

destination:Tiburon Board Meeting

4:00 p.m. - May 8, 2024

AGENDA

- Open Meeting
- Public Comment
- Approval of Minutes from April 2024 Meeting
- Banking Totals - P & L Report

Old Business

- d:T Photoshoot
- KV for “Change The Way You Bay” Ad set
- Influencer/Media results
- d:T/Chamber of Commerce Collaboration

New Business

- Clear Channel - Bay Area Outdoor Advertising presentation

Adjourn

Meeting Notes

March 3, 2024 meeting – Destination Tiburon

Open Meeting

Director Stephanie Fermin opened the zoom meeting at 4:10 p.m.

Directors present: John Hoffman, Patrick Sherwood, Holli Their, Hawi Awash

Guests present: Conner Devine joined the meeting at 4:36 p.m.

Public Comment

None.

Approval of April 2024 Meeting Minutes

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

Banking Total

Director Fermin reported a current balance of \$\$59,775.23. She noted she has not received a check from The Lodge since the beginning of April 2024 and once the lodge is up to date the balance should go up significantly.

d:T Photoshoot

Director Fermin discussed the three day photo shoot with photographer Eric Lindberg and reported that the final picture will be available at the next board meeting in June. She reiterated that Mr. Lindberg had done the job of showcasing the entire town and photos will be available for use by all involved including the Chamber and the town itself.

KV for “Change The Way You Bay” Ad set

Director Fermin said that the two new ads are still in the process of completion. The two ads will showcase the Water Edge Hotel and The Caprice. Director Fermin said that since the Water Edge offered the experience of viewing the water from downtown, The Caprice was chosen for its icon view and unique view of the Golden Gate Bridge. Director Fermin also mentioned that as the “Change The Way You Bay” ad set grows there will be room to highlight other restaurants and venues within Tiburon. This was met with nods of agreement by board members.

Influencer/Media results

Director Fermin went over the most recent influencers that have visited Tiburon in collaboration with destination:Tibuon. Sarah Rzepka stayed at The Lodge at Tiburon from April 11-13, 2024 and produced 10.6k plays on her instagram reel about Tiburon, 114 “saves” and 58 “shares” Director Hoffman questioned what this meant in terms of stays in Tiburon. Director Fermin said that these are eyes on Tiburon and what the town has to offer. Director Sherwood also questioned the direct significance and asked if this was our key demographic audience. Director Fermin replied that it was a second tier demographic and that social media is a key way that people get information even if it cannot be directly tied. Director Hoffman then stated that if we cannot find a direct

collaboration between stays and visitors coming to Tiburon and the social media influencers that we are working with he will no longer support this effort. Director Hoffman then stated the lack of Water Edge and Lodge board members at the meeting and questioned their absence. Director Sherwood mentioned that at some point someone will ask the role of destination:Tiburon and what the return on investment is and that the board will need to be able to answer that question. Director Fermin stated that destination:Tiburon does keep a running list of all earned media and contributions for destination:Tiburon and will include that information in the next annual report for the 2024-25 BIDD. Director Fermin went over the other social media creators stats, including Smilkos Lens produced 5k plays on their instagram reel about Tiburon and 48 “saves”. Diretor Fermin also pointed out that within these creators an average of 83% we’re “non-followers” to destination:Tiburon’s instagram meaning fresh eyes that were unaware of Tiburon had been introduced to the town.

d:T/Chamber of Commerce Collaboration

Director Fermin said she spoke with the new Tiburon Peninsula Chamber of Commerce Executive Director and she asked for time to work with her board internally before moving forward. Director Fermin also stated that the Tiburon Peninsula Chamber of Commerce Board is 100% in favor of this collaboration and suggested developing a sub-committee to work on progress and take a prescribed approach moving forward. Director Sherwood expressed concern that we would lose progress with this endeavor with the Chamber and the term “sub-committee” be changed to a more actionable name. Director Sherwood emphasized that we have tried this before with the chamber and it has fallen by the wayside and wanted to ensure we continue our work.

Clear Channel - Bay Area Outdoor Advertising presentation

Clear Channel Account Executive, Connor Devine joined the meeting at 4:37 p.m. and presented to the group about options for advertising in bus shelters and inside San Francisco International Airport. He went over the types of advertising that he has available and mentioned that this time they were offering a 50% discount to those who chose to advertise with them. No questions were asked during his presentation. After his presentation Director Sherwood asked why he was brought onto this meeting. Director Fermin started to offer options for our next round of advertising with the two new Key Visuals put together by Demonstrate. Director Sherwood stated that his presentation was way out of our budget.

Adjournment

Director Fermin adjourned the meeting at 5:16 p.m. to the next regular meeting scheduled for June 12, 2024.