

**destination:Tiburon Board Meeting
Wednesday, March 9, 2022 4:00 pm
Virtual Meeting via Zoom**

- **Public Comment**
- **Approval of Minutes from February 2022 Meeting**
- **Banking Totals - P & L Report**
- **2022 Marketing Launch Timeline**
- **CARES Act TOT Reimbursement**
- **2022 Visit CA Outlook Forum**
- **2022 SATW Western Chapter Conference**
- **New Business**
- **Adjourn**

Call to Order

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

Board Members Present: Their, Sherwood, Flake, Awash and Sterman.

Absent: Hoffman and Chanis.

Ex Oficio: Executive Director Fermin, Admin Spawn.

Public Comment -No Public Comment.

Approval of February 2022 Board Meeting Minutes

Motion/Second (Sherwood/Sterman).

Banking Totals-P&L Report

Director Fermin reported a P&L total of \$117,627.65 with a final check due to Demonstrate at the end of May which will be the most significant expenditure for d:T before the end of the fiscal year.

2022/2023 Marketing Launch Timeline

Director Fermin said that the kickoff for the Demonstrate marketing campaign will be March 21, 2022. The timeline for pre-production work will run from March 22-April 1st, 2022. Fermin stated that there will be three key visuals that Demonstrate will focus on: Main Street, The Lodge and the Ferry. She said that there will be a photo shoot starting soon concentrating on these visuals for leisure travel. Fermin told the Board that post-production will run from April 11-May 6, 2022 and they will focus on color correcting assets, sourcing stock photography as well as looking at design formats. On or around March 24th, Demonstrate will present to the Board for their review and approval. Fermin shared that there will be a client review May 6th, 2022, with feedback due back on May 9, 2022. She said that final editing should take place between May 10-12, 2022 with a hopeful delivery date on May 13, 2022. Fermin mentioned that she wants to bring meeting planners to Tiburon for the "Change the way you Bay" campaign as a way of showcasing Tiburon's enhanced experiences.

CARES Act TOT Reimbursement

Director Fermin told the Board that she will be going to a Town Council meeting to ask them for reimbursement for annual loss and for TOT/sales tax loss during the Covid 19 pandemic. Board member Their mentioned that the town has uncommitted funds of \$1.6 million and that this reimbursement falls right in line with this request. It was suggested from other board members to ask for this reimbursement separately from the Chamber.

2022 Visit CA Outlook Forum

Director Fermin presented to the Board her takeaways from the annual meeting that she attended in February. She said her three key points of the meeting were: "Meet the what's possible initiative; Trip stacking and International Travel. The Meet what's possible initiative concentrates on event planners and executives and focuses on CA as a number one destination

for businesses to host their events with a mindset that “anything is possible”. Trip Stacking suggests adding onto a work trip to take advantage of sightseeing an area or certain locations. It also suggests booking several longer trips as there is pent up demand due to lack of travel during Covid 19. Fermin stated that people are extending their stays after finishing their business agendas. International travel has lifted quarantine restrictions for almost all countries (except for South Korea and China) so the idea for travel planning is to add Tiburon to one’s trip of a lifetime.

2022 SATW Western Chapter Conference

Director Fermin told the Board that she attended this meeting two weeks ago in Alaska. The SATW western chapter has journalists from AK, AZ, CA, CO, HI, ID, MT, NV,NM, WY, OR,WA, and Mexico in attendance. She shared with the board that the writers will be writing, more often, about towns and places locally, as driving trips will be a big part of spring and summer travel. Fermin mentioned that d:T has two media leads from this conference with more leads in the pipeline. She said that she is working on a photo shoot of Tiburon with In Style and Harper’s Bizarre magazine tentatively scheduled for September (more TC).

New Business

Sherwood suggested that the Demonstrate concept of “Tiburonward” be offered to the town as a marketing idea for their Tiburon 2040 campaign as d:T owns the rights. All board members agreed.

Petite Left Bank is looking at an opening date of July 14, 2022 to coincide with Bastille Day. No permits for Tiburon Playhouse or Yacht Club Merchandise spaces as of yet.

*Addendum: Fermin told the board that the Water’s Edge and The Lodge at Tiburon will not have to pay SF Travel membership dues going forward. Total RFP leads have generated 77 mid-week room nights at the hotels. Now, the names of the two hotels will show up where they did not before.

Adjourn

There being no further business, the meeting was adjourned at 4:45 pm.

Next meeting will be April 13, 2022 at 4:00 pm.