

## **Meeting Notes**

### **March 3, 2024 meeting – Destination Tiburon**

#### **Open Meeting**

Director Stephanie Fermin opened the zoom meeting at 4:07 p.m.

Directors present: John Hoffman, Patrick Sherwood, Holli Their

Guests present: Aaron Newell (Scott Iverson and his colleague Julia Neff joined meeting at 4:32 p.m.)

#### **Public Comment**

None.

#### **Approval of February 2024 Meeting Minutes**

Approved by Roll Call Vote: Ayes: Hoffman, Sherwood and Their

#### **Banking Total**

Director Fermin reported a current balance of \$76,234.99. She noted current key expenditures of \$20,000 to update key visuals, and annual subscription to Crowdriff for user generated content and social media. Fermin also noted that these were previously approved expenditures.

#### **Website Analytics Report**

Director Fermin discussed the current report for FY 2022-23 and noted that the data was more complete since moving to GA 4 (Google Analytics) in 2023. She also noted the peaks of website viewing and traffic which correlated with the advertising campaigns in September 2023 and January 2024. She said the conversion allowed the data to be more precise and useful, for analysis and in order to make improvements. Director Sherwood said it would be helpful to see how website visits are converted into actions. Director Fermin said it could be seen through RFP's, and hotel clicks, for instance. She said the Board would talk more about this in future.

#### **Social Media Report**

Director Fermin said that Destination Tiburon (d:T) stands out in social media and noted a 200% plus increase in the last 90 days in response to awareness ads, "Change the Way you Bay". Fermin said that influencers were willing to come to Tiburon and that an influencer named Sarah Rzepka with 47K followers was coming and would provide stories and 10 or more photos for use by d:T. She said that d:T could host influencers every other month because the hotels and restaurants also wanted to utilize their own programs. And although the social media outlets tend to skew toward a younger demographic than d:T's target audience, she suggested continuing with the current strategy.

#### **IMM Outcomes and Report**

Director Fermin reported on her time at IMM and Visit California. She said she had 23 appointments with top tier journalists, networked with 40 plus influencers, attended professional development courses, had one on one meals with sought after creators, and maintained her

relationship with Visit California representatives. She also reported that an ad featuring YEMA would appear in Haute magazine.

### **Additional Key Visuals**

Scott Iverson and Julie Neff from Demonstrate joined the meeting at 4:32 p.m. and presented options for the new ad set to the Board. They showed the three ads from last year's Change the Way you Bay – Main Street, Late Night Ferry, and Stay Downtown. Because the late night ferry is no longer running, they presented an alternate, "Get Ferried Away", to the Board.

Director Their said the ad appeared to promote the ferry system rather than Tiburon and asked what percentage of people actually arrived in Tiburon by boat. She also said it did not look like the Tiburon Ferry. Director Sherwood commented that getting to Tiburon by water was one of the unique experiences of our town and was a well-conceived idea. [Julie later confirmed that the photo was actually taken last year on one of the Tiburon ferry boats.]

Director Hoffman suggested a photo of people arriving by ferry with the Water's Edge hotel in the background, for instance.

Director Fermin said the Board had asked for an updated ferry ad but said it could be tabled for now.

The next ad presented was a photo of the front of the Water's Edge hotel, as a point of embarkation for an adventure in downtown Tiburon. Mr. Iverson said it identified the place, showed a beautiful boutique hotel, and was comparable to the photo highlighting the Lodge.

Director Their commented that what is unique about the Water's Edge Hotel is its location on the water and asked if the GM had been consulted on the ad. Director Fermin said that he had.

Director Their said that she had to leave the meeting to chair the Diversity Task Force at 5 p.m.

Director Hoffman suggested that it might be useful to show a group of target demographic (age 50+ women) on the back deck of the hotel after a day of shopping, sitting by the fire and sipping wine, with the beautiful view in the background. Director Sherwood said that leveraging the setting was a good idea as it cannot be replicated anywhere else. Director Fermin said that she would share these ideas with Director Flake and ask for his feedback.

The second ad being updated was the one showing Old St. Hilary as an example of a wedding destination in Tiburon, or option two was dinner at one of the world class restaurants in Tiburon. The directors discussed the pro's and con's of these two approaches.

Julie Neff recapped that the ferry ad would be tabled for now and they would wait for direction from the Board on the Water's Edge ad, and the Board would decide between a restaurant or Old St. Hilary's for the third ad. She also clarified that all the photos, including the ferry photo, were taken in Tiburon (and on a Tiburon ferry). She and Mr. Iverson left the zoom meeting at 5:08 p.m.

Director Fermin said that because there was no longer a quorum of board members, a discussion could continue but no formal action could be taken.

Director Sherwood said that he would focus on the dining experience and the Water's Edge ads. He said the wedding angle was one that might be pursued by the Chamber, for instance.

Director Fermin said that with the number of new restaurants coming into town, it might make sense to focus on the dining experience.

Director Hoffman suggested it might be possible to take a photo from one of the restaurants that would include a view of the Water's Edge Hotel and possibly the Golden Gate Bridge. Alternatively, he said that it might be possible to position some of the target demographic in a photo in front of the Lodge.

Director Sherwood said this was a creative challenge but liked the idea of shoppers, the energy of people, a great day, in a unique setting.

*Director Sherwood stressed that for the next presentation of Key Visuals to be a success, and for it to be cost effective in the long run, all members of the board should be present at the meeting and up to date on the discussion and decisions made to date.*

### **New Business**

Director Fermin said that the Chamber had hired Melanie Haddad as its Executive Director to replace DeAnn Biss. She noted that Ms. Haddad had previously served as Executive Director and that she would meet with her in future to review goals of each organization.

### **Adjournment**

Director Fermin adjourned the meeting at 5:32 p.m. to the next regular meeting scheduled for April 10, 2024.

Respectfully submitted,

Diane Crane Iacopi

Interim Board Clerk