TMD COMMITTEE Meeting
April 1, 2015
3:00 PM
901 National City Blvd.

MINUTES

1) Roll Call
    a. Edgar Santos – Best Western Marina Gateway
    b. Rosa Ochoa – Best Western Marina Gateway
    c. Denise Holl – Best Western Marina Gateway
    d. Gina CIVITAS
    e. Sunny Patel- National City Motel
    f. Ramesh Patel-Howard Johnson
    g. Eric Loft – Holiday Inn
    h. Stardust Inn
    i. Paradise Motel
    j. Brian Clapper - NCCC Vice Chair
    k. Tayde Aburto - Diepi.com
    l. Jacqueline Reynoso - NCCC
    m. Armando Rodriguez - NCCC

2) Motion to Replace Ken Muraoka with Sunny Patel for seat in the committee
    a. Ramesh Patel Moves
    b. All in Favor
    c. Non Opposed
    d. Motion to Replace Ken Muraoka with Sunny Patel for seat in the committee approved

3) Minutes of January 14, 2015
    a. Motion to Approve Minutes
    b. Eric Loft Moves
    c. All in favor
    d. None Apposed
    e. Minutes Approved January 14, 2015
        i.

4) Presentations
    a. CIVITAS – TMD RENEWAL PROCESS
        i. Recommend to begin process eary
        ii. Time line of seven months for renewal
            1. Complete by December
            2. 5 Steps to complete
            3. Up to 10 years
            4. Presented to Hoteliers – once approved than goes to the City
            5. Petition drive to accept followed by 2 months city council
                a. Resolution of intention
                b. Open Meeting
            6. Not one hotel can account for more than 40 % of the vote

b. TMD will expire within 1 year
c. Rate is not necessarily the same, the committee must vote on it
    i. Possibility that smaller hotels are exempt or reduced rate
d. Is there an option to terminate TMD –
e. Go for the most amount of years and rely on anniversary review date to decide on continuation

5) TMD Financial Reports

a. 2015 Budget vs. Feb YTD Actuals
b. Jan. – Feb. 2015 P&L
c. 2014 P&L
d. Balance Sheet – Feb 26, 2015

6) Feb – April 2015 Budget vs. Actual vs.

7) April – July 2015 Budget Proposal

8) **Motion to allocate $_____ of retained earnings to:
a. Private Security for all hotels
b. National City Shuttle Service for all hotels exclusively to the airport
c. $6,000 for permit plus possible charges
d. Review logistics and sustainability
e. Overnight on weekends
f. Red Cab?

    i. Advertising budget _____
    ii. Promo Spend _____
    iii. Hotel Package deals _____
        1. Amusement Parks
        2. Restaurants
        3. Uber/ Lyft/ Taxis
        4.
    iv. Signage _____
    v. Safety _____
    vi. Printing _____

9) 2015 Signed Contract Amendment with FOCUS COM

10) Restaurant Promotion Program Update

a. Continue Restaurant Promotion
b. Local Restaurant : Karinas, El Torrito, Café La Maze
c. Add coupon on website and share with others
    i. Print and Book Campaign at any hotel
    ii. Chamber to print Promo Cards
    iii. Process same as before

11) Promo Items
    i. Motion to approve the purchase of 2500: Frisbees, Post its, and Beach Balls
    ii. Motioned by Ramish Patel

iii. Edgar second the motion
iv. All in favor
v. Motion passed

b. Motion to approve 130 golf tees
i. Motion by Eric Loft
ii. Edgar second the motion
iii. All in favor
iv. Motion passed

12) Marketing Report 2015
a. Web Analytics Report
b. Google Ad Words Results
c. Megatron
d. Radio Ads
e. Mobile APP
f. Media Kit
g. Media Report
h. Upcoming Opportunities
i. Z 90 Giveaway Promo

13) Media Kit 2015
Only goes to Media
Critique:
- Military is not mentioned
- Phone numbers in correct: Howard Johnson and Best Western
  - Check on all numbers
  - All

Military discount?

14) #MEETNATIONALCITY Marketing Plan

15) Mobile APP Marketing Plan

16) Expedia
a. Banner ads need to be in San Diego search to be able to farm that market
b. Banner ads without the landing page
c. Randomized order of hotels

17) Motion to approve Q2
a. Edgar Motion to Approve
b. Eric Second the motion
c. All in favor
d. Motion approved

18) Best Western 2 room nights and Eric Loft to check 1 -2 comp rooms for contest
a. Bounce back email 10 % discount Everyone 10% ,

19) Adjournment

20) NEXT MEETING DATE: **<u>July 8, 2015 (3pm) CHANGE TO JULY 15</u>**