



TMD COMMITTEE Meeting

MINUTES

January 14, 2015

2:00 pm – 3:30PM

1) Roll Call

- a. Jacqueline Reynoso
- b. Armando Rodriguez
- c. Dukie Valderrama
- d. Jess Vandeventer
- e. Brian Clapper
- f. Ken Muraoka
- g. Eric Loft
- h. Donna Hudon
- i. Tayde Aburto
- j. Susana Villegas

2) Minutes of September 10, 2014

- a.

3) Presentations

- a. City Beat (print and online), Paulina Porter (5 min)
 - i. No presentation
 - 1.
- b. Local Media (radio and online), Dalia Trujillo (5 min)
 - i. Presentation of demographic and social economic levels of listeners among all three stations: 92.5, 91X, Z90.3
 - ii. Digital Overview
 - iii. 91X and Magic 92.5 are proposed to be utilized
 - iv. Attached contest to hotel stay and ticket giveaway
 1. Include transportation
 - v. Interest is on package #1
 1. Other contest can be added
 2. Length of promotion for each event 3 -4 weeks
- c. Motion to Approve Local Media Proposal Accept the proposal Plan A**
- d. Moved by Jess**
- e. Second by Eric**
- f. All in favor**
- g. Motion approved**
- h. Medical Tourism, Mario Ramos (5 min)
 - i. Gerardo Padilla Youth Transport Services
 - ii. Currently Contract with San Ysidro Hotel
 - iii. Vans and Mini Vans with wheelchair accessible
 - iv. Definition of medical
 1. Mexican Medicine catering to American Citizens
 2. Just a transportation company
 3. One of a few company's that does inter-border transportation

- 4. Cost is based on volume
 - a. \$80 - \$120 depending on location in Mexico. One way.
- 5. Question
 - a. Co branding with YTS
 - b. How many passengers total 2013 – 2014
 - c. Daily basis 30 – 60 people a day
 - d. Dr. promote the hotels so that bookings occur
- 6. Presentation was not clear
- 7. What is the budget and how do we allocate?
- 8. Asking for proposal for evaluation
- 4) Budget Review for 2015 and strategy plan
 - a. **Motion to Approve Budget**
 - b. **Moved by Eric Loft**
 - c. **Second by Brian Clapper**
 - d. **All in favor**
 - e. **Motion approved**
- 5) Budget Q1
 - a. **Motion to Approve Budget Q1**
 - b. **Moved by Eric Loft**
 - c. **Second by Ken Muroaka**
 - d. **All in favor**
 - e. **Motion approved**
- 6) Program Review and Effectiveness -Restaurant Promotion Program
 - a. Three Restaurants have signed for the program
 - 1. Coronado Café
 - 2. Goodies Bar and Grill
 - 3. Waterfront Grill
 - b. Extend Program Through Dec 31, 2015
 - c. **Motion to continue Restaurant Promotion**
 - d. **Moved by Brian Clapper**
 - e. **Second by Eric Loft**
 - f. **All in favor**
 - g. **Motion approved**
 - h.
- 7) Video Production Update
 - a. Three new videos
- 8) Promo Items
 - a. Additional items for summer.
 - b. Larger Beach Balls
 - c. Lanyards
- 9) Deipi Updates
 - a. Web Analytics Report
 - b. Google Ad Words Results
 - i. Sweetwater Inn- possible positive results
 - c. Megatron
 - d. Univision Radio Ads
 - e. Mobile APP
 - i. Coupon Request
 - f. #MEETNATIONALCITY

- i. "Share your photos and things you love about National City On"
- 10) FocusCom Update
 - a. Media Report
 - b. Upcoming Opportunities
 - i. NAVY
 - 1. Advertisement on the Navy Magazine
 - 2. Monthly E news letter
 - 3. Invitation to be at terminals
 - 4. New Website and have an opportunity to advertise the hotels
 - c. San Diego Military
 - d. Referrals from the Navy lodges
- 11) Post winners of contest on pic
- 12) Request for Expedia online campaign Cost

March 18, 2015 next meeting 2pm

- a. Motion to Support the effort of the YMCA**
- b. Moved by Eric**
- c. Second by Donna**
- d. All in favor**
- e. Motion approved**