



TMD COMMITTEE MEETING

MINUTES

February 3, 2016

2:00 PM – 3:30 PM

1) **Roll Call:** Eric Loft, Edgar Santos, Brian Clapper, Jacqueline L. Reynoso, Marcus Bush, Kenneth P. Campbell, Sunny Patel, Mike Patel, Susy Villegas

2) **Minutes of January 4, 2016**

- a. Motion to approve minutes ___Marcus Bush
- b. Second by ___Eric Loft
- c. In favor: All
- d. Oppose: None
- e. Abstention: None

3) **Shuttle Contract Update**

- a. Opoli contract:
 - \$25,000 budget allocated to the 12 hotels
 - NCTMD shall receive a total of 1330 vouchers over course of contract
 - Value of each voucher: (discounted rate) \$18.80/ ea
 - Up to 15 miles, & up to 3 passengers
 - Vouchers assigned to hotels based on “%” contributions to TMD
- b. Equipment:
 - (1) Opoli preloaded tablet provided to each of the 12 hotels & TMD Admin Office
 - Opoli will track usage of hotel vouchers and will email alert once balance is below \$200 and again when balance is \$0.
- c. Motion to accept___Eric Loft
- d. Second by ___Edgar Santos
- e. In favor: All
- f. Oppose: None
- g. Abstention: None

4) **2016 Mariachi Festival Room Discount Rate**

- Best Western: \$99/night
- Holiday Inn: \$99/night
- Clarion Hotel: \$89/night
- Flat rate, to include breakfast and shuttle service if applicable (3/10 – 3/14)
- MOU by NCTMD & Hotel Owner

- a. Motion to develop room rate MOU between TMD & Hotels ____Edgar Santos
- b. Second by ____Eric Loft
- c. In favor: All
- d. Oppose: None
- e. Abstention: None

5) Q1 Ad Budget Detail

- See Attachments Provided
- Total Q1: \$29,550
- 2016 Budget: \$ 75,000
- Remaining Q2, Q3 & Q4: \$45,450

6) 2016 Signage Proposal by Star Dust Inn

- Mike Jariwala of Stardust Inn submitted proposal to TMD Committee on 2/3/16
 - Requesting funding to update signage
 - TMD Committee approved 50% of total cost
 - NOT to exceed more than \$6,000 with following conditions:
 - 1) Advertise and promote Visit National City Campaign using TMD Logos
 - 2) Hotel to be responsible for maintenance and upkeep of the sign (may include but not limited to bulb replacement, repairs, replacement of sign, cracks, holes, tears, fading, etc...)
- a. Motion to develop funding guidelines for signage ____Edgar Santos
 - b. Second by ____Brian Clapper
 - c. In favor: All
 - d. Oppose: None
 - e. Abstention: None

7) Next Meeting Date: April 20, 2016 (2-3:30PM)

8) Meeting Adjourned