
- **Approval of Minutes from January 2021 Meeting**
- **Banking Totals - P & L Report**
- **Robert Hendricks , GM The Lodge at Tiburon (VOTE)**
- **Create Tiburon 2040**
- **Brand ReDiscovery next steps**
- **Blue and Gold Fleet Update**
- **New Business**
- **Adjourn**

destination:Tiburon Board Meeting Minutes
Wednesday, February 10, 2021 - 4 p.m.
Virtual Meeting via Zoom

Call to Order

The meeting was called to order at 4:09 p.m.

Board Members Present: Thier, Sherwood, Hoffman, Flake

Absent: Chanis, Awash and Flaherty

Ex Oficio: Executive Director Fermin, Admin Spawn

Public Comment -No Public Comment

Approval of January, 2021 Board Meeting Minutes

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

Vote: Unanimous

Banking Totals - P&L Report

Director Fermin reported a balance of \$218,961.13 with Crowdriff at \$13,891.50 being the only expenditure paid at the end of January. Fermin said that dT will be keeping a tight budget until it is time for more marketing when the covid restrictions are lifted.

As Rob Hendricks, new GM of The Lodge at Tiburon was absent, the vote to place him on the Board will take place at the next Board meeting.

Create Tiburon 2040-

Fermin explained to the board that Tiburon is updating the general plan for the next 20 years and since there are many business owners on the dT Board, it is critical that these businesses get involved by taking the short survey the town has created in order to have a say in how the town should look and feel going forward. Dina Trisani, Director of Community Development is heading this two year project. The question arose if dT should take the survey and all agreed they should. Sherwood stated that it was important to take the survey to help the growth and development of the hotels and that dT has a more broad based objective. Fermin mentioned that taking the survey will be intertwined with the rebranding strategy.

Brand Rediscovery Next Steps

Director Fermin stated that the next steps in the brand discovery process will take place during the months of February and March working with Le Sagittarius. She will send out a doodle to all Board members to set up a meeting of 30 minutes to get each person's perspective on the

Tiburon vision. Fermin said that while Marin County was still under covid restrictions, now was a good time to do this so dT can be ready to go with all marketing strategies when things are lifted. Fermin said that after she gets all Board members input, she will send out a digital survey to all businesses after these initial interviews. She mentioned that there will be a stronger social media push using other platforms as well. She also stated that the messaging strategy will become more clear after recognizing the new brand rediscovery. Fermin said the goal was to get information to help identify the following: vision, mission, values, customer and value proposition. She will send the digital questionnaire to all PR teams associated with the hotels and businesses. Sherwood suggested talking to CEO's and AC Ventures to find out why they decided to do business in Tiburon. Sherwood said it was important to mine various points of view for diversity. Fermin said that the digital survey will cast a wider net to get the different points of view that they are looking for.

Blue and Gold Fleet-

Mayor Thier told the Board that there are ongoing negotiations and another proposal put forth to Blue and Gold. She said that the town is raising awareness of the possibility of losing ferry service and replacing with a new service. Thier said that she has requested that residents send letters to town council to support keeping the ferry service. Fermin said that dT has put comments in and asked if there was something more formal they could do to help push the agenda further. Hoffman said that there will be a solution soon and all the right people are involved. He said the best thing to do is promote Tiburon.

New Business-

Hoffman gave an update regarding the opening of new businesses:

Mina's new Bungalow kitchen in southern California will be opening March 4, 2021. He said that Tiburon's Bungalow Kitchen will be similar and there will be a photo shoot in 7-10 days. Malibu Farm has submitted for their permits.

Shark's Deli restaurant will probably open in the summer.

Hoffman is not sure what will be going into the vacant Paparazzi storefront yet.

Fermin said that it looked as though summer 2021 is when more will be opening up in Tiburon and that dT will be bringing in visitors. Sherwood encouraged the Board to accelerate the speed of preparing the marketing strategies so that dT is prepared as soon as covid restrictions are over. Flake told the Board that hotels are fully operational for both essential and leisure travel. Fermin said that it is important to get the message out that Tiburon's hotels are ready to receive visitors and are safe.

Adjourn

There being no further business, the meeting was adjourned at 4:56 p.m. Sherwood/Thier

Next meeting will be March 10, 2021.