

**destination:Tiburon Board Meeting
Wednesday, October 12, 2022 4:00 pm
Virtual Meeting via Zoom**

- **Public Comment**
- **Approval of Minutes from August 2022 Meeting**
- **Banking Totals - P & L Report**
- **Update on Current Advertising**
- **Upcoming Media to Tiburon**
- **Use of Current American Rescue Plan Funds-NPR Advertising**
- **New Business**
- **Adjourn**

Call to Order

The meeting was called to order at 4:05 pm.

Board Members Present: Awash, Sterman and Thier.

Absent: Chanis, Sherwood, Flake and Hoffman.

Ex Oficio: Executive Director Fermin, Admin Spawn.

Public Comment -No Public Comment.

Approval of August 2022 Board Meeting Minutes

Motion/Second (Sterman/Thier).

Banking Totals-P&L Report

Director Fermin reported a P&L total of \$138,819.79 (plus 10k to be deposited) with no significant expenditures until the end of the year. Fermin said that dT received the deposit from the American Rescue Plan with town council approval.

Update on Current Advertising

Director Fermin updated the board on the current advertising status and said that there is a consistent uptick in page views; between 2300 and 2600 views per week. She stated that the views go up as dT advertises and pushes on social media. Fermin mentioned that the ad budget was still \$500 per month and that there are 200 more followers since August 2022. She said that 65k more accounts were reached in 30 days from 48.6k in August. Fermin stated that the followers is at 3,058 and her goal is to reach 5,000. She mentioned that the 2nd tier demographic is using social media to figure out "what to do in Tiburon this weekend".

Upcoming Media to Tiburon

Fermin shared with the board that freelance writer Heidi Brandies will be on assignment TravelAwaits.com will be coming to Tiburon November 11-14, 2022. She said that there is potential for 3 plus articles and Visit CA will provide transportation if the travel writer visits 3 destinations. Fermin said that Randies will be in Tiburon at the tail end of her trip. She said that Randies writes for CN Traveler and National Geographic so she will have great articles about Tiburon.

Fermin said that Thomas Wilmer from NPR Podcasts will feature Tiburon on his NPR show. She said he will arrive on a Thursday or Friday and will discuss all the new things in Tiburon. Dates to be determined.

Use of Current American Rescue Plan Funds-NPR Advertising

Fermin told the board that there is a slot available for a sponsorship or ad on NPR radio. She said the ad or sponsorship will hit dT's first tier demographic (Sacramento) and the second tier demographic falls into the NPR listener audience. Fermin stated that the demographic is exactly who dT is trying to target. She said that the sponsorship would be for 2.5 minutes for the next 3 months. Fermin shared that there would be one million impressions-36 15-second messages Monday through Friday and 4 15-second messages on Saturday and Sunday, with a call to

action on their website. She quoted the rate as being \$9,995 per month until December 2022. Fermin said the rate was a non-profit plus Covid rate. A question arose about how to track the ROI and Fermin said that she would contact Greg Chanis at Town Hall to see if there was significant growth in sales tax in town (restaurant and hotels) during those 3 months. Fermin said that since the start of the advertising campaign, more people have been visiting Tiburon. She stated that the NPR numbers are the most significant in media so she asked the board for \$9995 x 3 months for a total spend of \$29,985. Fermin mentioned that NPR is the top radio station in the SF Bay Area and would hit the target demographic on NPR's partner station in Sacramento. The board felt that that was a lot of money to spend right now and that more ROI data was needed before committing. It was suggested to get more data and look into locking in the 2022 rate of \$9,995 per month for January through March. Fermin said that she would contact NPR and would pin the idea until the November board meeting but she said that the final decision would have to be by November.

New Business

Petite Left Bank is open and doing well.

Cinelounge is open and doing private parties so would be a great off site space. They are hoping to accommodate more food later.

Adjourn

There being no further business, the meeting was adjourned at 4:32 pm.

Next meeting November 9, 2022 at 4:00 pm.