



## TMD COMMITTEE Meeting

### MINUTES

July 8, 2015

2:00 pm – 4:00PM

#### 1) Roll Call

- a. Jacqueline Reynoso
- b. Kenneth Campbell
- c. Dukie Valderrama
- d. Edgar Santos
- e. Ellen Jennings
- f. Sunny Patel
- g. Ramesh Patel
- h. Susana Villegas
- i. Mike Patel
- j. Rosa Ochoa
- k. Brian Clapper

#### 2) Minutes of April 1, 2015

- a. Motion to approve minutes
- b. Motioned by Edgar Santos
- c. Second by Ramesh Patel
- d. All in favor
- e. None opposed
- f. Minutes approved

#### 3) Approve Contract with CIVITAS for TMD Renewal \$30,100 (July-January)

- a. Total balance over a 6 month period, pro rated
- b. 3 visits to San Diego
- c. All preparation of documents
- d. Guidelines Established
- e. OPTION: \$1,500 or \$750 for each consultation visit
- f. Motion to approve
- g. CONCERNS: Contract needs wording clarification
- h. Motion to approve one (1) month of services for \$4,300 & seek clarification of contract
- i. Motioned by Edgar Santos
- j. Second by Dukie Valderrama
- k. All in favor
- l. None opposed
- m. Motioned to move forward

#### 4) Website Contract with Deipi.com/ FocuCom approved prior to meeting. Jacqueline requested

other bids from hoteliers, only one was received. Total cost \$6,700 for two websites – National City Motel and Star Dust Inn.

- 5) Reporting
  - a. Star Report requested by Hoteliers
  - b. Counties to include: South Bay, Downtown, East County, North County
  - c. Susana will inquire with her contact on Star Report prices (\$3,000 - \$20,000)
  
- 6) TMD Financial Reports
  - a. Balance Sheet – June 30, 2015 reviewed and accepted
  - b. January – June 2015 YTD Actuals vs. Budget reviewed and accepted
  - c. June 2015 Profit & Loss Statement reviewed and accepted
  - d. Committee requested to only report through actual receipts and expenses, such that if we have only received TMD assessment through April 2015, then we shall only report expenses through April 2015. Noted.
  
- 7) April – June 2015 Budget vs. Actual (Last Quarter Reporting).
  - a. Budgeted \$17,302 vs Actual Spend of \$15,438 on Google Ads Words, Electronic Bill Boards, Z90 radio promotion, #Meet National city postcards, and Pier 32 Marina.
  
- 8) Approve Contingency AD Budget for July – September 2015
  - a. Motion to approve Contingency AD Budget of \$6,000 for Q 3 to be utilized as needed
  - b. Motioned by Edgar Santos
  - c. Second by Ramesh Patel
  - d. All in favor
  - e. None opposed
  - f. Contingency AD Budget approved
  
- 9) Motion to allocate \$50,000 of Retained Earnings to:
  - a. Shuttle: Up to \$25,000
    - i. Considered shuttle company: Southwest Transport
    - ii. \$35-\$40 per ride to or from the airport
    - iii. Voucher System: Each location to receive vouchers based on average contributions to TMD based on the last year of operations.
    - iv. Ex: \$25,000 x % of average contribution to the TMD
    - v. Requested that a Southwest Transport Representative be present for next month's TMD meeting on August 4<sup>th</sup> at 1:30 PM.
  
  - b. Safety-Dedicated Patrol Vehicle: Up to \$25,000
    - i. Considered security company: System Management Services
    - ii. Security personnel rotating from hotel to hotel in marked patrol vehicle
    - iii. Responding to emergencies, and maintaining communication with NCPD
    - iv. Security services through end of January , & renegotiated at end of January
    - v. Requested that a System Management Services Representative be present for

next month's TMD meeting on August 4, 2015

- vi. Motion to move forward
- vii. Motioned by Dukie Valderrama
- viii. Second by: Edgar Santos
- ix. All in favor
- x. None opposed
- xi. Motioned to move forward

## **FOCUS COM PRESENTATION**

### **10) For Advertising, Promo, & Print - Q3 (July – September 2015)**

- a. Google Adwords: \$5,000 for online marketing
- b. Facebook Marketing (Boosts): \$1,000 for online marketing
- c. City Beat: \$1,000 for print and online
- d. Star News: \$685 for ad featuring all 12 hotels
- e. E & M Consulting Inc: \$2,499 for directory & community guide, back cover ad
- f. Filipino Press: \$2,000 for print ad
- g. Electronic Billboard: \$5,400 for July-September Tijuana/USA boarder ad
- h. iHeart Radio: \$6,000 for radio time
- i. La Poderosa: \$3,000 for weekly radio interviews
- j. Z90: \$5000 for radio campaign
- k. Televisa: \$1,700 for Spanish TV ad
- l. Univision festival: \$3,000 for festival del grito
- m. #meetnationalcity: \$600 for (15) 3' x 5' banners
- n. #meetnationalcity: \$210 for (3) 10' x 3' banners
- o. #meetnationalcity: \$400 for (10,000) 4" x 6" post cards
- p. Visit National City: \$3,000 for (7,000) folders
- q. Visit National City: \$300 for professional photographer
  - i. **TOTAL AD BUDGET FOR Q3 (July – September 2015) = \$37,094 (\$12,364.67/month)**
  - ii. Motion to approve Q 3 Ad Budget -
  - iii. Motioned by Rosa Ochoa
  - iv. Second by: Dukie Valderrama
  - v. All in favor –
  - vi. None opposed
  - vii. Motioned to move forward

11) Meeting to be continued.... (out of time)

12) Meeting Adjourned

13) **Next Meeting Date: August 4, 2015 at 1:30 PM**