

destination:Tiburon Board Meeting

January 10, 2023- 4:00 p.m.

- Online via ZOOM

- Public Comment
- Approval of Minutes from November 2023 Meeting
- Banking Totals - P & L Report
- Review and Marketing Forecast 2024
- Ideas for Review
- Incoming Influencer/Media
- IMM NYC 2024
- New Business
- Adjourn

January 10, 2024 Board Meeting Minutes - Destination Tiburon

Call to Order

Executive Director Stephanie Fermin called the meeting to order via Zoom at 4:00 pm.
Boardmembers present: Justin Flake, John Hoffman, Patrick Sherwood, Gary Sternman, Holli Their

Boardmembers absent: Hawi Awash, Greg Chanis

Guests: None

Public Comment

None

Approval of Minutes from December 2023 Meeting

Director Fermin asked for approval by roll call vote.

Vote: AYES: Boardmembers Flake, Hoffman, Sherwood, Sternman, Their

ABSENT: Boardmember Awash

Banking Totals-P&L Report

Director Fermin reported a current bank balance of \$121,231,01 and YTD Expenditures of \$63,729.68 in the FY 2023-24 Budget. (She noted the fiscal year runs from July 1 through June 30.) Report accepted.

Insights for Future Forecasting

Director Fermin said that data from the SF Travel Association indicated a significant increase in visitors in 2022. This was based on lodging statistics from the City and County of SF, room revenue and occupancy data from the hotels. She asked whether d:T should conduct a similar study, noting it could be useful to share with the Town Council and would aid in making decisions going forward. She said the date could be extrapolated from ToT tax, sales tax from local restaurants, and the like.

Fermin said that while 2019 was a big year, the question was how to get back to those levels post-pandemic. Director Sherwood recommended against trying to replicate such a macro study. He suggested looking at the numbers from the last decade, from the beginning of d:T, minus the pandemic. Boardmember Sternman said that any kind of data is good to have. Sherwood said that what was important to know was whether we are moving the needle on people's perception and what can we do more effectively. A consumer-oriented vs macro orientation. Director Fermin said she would take these guidelines and see what she could extrapolate from the data, at no cost to d:T.

New Business

The proposed partial closure of Tiburon Boulevard for repairs during the summer was discussed in the context of taking advantage of challenges to drive business to the hotels and downtown (such as taking a ferry to Tiburon; safety and security issues in SF, earthquakes and other natural disasters). Director Fermin said that d:T had never looked at this type of contingency planning directly. The Board agreed that this was an interesting topic and could be explored. Fermin also noted that the CalTrans schedule might be pushed out but that it would give the Board more time to discuss the issue.

Review and Marketing Forecast 2024

Director Fermin reported on the status of newsletters and maps in the SF Ferry Building and California Visitors Centers. She also discussed upcoming trade shows and media tours. The Board discussed the success of the Town's holiday festivities; it was noted that the Snow Globe at the Lodge was a nice tie-in with the downtown. Boardmember Sherwood said the Board should see every newsletter and determine what is working and whether it converts.

Director Fermin said that at present, there were 6,000 followers on social media but currently no ad campaign; she said that when ads go down, engagement goes down. For example, she said there were 41,000 views of the d:T website from January through July 2023. However, when advertising stopped in August through December, views were down by 8%. Boardmember Sherwood said that d:T would run ads all the time if it were affordable.

Fermin said that organic web searches (ie typing in the word "Tiburon") were also down, along with the average position on Google. On the other hand, she said the stories and reels posted by the d:T influencer (who has 200K followers) had brought the percentage up by 2%.

Director Fermin proposed continuing the influencer's program, adding some AI tools (\$2K), and continuing the ad momentum within the current budget. The Board concurred and said that the seeds of the media strategy seemed to be working.

Ideas for Review

Director Fermin showed the three key visual (KV) ads at the SF Ferry Building. She noted that the Late Night Ferry had been discontinued so that ad was no longer relevant. She proposed the creation of some alternative KV's: a full aerial of downtown, an aerial of the Water's Edge Hotel, and a Wine & Dine Downtown.

She also suggested an idea of partnering with the GG Ferry to buy 10,000 tickets to "Come to Tiburon" and once here, scanning a QR code with an additional overnight incentive for the hotels. The tickets could be advertised and sold on social media, SF Magazine, and the like. The Board discussed whether daytrippers would come back to take advantage of an overnight incentive; Fermin noted that the merchants would win

from simply having daytrippers come downtown. Boardmember Sternman said getting people to come back from group events or conferences was something his hotel was also working on.

Fermin asked whether an incentive might be distributed through meeting planners; Boardmember Sternman said it was preferable to provide an incentive to guests directly and not use a third party; the same idea when booking hotel rooms online.

More Ideas for Review

A d:T profile on CVent was discussed as a benefit for the hotels. (Cost \$15K.) Boardmember Sternman said that the actual conversion rate was not good. Director Fermin said it d:T might do marketing instead and highlight all meeting space in the community, including hotel space.

Attendance at CalSAE was discussed but Director Fermin noted that these conferences needed large venues; she said that she liked MPI events and SF Travel because they catered to smaller meetings and also included wedding planners. Boardmember Sternman concurred and said that groups of 100 people were a sweet spot. MPI annual conference cost is \$7K.

Incoming Influencer/Media

Director Fermin said that Charlotte Simpson (@traveling black widow) would be staying in town on January 17-19, 2024. She said the request had come in from Visit CA.

She said the PR budget of \$5K included Media Day in Tiburon, Wine Walk, Influencer Overnight, and Hosting Concierges.

IMM NYC 2024

Director Fermin said that she would be attending the International Media Marketplace (IMM) conference in New York on January 23-26, 2024. She said she had scheduled 24 individual appointments with editors and influencers to talk about Tiburon; she noted that this is where she had found the influencer responsible for the 2% uptick in social media.

New Business

Director Fermin referred back to the discussion of Cal/Trans work on Tiburon Boulevard in 2024.

Boardmember Hoffman noted that the Cine Lounge ran local ads and said they would produce them as well. He also said that the Squalino wine bar had quarterly pick up parties and suggested that might be a good target audience for overnight stays in town.

One of the hotel representatives said that the JP Morgan Health Care Conference in SF would have 20K participants; he wondered if it would be worthwhile to market to groups like that, and noted that during the recent Salesforce Conference, the company had suggested to its employees lodge outside of SF in order to leave rooms open for other participants. Director Fermin suggested having the hotel marketing people use the citywide calendar and do further outreach.

Adjourn

Director Fermin said the next d:T meeting is scheduled for February 14, 2024. Since it falls on Valentine's Day, the Board concurred that Fermin should attempt to find an alternate date.

Director Fermin adjourned the meeting at 5:36 pm.

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Minutes prepared from video recording.

Submitted by Diane Crane Iacopi, interim board clerk