



**TMD Committee Meeting
AGENDA
May 14, 2014
10am**

1) Roll Call

- a. **Jacqueline Reynoso NC**
- b. **Robert Valderrama**
- c. **Jess Van Deventer**
- d. **Susana Villegas**
- e. **Tayde Aburto**
- f. **Rosa Ochoa**
- g. **Shawn Kasidddy**
- h. **Ken**
- i. **Armando Rodriguez**
- j. **NO QUOREM**

2) Meeting Dates and Times

3) Strategy Plan Updates – Jacqueline

- a. Review 2014 Budget
 - i. Dec 2013 end balance \$59,000
 - ii. What would be the best use of expending
 - 1. Promo items
 - 2. Other
 - a. Doesn't seem appropriate to budget with a negative budget
 - b. Remove promotions and Reserve account and set at \$0
- 3. Review Collections of TMD funds for the last 2 years
 - a. No January figures. TMD began in February
 - i. Currently \$5000 behind from last year

4) Scope of Work Updates - Tayde Aburto

5) 2014 Ad buys/ Media Strategy

- a. 93.3 / Kiss FM
- b. Radio Latina
- c. Other explored

6) Consider uses for excess funds

7) Press Activity Report – FocusCom

8) Social Media Update – Deipi.com

9) Community Map Delivery Date – Armando

- **Replace front image with retractable art**

- a. Final File for review: May 23, 2014**

- i. 3 Panels to Highlight:**

- 1. Include small map of Member Restaurants close to hotels (10% DISCOUNT)
 - 2. Move “Places to Visit in NC” panel to the Map side, on top, include photo, address and phone number, and brief description
 - 3. Back Panel Options: Did You Know Facts, Adventures in NC, Travel Itinerary, Book a Tour,

- ii. Printed Version available JUNE 2, 2014**

10) Brochure- Armando

- a. Cost to print current version. See cost sheet attached Litho**

- i. Requested amount is 100,000 copies**

- 1. 80,000 for Certified Folder Display
 - 2. 20,000 for placement in NC

- b. Distribute to Los Angeles Market**

- i. Changes to brochure**

- ii. Deadline**

- iii.**

11) Public Relations

- a. June FAM Tour with SCEDC**

- b. Media Kit**

- c. TMD FAM TOUR Dates**

12) Promotional Spend

- a. Replenish Maps (Cost of LA coverage and printing)**

- b. Replenish post-its, pens; review other options and pricing (travel kits, lip balm, sun block)**

13) Chamber Membership Updates

- a. Utilization of benefit**

14) MEXPORT Hotel Participation

- a. Outreach to see who can attend**

15) Susana Villegas Presentation

- **5 out of 12 hotels responded to SWAT analysis**
- **Time line April to December**
 - Relationship building
 - Navy
 - Sports group
 - Political
- **Focuscom and Deipi on Special Tour of hotels and Historic Area**
- **A few changes to scope of work**
- **Press release**
 - New PR company
 - Restaurants
 - Energy Blitz
 - Renovations to hotels
 - Memorial Day
- **Development of Media Kit**
- **Brochure**
 - Rosa Ochoa not supportive of event listing
 - Best Western has not received business
 - Brochures sent to Virginia and Washington DC
 - Government City's
 - NWR marketing to military
 - Yuma
 - El Centro
 - Los Angeles
 - **Military Installation**
 - **Susana Villegas is establishing the relationship**
- **Outreaching to all chambers**
 - Promoting events with call to actions to stay in National City
 - Building profiles
- **Volaris AD**
 - Publi-reportaje
 - Purpose is to highlight NC with an article or to have an AD insert

Tayde Aburto

SCOPE OF WORK

Mobile App \$1200 plus art work

- Assist in discount for visiting tourist or resident
- Events
- Coupons
- No monthly cost can be upgraded from back in
- Best Western agree with APP
- There has to be an incentive for people to download the APP

- Print material for APP campaign
- Online promotions
- Marketing Channel for the campaign

Google Analytics installed

- Recommendations
 - Reallocation of funds to change methods
- Landing page for Visit NC website
 - All 12 hotels with listed percent discount
 - Can have landing page ready in 1 week
- Recommendation is to assure that investment produces hotel stays
- Online campaign can be targeted

Blog

- 1 blog per week cost \$40
- Content can be used for many
- Focus of the organic campaign is to
 - PPC campaign in Mexico is less cost

- **There is an additional \$73k to spend**

Hotel owners need to vote on the allocated funds to be spent on

- **Rosa to take lead to outreach to other hotels** to attend a meeting on Thursday May 22, 2014

10 AM

- **Other - Advertise in Maciladora website**

May 21, 2014
(Continued Meeting from May 14, 2014)

1. Roll Call

- a. Sonny Patel
- b. Patel
- c. Edgar Santos
- d. Luis Matus
- e. Ken
- f. Tayde Aburto
- g. Susana Villegas
- h. Jess Van Deventer
- i. Jacqueline Reyonos

2. Discussion on Budget

- a. Motion to approve 2014 the budget
 - i. Jess
 - ii. Edgar
 - iii. All in favor, budget approved

3. Discussion on Volaris Advertisement

- a. 26 flights on a daily basis
- b. Read rate 8 per magazine
 - i. Patel not agree on ad
 - ii. Santos – great for future travel
 - iii. Rejected ad spend on Volaris, and instead...

4. Suggest to invest into Tijuana medical clinic promotion

- i. Shuttle company to take tourist
- ii. Transportation company is important
- iii. Medical Tourism
- b. **Luis Matus**
 - i. Relationships to bring the market to National City
 - ii. Special rates for patients
 - iii. Funding can be
 - iv. Association in Baja that we can advertisement
 - 1. Example \$92 includes transportation and double occupancy

5. Recommendation to pay for marketing services

6. Next meetings set at 2 pm not 10 am

7. Invest in Google Ads

- a. All the ads are going to point to the booking landing page
- b. Change the layout
- c. Less Click possible
 - i. June Google Ads - \$3000
 - ii. July - \$15,000
- d. Commit to drive clicks, but conversions is up to hotel

8. Mobile App for Visit National City

9. Blogs one every week

- a. Tayde committed to send the first 8 at no cost

10. Current video is not professional, too long

- a. 15 – 30 sec commercial
- b. You tube video with call to action
- c. Visual attractive

11. Difficulty Tracking Radio

12. Hotel perspective not wanting radio

- a. Return on investment is small
 - i. Ken –Remote promotion from each hotel is a good marketing tool

13. Branding and imaging needs to be balanced

- a. Hold on radio budget until next meeting
- b. Tayde will begin You Tube Campaign
 - i. Video story- use throughout
 - 1. Target short video

14. June revisit \$5,000 for radio buys and \$1800 for La Frontera

15. Motion to approve the Q 1 and Q2 2014 Ad spend budget with the reallocation \$4,105 from Volaris to promote medical tourism/hotel stays from Tijuana in National City; and motion to revisit media buys of \$5000 for Univision Radio and \$1,800 for newsprint with La Frontera at the next meeting (June 2014)

- i. Edgar Santos (motion introduced)
- ii. Luis Matus Second the motion
- iii. Budget approved

16. MVP partnership

- a. Relationship developed by Susana Villegas
- b. How soon can hotel's know that a ship is docking?

17. Sporting commission relationship

- a. Working with Padres

18. Fund balance \$60,000

- a. Invest collectively
 - i. Certified folder cost -print and distribution \$7600 to include Los Angeles market
- b. Edgar to vote to distribute the \$60,000
- c. Condition to promote National City
- d. Equal allocation of 40% of excess funds

19. Motion to move forward on Certified Folder Distribution not to include Los Angeles and print at least 20,000 copies; and Move forward on print cost for brochure and maps - \$10,000 allocated from the December 2013 Fund balance.

- i. Edgar (motion introduced)
- ii. Ken second the motion
- iii. Print cost approved

20. Promo items and budget to be discussed at the June 2014 meeting.

- i. Edgar Santos**
- ii. Luis Matus Second the motion**

21. Revisit stipulations of reallocating excess funds from previous years. Must comply with legal guidelines as outlined in legal review memo prepared by TMD counsel.