

**destination:Tiburon Board Meeting
Wednesday, June 8, 2022 4:00 pm
Virtual Meeting via Zoom**

- **Public Comment**
- **Approval of Minutes from May 2022 Meeting**
- **Banking Totals - P & L Report**
- **Final Demonstrate Presentation-Change The Way You Bay**
- **Change The Way You Bay Advertising Budget**
- **New Business**
- **Adjourn**

Call to Order

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

Board Members Present: Hoffman, Awash, Sterman, Sherwood and Thier.

Absent: Chanis and Flake.

Ex Oficio: Executive Director Fermin, Admin Spawn.

Special Guest: Scott Iverson, Demonstrate

Public Comment -No Public Comment.

Approval of May 2022 Board Meeting Minutes

Motion/Second (Thier/Sterman).

Banking Totals-P&L Report

Director Fermin reported a P&L total of \$75,192.35 after the final payment of \$50k paid to Demonstrate. Fermin said that she hoped the P&L would be up to \$100k by the next board meeting.

Final Demonstrate Presentation-Change The Way You Bay

Director Fermin introduced Scott Iverson from Demonstrate to the board so that he could present the final key visual ads. He said that these ads will target the key demographic and he showed three visuals of Tiburon; Main Street, the Late Night Ferry and The Lodge. Iverson said the colors that Demonstrate chose were calm and the pictures were taken at dusk. He stated that each ad has a QR code that will take people directly to the website where they can look up restaurants, events etc...Iverson said the goal was for people to be able to picture themselves in Tiburon. He also mentioned that the ads represented diversity and a range of ages. The Main Street ad's message is small town vibes meet big city gems and shows a family walking down Main Street. Iverson said that this ad shows how accessible and walkable Tiburon is. The second ad, Late Night Ferry, states that the ferry is your ticket to a great evening. This ad shows two females on the ferry heading back to SF with views of the Tiburon hills in the background. Hoffman mentioned that the ferry was now running on Friday night only. The third ad, Stay Downtown, has a picture of The Lodge with a couple standing in front of the hotel. The message is to come to Tiburon for a resort style stay whether for a getaway or corporate meeting. Iverson said that he would do a mock-up of what these ads would look like at various outdoor advertising spots as size would change depending on the venue. The board thanked Iverson and he signed off. Fermin asked the board for KV feedback and all agreed that Demonstrate did a good job. She also told the board that she is ready to push ads out now.

Change The Way You Bay Advertising Budget

Fermin said that ads will be placed in magazines that target the key demographic. She told the board that she will not advertise in SF Magazine but will place full page ads in Sacramento Magazine (X3), Napa Valley Life (October) and The Ark. Fermin stated that half page ads will be placed in Oakland Magazine, East Bay Monthly, Alameda Magazine and Sonoma Magazine. She said that the money from the CARES Act will help pay for the second round of advertising in the fall targeting the meeting planners. Fermin told the board that digital ad panels will be placed at the Stanford Shopping Center and the Westfield Galleria Roseville. Fermin said she changed focus to more outdoor advertising (muni bus and bus shelters) as requested by the board and set aside 15k for this. The board asked to see mock-ups for the half page and digital panel ads. Fermin said that the budget for the social media ads is \$500 and these ads will go out after the ads appear in a magazine or panel. The board approved setting aside \$15k for outdoor advertising. She told the board that the budget for the total media plan is \$50k. Fermin told the board that she will present the Change The Way You Bay Ad Campaign to the Tiburon Peninsula Chamber of Commerce at their next board meeting on June 15, 2022, as well as the Town Council meeting taking place on the same day. Fermin said that the launch party has been rescheduled to July 13, 2022 and the Chamber and members of Town Council are invited to attend.

New Business

No new business.

Adjourn

There being no further business, the meeting was adjourned at 4:52 pm. Sherwood/Sterman.

Next meeting July 13, 2022 at 4:00 pm.