

**destination:Tiburon Board Meeting
Wednesday, January 13, 2021 4:00 pm
Virtual Meeting via Zoom**

- **Public Comment**
- **Approval of Minutes from November 2020 Meeting**
- **Banking Totals - P & L Report**
- **Robert Hendricks , GM The Lodge at Tiburon**
- **Le Sagittarius Proposed Scope**
- **Blue and Gold Fleet**
- **New Business**
- **Adjourn**

destination:Tiburon Board Meeting Minutes
Wednesday, January 13, 2021 - 4 p.m.
Virtual Meeting via Zoom

Call to Order

The meeting was called to order at 4:08 p.m.

Board Members Present: Thier, Sherwood, Hoffman, Chanis

Absent: Flake, Awash and Flaherty

Ex Oficio: Executive Director Fermin, Admin Spawn

Guest: Robert Hendricks, GM The Lodge at Tiburon

Public Comment -No Public Comment

Approval of November, 2020 Board Meeting Minutes

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

Vote: Unanimous

Banking Totals - P&L Report

Director Fermin reported a balance of \$226,375.87 with no significant expenditures. Crowdriff will be paid 13k at the end of January. Fermin said that she will attend a virtual travel convention in March.

Rob Hendricks, GM The Lodge at Tiburon-

Hendricks introduced himself to the Board and said he was happy to be here. He said that he hoped for a formal relaunch for The Lodge at the end of February. Hendricks also stated that all the meeting spaces in the hotel have been completed and he was waiting for the new furniture, window coverings and photos. He said he would join the Board in late February or March.

Le Sagittarius Proposed Scope-

Cacky Rhodes proposed her plan to the Board for being a consultant to dT in 2021. She said that she wanted to define and pin down a post Covid branding strategy to help elevate Tiburon. Rhodes is a bay area native with marketing, branding and digital platform development experience. She said that she wanted to use her skills to: support Tiburon's mission; drive awareness for Tiburon; establish a more efficient and effective foundation with more clarity and focus and promote Tiburon as a world class shopping and culinary destination. Rhodes said that she would use a basic approach by exploring Tiburon's brand discovery, a more concise messaging strategy and a more precise strategic plan. She also stated that in order for Le Sagittarius to deliver, she would start by collaborating with dT to develop a foundational, strategic and sustainable brand messaging platform. Fermin stated that it was good to have a third party help dT to meet and define their goals. Rhodes said that the end game was to get

systems and processes in place, such as customer profile documents and messaging documents, so that the tools will be in place and dT will be ready to go. Sherwood suggested that dT and the Chamber work together in order to get everyone's perspective. Fermin said that she was going to bring Rhodes in for 20 hours @ \$125 per hour. She said that it would be a \$2500 investment for brand strategy. No Board approval needed for expenditures under \$3500.

Blue and Gold Fleet-

Thier stated that Blue and Gold Fleet has petitioned to pull out all ferry service to Tiburon and Angel Island. She said the town has petitioned to keep it as it would be devastating to Tiburon and that it was critical to keep it. She is encouraging residents to oppose this through writing letters and public comment. They said that in the meantime, she is looking to see if there is another vendor to provide ferry service. She said that Blue and Gold's decision to do this was strictly a financial one, as they had to shut down service due to Covid 19. It was stated that Tiburon would suffer even more in the Summer when so many visitors from SF typically come to town to shop and dine. Chanis said there is a hearing next Thursday, January 21st, and Public Comment would be open. Sherwood said that it was critical for the whole community to mobilize to send the message not to stop service. Sherwood said that proactive measures needed to be taken ASAP and that dT must take a strong position on this dilemma. Fermin said that dT would stay aware of the situation and provide proper input. Sherwood suggested that they find out what the Chamber is doing and partner with them. Fermin mentioned that dT get the message out through their newsletter. Sherwood also suggested writing letters to The Ark and the MIJ.

New Business-

Hoffman gave an update regarding the 2/14/21 opening of Bungalow Kitchen and said it was delayed. He said it is a huge project and they are moving as quickly as possible but it is hard due to SIP because of the pandemic.

Hoffman also stated that Servinos will stay at 9 Main St until Malibu Farms moves in sometime in summer 2021. Chanis said that if the aggregate ICU capacity remains below 15%, then SIP continues. If ICU capacity goes up, then CA is back to color codes and outdoor dining can resume.

Adjourn

There being no further business, the meeting was adjourned at 5:15 p.m. Sherwood/Thier

Next meeting will be February 10, 2021.