



## TMD COMMITTEE Meeting

MINUTES

July 16, 2014

2:00 pm – 3:30PM

### 1) Roll Call

- a. Niel Patel
- b. Ramesh Patel
- c. Shaun Cassidy
- d. Ken Muraoka
- e. Dukie Valderrama
- f. Brian Clapper
- g. Jacqueline Reynoso
- h. Martha Bolanos
- i. Stephanni Casas
- j. Armando Rodriguez

### 2) Minutes of June 11, 2014 Approved (Brian/ Shaun) AU.

### 3) Restaurant Promotion Program – Coordinated by Chamber

- a. \$10 Gift card to local restaurant (chamber members only): Denny's, Aunt Emmas, Goodies Sushi, El Torito, Goodies Bar & Grill, Pier 32 Marina, Chinese Food, Tita's II
- b. Request a possible 20% Discount from restaurants when purchasing certificates/ or paying for certificates that have been redeemed.
- c. What is the mechanism to control?
  - i. Print to redeem the certificate online
    1. Track by downloads (numbered)?/ Time stamp?
    2. Fill out a Survey before printing?
      - a. Two questions before download
    3. Co-op advertisement (**ARMANDO to follow up on rules with restuarants**)
  - ii. Mention on Radio- Can be a challenge. Some abuses can occur by consumer
  - iii. **NEED - Instruction and memo to all hotel staff**
  - iv. Limit and cap on all coupons (with time stamp on print out)
  - v. Voucher needs 30 days redemption period
    1. Per room stay
    2. Change to \$10 certificate
    3. Pier 32, Variety Foods, Pizza
    4. Include address to participating restaurants.
    5. **Tayde to research Tracking system**
  - vi. **Allocation of certificates per month -based on room count per hotel per month.**
    1. **Motion to allocate certificate based on the number of rooms per month**
      - a. **Motion Ramish Patel**
      - b. **Second Ken**
      - c. **All in favor**
      - d. **None opposed**
- d. Redeemable at Chamber restaurants

- e. Restaurant invoices TMD for certificates (monthly basis)
- f. **STAY AND DINE campaign connected to landing page**
- g. LAUNCH DATE: September 1, 2014
- h. Plan a strategy meeting with restaurants and hoteliers in the next 3 weeks.**

**4) Promo Items Research**

- a. Beach ball cost: 2500 qty. \$1.10 5000 qty. \$0.89 (Armando)
- b. Sun Screen cost: 2500 qty. \$1.30 5000 qty. \$1.20
- c. Motion to Order 5,000 Beach Balls**
- d. Ramish Patel**
- e. Ken second**
- f. All in favor**
- g. Non opposed**

**5) Sales / Front Desk Training** – Coordinated by Deipi

- i. Customer Service Training
- ii. Marketing Training
- iii. **BEGIN DATE:** \_\_\_\_\_

**6) Brochure and Map update** -Armando

**7) Video Production**

- a. Integrate VISIT NATIONAL CITY logo as static image throughout video.
- b. All production to match
- c. Jumbo Tron, Video Production will be a 20 sec. version
- d. Review of Story Boards
  - i. Include Mariachi Fest**
  - ii. Shopping / Plaza Bonita**
  - iii. Golf Course?
  - iv. Do we want to capture the Naval Station?
    - 1. Leave for one of the 30 sec. additional segments.
  - v. Highlight San Diego and its proximity to:
    - 1. SD Zoo
    - 2. Balboa
    - 3. Connection with surrounding tourism
    - 4. Cost reflective
  - vi. Use Gateway to San Diego**
    - 1. Connect to Baja

**8) Focus Com/ Deipi UPDATES**

- a. Media Relations Activities
- b. Media Outcomes
- c. Mega-Tron in Tijuana
- d. Media Kit
- e. Univision Radio
  - i. Banners to use?
  - ii. Utilize San Diego Pictures to drive traffic
  - iii. Language approved on banners
- f. Hoteliers contracts with Navy**
- g. Update Auto Heritage (August event)

**h. Mobile App, Google Adwords Results**

- i. Put Hotel Icon first (rearrange others)
- ii. Book Now on bottom
- iii. Add 25 things to See icon
- iv. Add History Icon

i. Social Media

j. Web Analytics Report

k. Clear Channel Proposal for Q4

**9) SUSY WILL FOLLOW UP AT THE NEXT MEETING ON:**

**a. Sports Commissions/ Events relationship management – Focus Com**

- i. Sleep Train Amphitheatre
- ii. Chula Vista Nature Center
- iii. OTHERS\_\_\_\_\_

**b. Medical Tourism – Focus Com**

**10) Meeting Adjourned**