



TMD COMMITTEE Meeting
MINUTES
June 11, 2014
2:00 pm – 3:30PM

1) Roll Call

- a. Jacqueline Reynoso
- b. Armando Rodriguez
- c. Brian Clapper
- d. Sunny Patel
- e. Ramish Patel
- f. Edward Santos
- g. Shaun Cassidy
- h. Ken Muraoka
- i. Tayde Aburto
- j. Susana Villegas

2) Approved Minutes of May 14 and May 21, 2014

3) Promotional Spend

- a. Presentation by Univision Radio (Motion to Approve Univision Radio Advertising as presented. (Ramesh/ Shawn)
 - i. Teresa Buswell
 1. Presentation Review of Radio station Potential
 - a. Please review power point presentation for data (see attached)
 2. In Banner Video
 3. Audio Streaming
 4. Talent: Mary Lopez Gallo representative

QUESTIONS AND CONCERNS

- ii. What is the Target Audience?
 1. Both English and Spanish Speaking
- iii. Is it the correct demographic to promote?

TMD GOALS

- iv. Direct hotel marketing
- v. PR for community marketing
- vi. Is this targeting all demographics?
 1. No, investment in English

- vii. Target is Hispanic based on SWAT analysis
- viii. Can we begin English first?
 - 1. Focus was Spanish based on hotel survey
- ix. Hotel stays are mixed demographics based on seasons
- x. Can we do both English and Spanish? Yes

How far south does this reach?

- xi. La Nueva – Orange County to Rosarito, Ensenada

What percentage of the budget is divided in English/Spanish

******Spend on Univision Radio**

- xii. \$5000 allocation for 2 week period
 - 1. Ramesh Patel
 - 2. Shaun Cassidy Second
 - 3. Discussion: Can we have promotional code or item? Asking for some way to tie in.
 - 4. All in favor -3
 - 5. Oppose – 1
 - 6. Majority is in favor

b. Presentation by Frontera was postponed. Presenter absent.

- i. ***Reallocate \$1800 from Frontera to jumbo tron.
 - 1. Ramesh Patel
 - 2. Second the motion Shaun Cassidy
 - 3. All in favor. PASSED

4) Considered uses for excess funds – Allocating funds to other categories that can assist each hotel instead of reimbursing funds. Excess of \$18000 plus \$40K- \$50 K

a. Sales / Front Desk Training

- i. Customer Service Training
- ii. Signature training

b. Joint Membership/ Promotional Efforts (Restaurant Promotion)

- i. Restaurant coupons
 - ...this will provide Added value to stay in hotel. Market the packages on ads/ google analytics, etc.

c. FOCUS ON Sales training and restaurant promotion

d. STAY AND DINE campaign connected to landing page

e. Budget for promo items

- i. Beach ball, Sun Screen
- f. Sponsoring sporting events to be listed an organization
- g. Revisit establishing relationships Soccer tournaments, Sleeptrain Amphitheatre
- h. Chula Vista not active- take advantage of them not being inactive
- i. Nature Center

5) Press Activity Report – FocusCom

- a. Announcing Focus and Deipi as
 - i. San Diego Business Journal
 - ii. Uniradio
 - iii. Frontera
 - iv. Televisa Tijuana- interview of Jacqueline
- b. Connected with bloggers
 - i. UT

- ii. Media Tour in July for bloggers
- c. MVP Partnership
 - i. Connect with Diana Avila to run inspection of hotels. There are 4 open spaces
- d. Press releases
 - i. Memorial Day Celebrations at LVMP co
 - ii. Summer movie at Park
- e. SOUTH COUNTY EDC June 20 media tour- 15 min to highlight in NC
- f. **Medical Tourism – Follow up**

6) Hotel Landing Page – Deipi.com

- a. Landing Page
 - i. Only three hotels with photos
 - ii. Coded and running by Monday
 - iii. Create mobile friendly of landing page
 - iv. Analytics are increasing
 - v. Newsletter was sent out
 - 1. Send to all contacts
 - vi. Social Media Campaign increase
 - vii. Blog-

7) Brochure and Map update -Armando

8) Public Relations

- a. June FAM Tour with SCEDC
- b. Media Kit
- c. TMD FAM TOUR Dates

9) Chamber Membership Updates

- a. Utilization of benefits

10) Meeting Adjourned