

destination:Tiburon Board Meeting Agenda

June 14, 2018 - 4:00 p.m

Tiburon Town Hall

- Open Meeting

- Public Comment

- Approval of Minutes from May 2018 Meeting

- Banking Totals - P & L Report

- Mill Valley Film Festival Participation and Sponsorship

- 2018-2019 Budget Outline

- 2018-2019 TTBID Advisory Board review and approval

- 2018 - 2019 Ad Buys - DISCUSS
 - Magazine Ads
 - Outfront Media Billboard and Digital Ads

- Update Tiburon Chamber of Commerce Collaboration
 - Wine Festival
 - Friday Nights on Main

- New Business

- Adjourn

Destination Tiburon Board Meeting
Wednesday, June 13, 2018
Tiburon Town Hall

President Fraser called the meeting to order at 4 p.m.

Boardmembers present: Jim Fraser, Greg Chanis, Jim Gerney, Patrick Sherwood
Boardmember Sears joined the meeting at 4:20 p.m.
Boardmembers absent: Justin Flake, Treasurer
Guest in attendance: Katherine Servino
Ex officio: Stephanie Fermin, Director of Marketing; Diane Crane Iacopi, Minutes

Public Comment - None

Approval of Minutes from May 9, 2018 Meeting.
Motion/Second (Fraser, Chanis) to approve the minutes, as written.
Vote: All ayes (Flake, Sears absent)

Banking Totals - P&L Report

Director of Marketing (DOM) Fermin reported a balance of \$272,755.43 at Wells Fargo. She said she had asked the Bookkeeper to reconcile the Quickbooks spreadsheet (handout) with the information provided by the Bank.
Boardmember Gerney asked for the reconciliation by the next meeting. DOM Fermin concurred. She also reported YTD 2017-18 expenditures of \$124,464.21.

Report accepted.

Mill Valley Film Festival Participation and Sponsorship

DOM Fermin said she had been approached by the organizers and described two levels of participation, for a total annual investment (July 2018 - June 2019) of \$15,000. The Board discussed the merits. Boardmember Gerney shared his experience of hosting one of the events at the Lodge last year. The Board ultimately decided to participate at the \$5,000 media sponsorship level but said there was not enough information provided for the higher level event sponsorship. DOM Fermin said the logo would appear on the MVFF website and on screen as a sponsor before every screening, at \$5,000 level.

Katherine Servino asked if MVFF planned to use Tiburon as a venue for some of its screenings. DOM Fermin said it did not appear so. The Board felt this would be an important caveat in order to participate.

Motion/Second (Fraser/Gerney) to participate as a \$5,000 media sponsor (2018-19), if MVFF will use Tiburon as a venue for some of its film screenings.
Vote: All Ayes (Flake, Sears absent)

2018-19 Budget Outline

DOM Fermin provided a breakdown of estimated expenditures in the coming year in the amount of \$227,500. The Board also asked for Treasurer Flake's review prior to approval.

2018-19 TT BID Advisory Board review and approval

Boardmember Chanis said the BID document (annual report) being considered was the same as last year, except for the numbers being carried forward. DOM Fermin noted an increase in hotel revenues over last year. Chanis said if the report is approved by the Board, it then goes to the Town Council for its consideration. The Council holds a public hearing on continuation of the assessment at the same time. If the report is approved, the question of continuation of the BID assessment comes back to the Council at a subsequent meeting for its adoption and implementation.

Motion/Second (Gerney/Chanis) to approve the annual Advisory Board report, as written, for submission to the Tiburon Town Council.

Vote: All ayes (Flake absent)

2018-19 Ad Buys Discussion

--Magazine Ads

Previously reported.

-- Outfront Media Billboard and Digital Ads

DOM Fermin described a program of outdoor billboards (poster and digital) in nine locations in San Francisco and the two airports. She said it is an 8-week program with staggered start and finish dates which would result in more than 24 weeks of advertising, for a cost of \$36,000. She proposed using the d:T.org website to target meeting planners in the Financial District and other locations, and the d:T.com for locations near the airport. She said the program also contained a mobile component.

The Board asked questions and discussed the merits.

Boardmember Sherwood said outdoor advertising is a difficult market but provided various strategic ideas for consideration. Boardmember Gerney also suggested targeting mass transit audiences at BART stations, for example, and not just street locations.

President Fraser said it might be useful to see if the program can be tailored to better fit d:T and offered to sit in on a meeting between Boardmember Sherwood and DOM Fermin to refine the proposal.

Update on Tiburon Chamber of Commerce Collaboration

--Wine Festival

--Friday Nights on Main

DOM Fermin reported on the events and provided feedback and suggestions going forward.

New Business

Boardmember Sherwood provided a copy of the "Mill Valley Summer Guide".

Boardmember Gerney commented on the new European Union rules regarding advertising. DOM Fermin noted that d:T newsletter/mail pieces are to domestic market addresses.

Boardmember Gerney also reported on new website ADA compliance.

Adjourn

There being no further business before the Board, President Fraser adjourned the meeting at 5 p.m.