

**destination:Tiburon Board Meeting  
Wednesday, March 10, 2021 4:00 pm  
Virtual Meeting via Zoom**

- **Public Comment**
- **Approval of Minutes from February 2021 Meeting**
- **Banking Totals - P & L Report**
- **Robert Hendricks , GM The Lodge at Tiburon (VOTE)**
- **Current Marketing Efforts update**
- **Spring Hosted Media**
- **Brand ReDiscovery update/next steps**
- **New Business**
- **Adjourn**

**destination:Tiburon Board Meeting Minutes**  
**Wednesday, March 10, 2021 - 4 p.m.**  
**Virtual Meeting via Zoom**

**Call to Order**

The meeting was called to order at 4:10 p.m.

Board Members Present: Thier, Sherwood, Hoffman, Awash

Absent: Chanis, Flaherty and Flake

Ex Oficio: Executive Director Fermin, Admin Spawn

**Public Comment** -No Public Comment

**Approval of February, 2021 Board Meeting Minutes**

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

Vote: Unanimous

**Banking Totals - P&L Report**

Director Fermin reported a balance of \$196,663.33 with no significant expenditures. She stated that dT would be holding back on expenditures until the full marketing strategy would be pushed out after more covid restrictions are lifted. Fermin said that the hotels had increased the TOT tax and that with spring break coming up, they were hoping to increase more. She said that with the current vaccine roll out business should get much better.

**Vote to have Robert Hendricks, GM of The Lodge at Tiburon, join the Board-**

Motion /Second (Hoffman/Awash) to approve Robert Hendricks to the Board.

Vote-Unanimous.

**Current Marketing Efforts Update**

Fermin explained to the board that dT is in the process of creating a postcard to hand out to visitors as they check in to the hotels as part of their welcome packet. The post card would contain incentives for the visitors to obtain free gifts from the Depot (key chains and tote bags).

It was suggested that other businesses in town should offer something too. Fermin said that she is working on allowing visitors to use free WiFi at the Depot in order to collect more data.

Fermin said that dT will be making foldable maps of Tiburon that follow the same itineraries that are on the dT website. She stated that she is waiting for the new restaurants to open and will have the graphic designer update the maps at that time.

Fermin said that in conjunction with the Tiburon Chamber of Commerce, dT would be spending \$700 to have an art installation of succulents in the shape of hearts be placed at Point Tiburon Plaza. She said that it would be highly visual and would bring Tik Tokers and Instagrammers to

Tiburon and would increase their social media presence. Fermin stated that Hadley would be doing the construction of the giant hearts and Ground would provide the succulents. She said the goal was to push this through by the end of the month. It was suggested that, perhaps, local artists could construct something instead that would be more meaningful to Tiburon. Fermin said that she would like to support the Chamber on this idea and hopes it will lead to immediate press now for Tiburon, and that they could consider other ideas for later. The board agreed to look into other ideas and create a new strategy.

### **Spring Hosted Media**

Director Fermin told the Board that Chris Christensen from Amateur Traveler.com, who is an award-winning travel writer, will be coming to Tiburon April 2-4, 2021 to make a podcast and write an article about the town. She said that The Water's Edge hotel will be hosting him and that Christensen had 1.96 million downloads in 2020. It was suggested that Bungalow Kitchen be part of the podcast.

Fermin informed the Board that Bailey Munoz, season 16 winner of the show "So You Think You Can Dance", will also be coming to Tiburon the first week in April. She thought that the Hearts display would be a perfect stage for him to dance in front of in order to get a lot of social media exposure for Tiburon since Munoz has a huge following and fan base. Fermin said that the cost of having Munoz stay in Tiburon was for the cost of the hotel and one meal per day. Dates TBD.

Fermin told the Board that Christine Machado from This Girl Hikes will be coming to Tiburon June 8-11, 2021 and will be splitting her time between The Lodge and The Water's Edge. Machado's main focus will be hiking Tiburon; Ring Mountain, Blakcie's Pasture, Old Saint Hilary's and other trails. Fermin said Machado's main social media platform is You Tube.

### **Brand Rediscovery Update/ Next Steps**

Director Fermin thanked the Board members for doing the interview prepared by Le Sagittarius and said that there will be a follow up town business questionnaire and survey that will help shape the future marketing strategy for dT.

### **New Business-**

Hoffman gave an update regarding the opening of new businesses:

Bungalow Kitchen is looking at a July 2021 opening.

Servino's is in the process of moving to their new location so that the demo for Malibu Farm can begin.

Sherwood suggested that Caprice needs to be represented more as the marketing plan moves forward. Sherwood also said that dT needs to take advantage of the influx of new people(celebrities, sports figures) that will be coming to Tiburon to eat at Bungalow Kitchen when it opens up.

### **Adjourn**

There being no further business, the meeting was adjourned at 5:24 p.m. Sherwood/Awash

**Next meeting will be April 14, 2021.**