



TMD COMMITTEE MEETING

MINUTES

April 27, 2016

1) Roll Call

Brian Clapper, Jacqueline L. Reynoso, Kenneth P. Campbell, Susy Villegas (over phone), Rosa Ochoa, Edgar Santos, Mike Jariwala, Ramesh Patel, Mike Patel, Sandra Segovia,

2) Approval of Agenda

- a. Motion to approve agenda __Brian Clapper__
- b. Second by __Rosa Ochoa__
- c. In favor: All
- d. Oppose: All
- e. Abstention: All

3) Minutes of February 3, 2016

- a. Motion to approve minutes __Brian Clapper__
- b. Second by __Mike Jariwala__
- c. In favor: All
- d. Oppose: All
- e. Abstention: All

4) Verification of Hotelier Information:

- a. Contact (s) Information (Name, Address, Owner, Property Manager, Phone, Cell Phone, email)
- b. Room Count
 - Best Western: 173
 - Clarion: 180
 - Rodeway Inn: 40
 - Howard Johnson: 65
 - Stardust: 34
- c. Occupancy Rate for 2015

5) Needs Assessment Survey

- Emailed to Hotels for verification and confirmation on April 15, 2016
- Please see email for detail

6) TMD Renewal, Management District Plan (emailed prior to meeting)

- Continue until February 2017
- Micro-targeted
- Campaign needs to be spelled out in MDP

a. Motion to continue plan through Feb. 2017 __Edgar Santos__

b. Second by __Ramesh Patel__

c. In favor: All

d. Oppose: All

e. Abstention: All

f. Motion to NOT pursue shuttle services __Brian Clapper__

g. Second by __Rosa Ochoa__

h. In favor: All

i. Oppose: All

j. Abstention: All

k. Motion to NOT renew term for legal services __Rosa Ochoa__

l. Second by __Mike Patel__

m. In favor: All

n. Oppose: All

o. Abstention: All

7) Presentation: Charles Reilly, Oral History Project Proposal

- Please See Proposal

8) Q2 Ad Budget Proposal

- \$45,000 left through December 2016
- Keep: Google, Yelp, Facebook
- Use \$10,000 budget to reach out to sports teams

9) 4th Annual International Mariachi Festival and Competition Marketing Report

- Please See Provided Report

10) Marketing and PR Report

- Please See Provided Report

11) Promotional Item Update

- Please See provided Report

12) Profit & Loss Statement

- Please See Provided Report

13) Update on Shuttle Service

- Per committee request, we are NO LONGER pursuing this (please refer to question 6-F)

14) Next Meeting Date: July 20, 2016 (2-3:30pm)

- July 20 meeting CANCELLED
- Re-Scheduled for July 27, 2016

15) Meeting Adjourned