

**destination:Tiburon Board Meeting
Wednesday, July 8, 2020 4:00 pm
Virtual Meeting via Zoom**

- **Public Comment**
- **Approval of Minutes from June 2020 Meeting**
- **Banking Totals - P & L Report**
- **BID Board Report renewal (VOTE)**
- **2020/21 Budget Discussion**
- **Tiburon Depot Opening**
- **bread & Butter Presentation (Monthly basis) - VOTE**
- **New Business**
- **Adjourn**

destination:Tiburon Board Meeting Minutes
Wednesday, July 8, 2020 - 4 p.m.
Virtual Meeting via Zoom

Call to Order

The meeting was called to order at 4:03 p.m.

Board Members Present: Chanis, Flaherty, John, Flake, Their, Hoffman

Absent: Sherwood

Ex Oficio: Executive Director Fermin, Admin Spawn

Guests: Hawi Awash, YEMA and Miriam Zelinsky.

Public Comment - There was no public comment.

Approval of June 18, 2020 Board Meeting Minutes

Motion/Second (John/Hoffman) to approve the Minutes, as written.

Vote: Unanimous

Banking Totals - P&L Report

Director Fermin reported a balance of \$257,461.57 with no significant expenditures.

Budget Discussion

Director Fermin said that d:T will soon be paying rent for the new Depot and for Crowdriff. Total revenue last year was \$186,871.08 and the projected revenue is 50% of 2019/2020 at \$93,435.04. The projected budget spend for 2020/2021 is \$180,000 with no travel or trade show expenses. The money is being spent on salaries, office supplies, marketing and local travel expenses. The projected income of \$93k will go to next fiscal year with a surplus of \$170k. Board member John stated that there is much unknown due to Covid 19 and with all the restrictions placed on hotels operating at 50% is aggressive and that they are operating more at 20% right now. He stated that there cannot be groups at hotels and leisure travel got pushed from the 6/29 start date. Board member Their stated that no one knows what things will look like yet and she thought that the \$180k was a reasonable projected budget. Most agreed that the spend amount was right and thought that spending more fully when things were reopened would be a more prudent plan. Concentrating on getting leisure travelers to Tiburon for staycations etc...and putting significant effort into leisure travel marketing was key. Board member John said that The Lodge was having their kitchen remodeled and the outdoor furniture replaced to be ready for when they can reopen. Board member Flake felt that the hotels may not be reopening for another two weeks due to the rise in coronavirus cases per day. Both hotel managers agreed that a 50% capacity is a hopeful number at this point. It was suggested to do a breakdown of what the revenue would be in various capacity rates (25%, 35%, 40% etc...). It was agreed that the 180k spend was needed to keep d:T thriving.

BID Board Renewal

The Business Improvement District needs to reapprove assessment. Chanis stated that the town gets 2% tax surcharge on the hotel's gross receipts. Next Wednesday (July 15th) is the Town Council meeting where they will express their intent to reassess. On August 19th, the Town Council will vote to reassess. It was suggested that the numbers for the anticipated revenue and the revenue for prior fiscal year be updated in section 4 before a vote could be done. It was agreed that the vote can be done at the next Board meeting August, 12, 2020.

bread & Butter Presentation

bread & Butter made a presentation to the Board on their ongoing efforts to market Tiburon. They gave a communications overview and what their PR scope was. They said they were highlighting what Tiburon is doing to stay safe during the pandemic and as things start to reopen. b&B said that they want to highlight all the outdoor activities, outdoor dining and Tiburon as a destination to go after the pandemic. They stated that they shared information on Tiburon with a lot of publications. Travel writers are scheduled to come to Tiburon in September and November. The future steps they would like to take would be to focus on; the drive market, family travel, outdoor adventure, camping for beginners, Tiburon as home base for exploring state parks, meal kits from Tiburon restaurants, small group boating excursions, last minute staycations and solo travel experiences. The Board admired b&B's hard work and commended them on a great job.

After the presentation, all agreed to place a hold on spending for them until the Board knows whether or not they can send these pitches out due to the current climate of Covid-19.

Tiburon Depot

Director Fermin told the Board that the soft opening for the Depot is July 15, 2020. The grand opening is scheduled for August 5, 2020. Fermin said that all the merchandise was in and that Good Dog will be doing the installation of the media screen and its components. She stated that the sales associate will be paid from the \$30k MOU. The hours will be Wednesday-Sunday 10am-3pm.

The Tiburon reopening video went out and had huge traction the first day-46.9k (total reach). The steady roll out with the Slow Street campaign is going well and the video for the Depot as it opens will be on Youtube. Fermin shared Visit CA's "Respect the Golden State" campaign for responsible travel and thought it poignant given our current landscape.

New Business

A new winery is opening this fall in the old Musette space on Ark Row.

Adjourn

There being no further business, the meeting was adjourned at 5:27 p.m. John/Flake