



TMD COMMITTEE Meeting

MINUTES

September 24, 2015

1:30 PM – 3:30 PM

1) Roll Call

- a. Jacqueline Reynoso
- b. Kenneth Campbell
- c. Martha Bolanos
- d. Stephanni Casas
- e. Dukie Valderrama
- f. Ramesh Patel
- g. Mike Patel
- h. Sonny Patel
- i. Edgar Santos
- j. Rosa Ochoa
- k. Brian Clapper (on the phone)
- l. Eric Loft
- m. Susana Villegas
- n. Tayde Aburto

2) Minutes of August 4, 2015

- a. Motion to approve minutes
- b. Motioned by Dukie Valderrama
- c. Second by Eric Loft
- d. All in favor
- e. None opposed
- f. No Abstentions
- g. Minutes approved

TMD Renewal

- h. Proposal to renew TMD contract for an additional 10 years, with an *evaluation* at the 5-year mark. Renewing every 10 years will avoid a \$30-40K fee at the 5-year mark. (4 votes needed).
- i. Rate: 2.5% all Hotels
- j. Program Funding: Proportionate to Contributions
- k. *Possible Option: Small Hotels may choose to come up with their own recommendations on how to utilize their TMD funds based on their contributions.
- l. Motion to proceed with TMD Renewal
- m. Motioned by Dukie Valderrama
- n. Second by Edgar Santos
- o. In favor by Eric Loft, Edgar, Santos, Dukie Valderrama, & Brian Clapper
- p. Opposed by Sonny Patel, Mike Patel, & Ramesh Patel
- q. No Abstentions
- r. Moving forward

3) Security Company Progress

- a. Security rotations and presence have been effective

4) Shuttle Company Contract Review-New proposal

- a. Considered Companies:
 - 1. Southwest Transport: \$45 per trip, 611 vouchers, up to \$35K. Monthly fee of
 - 2. Supper Shuttle: \$30 per trip for 1st person + \$9 per additional person, 460-1166 vouchers (depending on passengers), up to \$35K
 - 3. New Company Ramesh Recommended (\$18 per trip)
- b. Proposal to hear presentation and entertain bid from Ramesh's known Transportation Company.
- c. Motion to re open bidding
- d. Motioned by Eric Loft
- e. Second by Edgar Santos
- f. All in favor
- g. None opposed
- h. No Abstentions
- i. Approved unanimously

5) Q4 Proposed Advertising Budget vs. Q3 Actual Spending

- a. *New Event-* Asian American Sports Club, 9th Annual Nationwide Volleyball Tournament, Alliant University (October 31st-November 1st)...\$3,000
- b. Star News- Circulation: 400K copies, 1.8 million readers/year, \$790/month x 6 months...\$4,800
- c. Filipino Press- \$2,000
- d. Ella Magazine- \$500
- e. Electronic Billboards- for November & December...\$3,600
- f. Volaris Magazine- 35 Latin American Countries, Ad or Editorial...\$4,500/month

6) Proposed Promo Items-Inventory Re-Order

- a. Beach Balls, Qty: 1000, \$1500
- b. Pens, Qty: 1000, \$800
- c. Post Its, Qty: 1000, \$400
- d. Tote Bags, Qty: 1000, \$2200
- e. Brochures, Qty: 5000, \$1000
- f. Maps, Qty: 2500, \$2000
- g. Media Kit, Qty: 200, \$1100
- h. Total expense: \$9,000

Events from now until January 30th, 2016:

- 1. Chamber Days Tailgate Party – 11/22/15
- 2. NCCC Holiday Mixer & Art Display – 12/10/15
- 3. Christmas on Brick Row – 12/10/15
- 4. Annual Installation Dinner – 01/29/16

7) Motion to Transfer Funds as adopted on September 24, 2015:

- a. \$26,400 from Contingency Account to Operating Account - Legal Services (TMD RENEWAL);
 - b. \$5,500 from Net Operating Income to Promo expense.(approval for additional budget expense); and
 - c. \$1,000 from Net Operating Income to Printing expense (approval for additional budget expense)
- ✓ Motioned by Dukie Valderrama
 - ✓ Second by Eric Loft
 - ✓ **All in favor**
 - ✓ None opposed
 - ✓ No Abstentions

8) Motion to Transfer Funds as adopted on August 4, 2015:

- a. \$25,000 from Reserve Account to Operating Account - Shuttle Services;
 - b. \$40,000 from Reserve Account to Operating Account - Security Services; and
 - c. \$4,300 from Contingency Account to Operating Account - Legal Services (TMD RENEWAL/ CIVITAS)
- ✓ Motioned by Dukie Valderrama
 - ✓ Second by Eric Loft
 - ✓ **All in favor**
 - ✓ None opposed
 - ✓ No Abstentions

9) Star Report vs. PFK Report Findings

- a. Currently receiving STAR report at: Cassia, Howard Johnson, Rodeway Inn, Clarion, Motel 6, Best Western, Holiday Inn
- b. PFK report – Limited hotelier response
- c. Reports not needed after all
- d. Moving Forward

10) Media Kit Review

- a. Final Review of Media kit by all hoteliers
- b. Verify hotel phone numbers, address, and website
- c. Contact Information needed to be verified: Rodeway Inn & Howard Johnson
- d. Moving Forward

11) Marketing & PR Report – FOCUS COM (Hand Out)

- a. TMD Committee reviewed attached FOCUS COM handout
- b. Reference handout
- c. Moving Forward

12) Social Media / Online Ad's Report – Deipi.com (Hand Out)

- a. TMD Committee reviewed attached Deipi.com handout
- b. Reference handout
- c. Moving Forward

13) Next Meeting Date: November 18, 2015

14) Meeting Adjourned