

destination:Tiburon - Board Meeting

June 25, 2024- 4:00 p.m. Online via ZOOM

Agenda

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

Old Business

- Tanish Kumar, Director of Sales and Marketing - The Lodge at Tiburon (vote)
- d:T Photoshoot
- Final KV for “Change The Way You Bay” Ad set (vote)
- d:T/Chamber of Commerce Collaboration

New Business

- TBBID 2024-25 Annual Report (vote)

Adjourn

Meeting Notes June 25, 2024 meeting – Destination Tiburon

Open Meeting Director Stephanie Fermin opened the zoom meeting at 4:09 p.m. Directors present: John Hoffman, Holli Their, Tanish Kumar and Justin Flake

- Public Comment - NONE

- Approval of Minutes from May 2024 Meeting
Approved by Roll Call Vote: Ayes: Hoffman, Flake, and Their

- Banking Totals - P & L Report

Director Fermin reported a current balance of \$55,690.78. 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.

Old Business

- Tanish Kumar, Director of Sales and Marketing - The Lodge at Tiburon (vote)

Director Fermin stated that The Lodge at Tiburon's General Manager Aaron Newell has asked for his Director of Sales and Marketing to represent The Lodge on destination:Tiburon's board. The current board members voted unanimously to bring Tanish Kumar onto the d:T Board.

- d:T Photoshoot

Director Fermin stated that the final photos will be available for use by the end of the July and is pleased with having a new and updated set of photos available for d:T use and for the town.

- Final KV for "Change The Way You Bay" Ad set (vote)

No vote was taken at this time - each board member was unsatisfied with the result of the restaurant KV and Director Fermin will go back to Demonstrate with her feedback.

- d:T/Chamber of Commerce Collaboration

Director Fermin stated a collaboration with the Chamber of Commerce on marketing is in progress. Natalie, likely from the Chamber, will meet with their board to discuss the collaboration further. Director Fermin will the Chamber ED time to work with her whole board on this idea. The goal of this collaboration is to clearly define the marketing roles of each organization to ensure consistent messaging and avoid overlap.

New Business

- TBBID 2024-25 Annual Report (vote)

The Annual Report for 2024/25 fiscal year for d:T was approved to be presented to the Town Council.

Adjourn