

National City Tourism Marketing District (TMD)

Meeting MINUTES

January 6, 2012 (10 am)

1. Roll Call: Nicole Hohenstein, Alex Cota, Jacqueline Reynoso, Sunny Patel, Kelly DeWeese, Anthony Corruthers, Edgar Santos, Ken Muraoka
2. City Council Vote – January 10, 2012, 6pm
3. Implementation Date – January 16, 2012 (2.5% for 5 years)
4. TMD Governance

a. Owners' Association

The City Council, through adoption of the Management District Plan, has the right, pursuant to Streets and Highways Code §36651, to identify the body that shall implement the proposed program, which shall be the owners' association of the NCTMD as defined in Streets and Highways Code §36614.5. The Chamber will serve as the Owner's Association for the NCTMD. The Chamber will create a tourism improvement district committee, which shall include the executive committee and be composed primarily of representatives of assessed lodging businesses, to manage the TMD funds and programs.

b. Brown Act and California Public Records Act Compliance

The Owner's Association is subject to government regulations relating to transparency, namely the Ralph M. Brown Act and the California Public Records Act, designed to promote public accountability. The Owners' Association of a TMD is considered a legislative body under the Ralph M. Brown Act (Government Code §54950 et seq.). Thus, meetings of the Chamber board must be held in compliance with the public notice and other requirements of the Brown Act. The Owner's Association is also subject to the record keeping requirements of the California Public Records Act.

c. Annual Report

The Chamber board shall present an annual report at the end of each year of operation to the City Council pursuant to Streets and Highways Code §36650.

5. Service Plan Budget (Cont. Next page)

Service Plan Budget Summary

A summary of the annual service plan budget for the NCTMD is provided on the following pages. The total five year improvement and service plan budget is projected at approximately \$175,000 annually, or \$875,000 through 2016. A service plan has been developed to deliver services throughout the District.

Annual Budget

Years One through Five Category	% of Budget	Dollar Amount
Sales, Marketing, Safety & Image	84%	\$147,000
Administration	10%	\$17,500
City Collection Costs	1%	\$1,750
Contingency/Renewal	5%	\$8,750
Total Annual Budget	100%	\$175,000

Sales, Marketing, Safety and Image

A sales and marketing program will promote National City as an overnight tourist and meeting destination. The sales and marketing program will have a central theme of promoting National City as a desirable place to visit overnight. The safety and image initiatives will be designed to increase safety at lodging businesses and enhance the image of the lodging businesses as safe places to visit.

These programs may include:

- Internet marketing efforts to increase awareness and optimize internet presence;
- Print ads in magazines and newspapers targeted at potential visitors;
- Radio ads targeted at potential visitors;
- Attendance of trade shows;
- Sales blitzes;
- Familiarization tours;
- Preparation and production of collateral promotional materials such as brochures, flyers and maps;
- Attendance of professional industry conferences and affiliation events;
- Lead generation activities designed to attract tourists and group events to National City;
- Director of Sales and General Manager meetings to plan and coordinate tourism promotion efforts;
- Education of hospitality staff on service and safety (related to alcohol and food) designed to create a visitor experience that will bring repeat visits;
- Education of lodging business management and the owners' association on marketing strategies best suited to meet National City's needs;
- Coordination with police and other public agencies to address crime and code violations at lodging businesses;
- Participation in a business watch program to improve safety at lodging businesses; and
- Image enhancement initiatives to promote National City lodging businesses as safe places to stay.

Administration and Operations

The administrative and operations portion of the budget shall be utilized for staffing costs, office costs, insurance, and other general administrative costs.

City Administration Fee

The City shall retain 1% of the assessment collected to cover its costs of collection and administration.

Contingency/Renewal

A prudent portion of the budget will be set aside in a contingency fund, to be used for unforeseeable costs in carrying out the sales and marketing programs. If at the expiration of the district there are contingency funds remaining, and business owners wish to renew the district, the remaining contingency funds may be used for renewal costs.

6. 1st Official TMD Meeting Pending City Council Approval –

- a. Friday, January 13, 2012 held at 10am at the National City Chamber of Commerce Conference Room (901 National City Blvd).
- b. TMD Committee to have representation from 4 Executive Committee members of the National City Chamber of Commerce and 4 Hoteliers. Thus far, the following hotels have expressed interest in sitting on the TMD Committee:
 - i. Clarion Hotel
 - ii. Best Western Marina
 - iii. Sweetwater Inn
- c. Meetings will be held on a monthly basis for the first Quarter 2012, then every other month thereafter.
- d. Meeting dates and times – 2nd Fridays (10am-11am)
- e. Invite a Speaker to every meeting to inform businesses of industry updates (Ex. AAA, Con Vis, etc.)

7. Use of funds

- a. To be determined during the first 3 planning meetings.
- b. Initial marketing ideas
 - i. Back page ad of the 2012 National City Business Directory (\$3,000)
 - ii. Graphic Design Artist
 - iii. Website Redesign (National City Chamber to host hotel booking functions, more visitor serving)

8. Other/ Questions/ Inquires

- a. Edgar Santos inquired how many hotel rooms we have in National City. Jacqueline to follow up.
➤ **ANSWER: 773 rooms**