



MAYOR JIM FRASER - VICE MAYOR EMMETT O'DONNELL - COUNCILMEMBER RICHARD COLLINS
COUNCILMEMBER ALICE FREDERICKS - COUNCILMEMBER FRANK DOYLE

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July 31, 2012

A WORD FROM THE TOWN MANAGER



Branding our Town

As many of you know, the Town is engaged in an effort to revitalize its downtown. This is founded on the belief that a vital downtown with diverse offerings improves the quality of lives for residents. It reduces the need to go elsewhere for goods and services, enhances our sense of community and simply makes living here more engaging. It also makes the Town more economically viable through increased sales and hotel tax revenues, helping us to maintain services and sound infrastructure within our means.

Town residents alone cannot sustain a healthy downtown. Our businesses rely on visitors to stay afloat, indeed, without a healthy balance of residents and visitors our downtown would dry up altogether. In short, to make the downtown more vital, we need to attract more residents and visitors - the latter preferably via ferry.

An early and key realization in the downtown effort was that the Town lacks an identity with many potential visitors, most notably the millions of people who visit San Francisco every year, a sliver of whom might enjoy a side trip to our shores. Many don't know we exist, can't pronounce our name and cannot locate us on a map. With this realization, the importance of creating a branding message became clear. We need to project an image for ourselves that is true to us and is helpful for stimulating foot traffic in downtown to create that "virtuous circle" where more demand creates more and stronger businesses.

To get a handle on branding, we turned to the community. The Town's Downtown Committee (Mayor Fraser and Councilmember Collins) sought and received Council's support for the creation of a Marketing & Communications

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Task Force. The idea was to tap into local expertise and volunteerism, for who knows what our community has to offer better than us? To our great delight, the response to our call for marketing experts was heard and six highly qualified residents were selected. These impressive volunteers got down to work immediately and enthusiastically, and the result was a presentation to the Town Council two weeks ago. I'm delighted to report it was a resounding success. The Councilmembers and the many members of the business community who were present all expressed appreciation for the Task Force's vision for increasing the vitality of downtown.

What follows is the recap from the Downtown Committee on the history of the M&C Task Force, the process it followed and its recommendations to the Town Council. Please read on!

Background

In January of 2010, the Town Council appointed a Downtown Committee, comprised of Mayor Fraser and Councilmember Collins. It was charged with determining how the Town could help reinvigorate the downtown - that is - make it livelier and more economically successful to improve the quality of life for residents here in Tiburon.

After conducting an extensive public process, including two large community input meetings, the Committee presented a Downtown Vibrancy Report to the Town Council in May of 2011. Notably, it recommended that the Town create a Marketing & Communications Task Force of local volunteers to develop a branding message and communications strategy to revitalize our downtown. Of the many impressive applicants who stepped forward, the Committee selected six people for this undertaking. They joined the Downtown Committee and Town Manager to form the Task Force, which started upon its task last September.

Branding Message

The Task Force tackled its mission with a specific belief: that a vital, energetic, creative downtown makes our lives as residents more interesting, engaging and delightful. It enhances the value of living here; it is among the reasons that validate the decision to make Tiburon one's home.

To advance this objective of creating a livelier downtown, the M&C Task Force started with research. The Task Force met with numerous "stakeholders" in the community including business and property owners, hoteliers, the Chamber of Commerce and the ferry boat operators. It met with the San Francisco Travel Association and the Marin Visitors Bureau. It even met with Merv Field - all in the interest of understanding the downtown's strengths and weaknesses, and assessing its options for improvement.

The group spent a great deal of time reviewing the Town's

assets, differentiators (what makes it unusual or unique) and positioning (Tiburon's appeal relative to its competition), all with a mind to determining the right branding message that would attract visitors to Tiburon and resonate with residents. After much consideration, they unanimously concluded this message should be:

TIBURON

BY THE BAY

NEAR. PERFECT.

TM

Because Tiburon's greatest asset is its unique location on the water, with its spectacular views and water-related opportunities, the added descriptor "by the bay" says far more to a potential visitor or someone searching our website than the name Tiburon alone. We are literally a downtown on the Bay; literally just 20 minutes from San Francisco via ferry. Even arriving by car, coming to Tiburon is a magnificent excursion that includes, for most, a once in a lifetime journey over the Golden Gate. Tiburon offers a perfect day, or days, on and by the Bay.

"Near. Perfect." is a nod to the fact that we are not actually "perfect." Its description is apt, humble and slightly tongue-in-cheek. We are near - very near to San Francisco and other Bay Area destinations like Muir Woods or Napa Valley. We are nearly perfect. Near. Perfect. It can work in a variety of ways, settings and across different media. In two words it conveys a great deal of information in a playful, memorable, appealing and unique way.

Communication Strategy

A branding message is a promise, in this case from the Town to its target audiences. Branding occurs when the message is consistently and effectively conveyed to those audiences. The M&C Task Force thus set out to develop a communication strategy. The Town's new website will be the principal vehicle for this outreach. Its power to attract potential visitors in a cost-effective, flexible manner makes it the logical medium for our message. The website will be search-driven (that is, have content that drives traffic to the site) from search engines such as Google. This will require not only an attractive site, but one that is rich with content about what Tiburon has to offer. Articles about Tiburon's assets, events, festivals and amenities will populate the site, along with photographs that capture Tiburon's special beauty. The new site will be capable of providing a great visitor experience with all the information one might need to decide to make a visit and then execute those plans.

Other elements of the communication strategy are

systematic outreach to the San Francisco hotel concierge community and marketing partners such as Blue and Gold Ferry, Angel Island Ferry and bike rental companies. It will entail the development of collateral materials such as brochures, use of social media such as Facebook and Twitter and the creation of additional (or enhancement of existing) special events and promotions in the downtown. A coordinated way-finding signage program is also needed to assist navigation on the peninsula, particularly for visitors in the downtown. The communication strategy will be implemented in conjunction with the Chamber of Commerce.

Implementation

Funds were set aside in the current fiscal year budget to implement the marketing and communications strategy. The Downtown Committee and staff will return to the Council in the near future with a specific proposal to engage the part-time services of a person to help advance this effort over the next year. Once established (the website up and running, materials created, outreach processes and partnerships in place, etc.), the ongoing level of effort may be able to be reduced. Initially, though, a big push will be required to make the most of the guidance, tools and advice the M&C Task Force has so generously and professionally provided to the Town.

* * *

I hope you share my enthusiasm for this project. We stand to truly achieve an energetic, revitalized downtown if we persevere with the Task Force's recommendations. They certainly have my deep appreciation for their tireless volunteer effort. We have much work to do to realize this vision, but I for one think this is a pretty exciting launching point.

Sincerely,



Peggy Curran

NEWS BRIEFS

Summer Boating Tips: Protect your Boat AND Protect the Bay

Boat owners know that proper boat maintenance helps a boat look better and last longer. Did you know that proper boat maintenance also helps keep the Bay and local waterways clean and pollution free?

Avoid Copper-based paint

One product that is damaging to the Bay is copper-based paint. Copper-based paint is used to help prevent marine flora and fauna from growing on boats. It is also particularly effective in corrosion resistance. Unfortunately, dissolved copper is toxic to aquatic life including fish, invertebrates and phytoplankton. Copper actually blocks the sense of smell in salmon, leaving them disoriented and unable to find their way back to their spawning grounds and inhibiting their reproduction.

There are alternative products that avoid the harm that copper contamination does to marine organisms. The University of California Coastal Resources [website](#) has more information on this topic.

Choosing a Boat Yard

When your boat needs work, choose a boat yard that employs these best practices:

- * Uses a vacuum sander and prevents any remaining dust or debris from entering the Bay
- * Performs pressure washing, sanding, painting, stripping, etc. away from bodies of water
- * Takes samples annually for copper, lead and zinc on-site
- * Recycles and/or disposes of hazardous wastes in the proper manner

More information on how a boatyard or marina can help protect the Bay can be found at [California Clean Marinas](#), California Department of Boating [website](#), or contact your local Marin County Stormwater Pollution Prevention Program (MCSTOPPP) at 415-499-6528.

Please do your part to help keep the Bay pollution free for everyone's enjoyment.

Sincerely,

Matthew S. Swalberg,
Engineering Technician

BUILDING CODE CORNER

Swimming Pool and Spa Safety Features

While swimming pools and spas can be very enjoyable, they can also present some hazards to their owners, guests and, especially, young children. To address these hazards, building codes have adopted various swimming pool safety requirements over the years including standards for pool enclosure fences and gates, automatic pool covers, door alarms, and anti-entrapment devices for pool drains and other suction outlets.



For decades many municipalities in California have required protective fences to be in place around residential (private) swimming pools. In the mid-1990s, the Swimming Pool Safety Act established statewide minimum criteria for safety enclosures around private swimming pools. Where a fence serves as all or part of this enclosure, it must be no lower than 5 feet above grade, have a maximum vertical clearance from the bottom of the fence to grade

of 2 inches, not have gaps or voids allowing the passage of a sphere larger than 4 inches, and must be non-climbable by children below the age of five years. Gates must open away from the pool and be self-closing with a self-latching device positioned no lower than 60 inches above the ground. If the house forms part of the pool barrier, all doors having direct access to the pool area must have permanently installed exiting alarms. These alarms must be mounted with release switches no lower than 54 inches above the floor, emit a warning sound of at least 80 decibels when measured 10 feet away from the device, and they cannot have an on/off switch allowing the device to be deactivated for more than the time it takes to exit through the door. Tiburon also allows the use of approved automatic locking pool covers in lieu of the enclosure fence provided the key-actuated switch is positioned at least 60 inches above the ground.

Another hazard for all pool and spa users is the drain and other suction inlets. People have been killed or sustained life-changing injuries as a result of becoming entrapped by the powerful vortexes created by the circulation pump drawing water into these inlets. The Virginia Graeme Baker Pool and Spa Safety Act of 2008 set national standards to help address this hazard. Basically, all new pools and spas, and whenever existing pools or spas are remodeled, must have their drainage systems reconfigured in a way that prevents physical entrapment of bathers. It is highly recommended that all pool and spa owners have their existing drain cover grilles replaced with antientrapment covers. For more information on this topic please contact the Tiburon Building Division or your local pool supply store.

If you have any questions, please feel free to [contact me](#) at the Tiburon Building Division, 435-7380.

Sincerely,

Fred Lustenberger
Building Official

COMMUNITY EVENTS

FRIDAY NIGHTS ON MAIN

6 until 9 p.m.
Main Street
June 22 through Sept. 14



It's Friday Nights on Main (FNOM) time! This great community event will continue every Friday throughout the summer until September 14 (except August 24). Come join the celebration of Friday Nights on Main with food and fun for all ages.

For more information, contact the Tiburon Peninsula Chamber of Commerce at 435-5633.

HOTBED: ART IN THE GARDEN BENEFIT

11 a.m. until 4 p.m.
Sunday, August 5
2900 Paradise Drive, Tiburon

The public is invited to view the works of emerging and established artists in a beautiful outdoor setting.

From 11 a.m. until 4 p.m. you will experience fine art collections, short films, live fashion, musical performances, and luxury cars interspersed throughout an array of gardens. There will be kids' activities, too, from 11:30 a.m. until 2:30 p.m.

The event benefits two Bay Area charitable organizations: the Nepalese Youth Foundation and Mama Hope.

For tickets and information, visit the [website](#), or call 789-1773.

TIBURON ART FESTIVAL

11 a.m. until 6 p.m.
Ark Row
August 25-26

The sixth annual Tiburon Art Festival returns to Historic Ark Row on Saturday and Sunday, August 25 and 26, with juried artists, live music, family entertainment, and other activities.



PLEIN AIRE COMPETITION

Local artists will be selected to paint "in the open air" at Fountain Plaza on Saturday from 10:45 a.m. until 3:30 p.m. Judges will choose the "people's choice", 1st and 2nd place winners for cash prizes.

The artwork will be displayed from 4 to 6 p.m. on Saturday, August 25, and from 11 a.m. to 4 p.m. on Sunday, August 26. During those times, it will be available for purchase in a silent auction on Ark Row. There are many talented artists in our area, so be sure to take advantage of this show.

If you are interested in entering this competition, contact Joan Palmero at 435-7373, or Azita Mujica-Beavers at 269-2028, no later than August 4.

NEW THIS YEAR - ITALIAN STREET PAINTING

In addition to the Art Festival on Ark Row and the Plein Aire contest at Fountain Plaza, artists and spectators can enjoy street painting like they used to do in San Rafael.

On Saturday morning, August 25, artists will use pastel chalk to draw in their assigned square on Beach Road in Belvedere. Children as well as adult artists are welcome. Call 435-4355 to reserve your square. Spectators should plan to visit the street a few times to watch the progress, and it's free!

For more information on this year's Art Festival, contact [Cathleen Andreucci](#), or visit the Art Festival [website](#).

BELVEDERE-TIBURON OPEN GOLF TOURNAMENT

Tuesday, September 11, 1 p.m.
San Geronimo Golf Course

The public is invited to play in this tournament as a benefit for the Belvedere-Tiburon Recreation Youth Programs. Come join the fun and support a good cause. The day includes lunch, dinner, awards, prizes and more.

Call Belvedere Police Chief Tricia Seyler at 435-3266 for more information.

VOLUNTEER OPPORTUNITIES

SENIOR ACCESS

Community Members Needed for Senior Access Marketing Task Force

Senior Access, based in Terra Linda, is Marin's only Adult Day Services provider. Two years ago Senior Access

established a satellite program at St. Stephen's Church in Belvedere. The program became known as "Marin's Favorite Social Club for Folks With Memory Loss". The Belvedere Community Foundation granted Senior Access seed funding for this wonderful program which is currently underutilized.

To address this problem, Senior Access seeks interested Tiburon and Belvedere residents to work with its Marketing Committee to promote the program on the Tiburon Peninsula. The task force plans to meet once a month for the next four months.

If you or any of your Tiburon Peninsula friends are interested in contributing ideas, regardless of whether or not you have a background in marketing, please [contact me](#) by email or call 722-3638. You can also contact Senior Access Executive Director, [Chris Chater](#), at 491-2500, ext 11. We would love to hear from you!

Sincerely,

Jill Einstein
President, Belvedere Community Foundation

MARIN TRANSIT NEWS

TRANSIT NEEDS ASSESSMENT ONLINE

In partnership with the Town of Tiburon and the City of Belvedere, Marin Transit spent several months conducting a transit needs assessment to evaluate existing services on the Tiburon Peninsula, identify new and emerging mobility needs that fall outside of current transit service options, and craft practical strategies for meeting these needs.

The study focused on Tiburon, Belvedere, and Strawberry and engaged a wide variety of community members and existing transit riders to obtain valuable input on their specific transit needs.

To see a copy of the draft report, visit the Marin Transit [website](#) and scroll down to "news".

For more information, please contact Marin Transit at 226-0855.

Bel-Tib Library Community Calendar

For the scoop on events and meetings sponsored by local not-for-profit community and government organizations on the

Tiburon Peninsula, visit the Belvedere-Tiburon Library's excellent [community calendar](#).



Council and Commission Meetings



Town Council: First and third Wednesdays at 7:30 p.m. (August 1 and August 15)

Design Review Board: First and third Thursdays at 7 p.m. (August 2 and August 16)

Planning Commission: Second and fourth Wednesdays at 7:30 p.m. (The August 8 and August 22 meetings are cancelled.)

Heritage & Arts Commission: Fourth Tuesday at 7 p.m. in the Town Hall Conference Room (August 28).

Parks, Open Space and Trails Commission: Third Tuesday every other month at 6 p.m. (next meeting is September 18).

Unless stated otherwise, all meetings are held in the Town Council Chambers located at 1505 Tiburon Boulevard, Tiburon CA 94920.

Sincerely,

Town Staff
Town of Tiburon
435-7373

Editor: Diane Crane Iacopi

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