



## TMD COMMITTEE MEETING

### MINUTES

November 18, 2015

2:00 PM – 3:30 PM

- 1) **Roll Call:** Rosa Ochoa, Eric Loft, Brian Clapper, Jacqueline L. Reynoso, Tayde Aburto, Susana Villegas, Stephanni Casas, Martha Bolanos, Kenneth Campbell
- 2) **Minutes of September 24, 2015**
  - a. Motion to approve minutes **Eric Loft**
  - b. Second by **Rosa Ochoa**
  - c. In favor: All
  - d. Oppose: 0
  - e. Abstention: 0
- 3) **Financials**
  - a. February 2012-August 2015 TMD Collections
    - Up \$75K
  - b. September 2015 TMD Balance Sheet
    - \$236K (checking), & \$122K (liabilities)
  - c. September 2015 TMD Profit & Loss Month vs. YTD Comparison
    - Through September. No check yet, en route. Always behind on monthly profit/loss.
- 4) **(Q4) 2015 Proposed Advertising Budget vs. (Q 3) Actual Spend**
  - Google Adwords \$3,000
  - Facebook Marketing \$1,000
  - 101 things to do \$4,800
  - Volaris \$4,500
  - Ella Magazine \$500
  - Filipino Press \$2,000
  - Electronic Billboard (Nov-Dec) \$3,600
  - TOTAL \$19,400
- 5) **OTHER Budget Requests for (Q4) 2015:**
  - a. Ice Skating Rink for Christmas on BrickRow
    - i. \$5400 (no lighting/ no music) -\$6,500 (lighting and sound)
      - **2 days @ Morgan Square**
      - **TMD banner posted**
        - Motion to approve \$3,500 **Rosa Ochoa**
        - Second by **Eric Loft**
        - In favor: All
        - Oppose: 0
        - Abstention: 0
  - b. NAF El Centro Air Show – Saturday, March 12, 2016

- i. \$100-\$12,000 sponsorships available
  - **Brian Clapper** volunteers to answer Q's and pass out promo w/ another volunteer
  - **Air Show: Detachment Sponsor \$1,000**
    - Motion to approve **Rosa Ochoa**
    - Second by **Eric Loft**
    - In favor: All
    - Oppose: 0
    - Abstention: 0

c. El Centro 19<sup>th</sup> Annual Entertainment and Food Festival – March 11, 2016

- i. \$250 Booth or \$500 Event Sponsor
  - **Food Festival: Event Sponsor \$500**
    - Motion to approve **Rosa Ochoa**
    - Second by **Eric Loft**
    - In favor: All
    - Oppose: 0
    - Abstention: 0

**6) Media Kit Information Review**

- All Contacts Verified
- Included Naval Base San Diego Info (update)

**7) Summary of 2014-2015 Marketing Efforts by Focuscom/ Deipi**

- 30-40% more business generated compared to 10% growth in 2013

**8) Marketing and PR Report – Focus Com (HAND OUT)**

- Hotel revenues up 50% comparing March 2013 to March 2015
- 102K visitors since April 2014, generating 148,000 page views (majority of page views came from California, Texas, Oregon, Florida, New York, Illinois, Arizona, Virginia, & Georgia)
- **TV:** KUSI, 10 NEWS, FOX 5, CW6, Univision San Diego, Televisa CH.12, Ch.50
- **Radio:** Univision Radio, KOGO 600, KISS FM, Z90, IHeart Radio, Radio Latina, Uniradio-La Poderosa
- **Print:** Star News, UT, Reader, Frontera, Enlace, El Latino, Vida Latina, Ella Magazine, The Filipino Press, SD Magazine, 101 things to do

**9) Social Media / Online Ads Report – Deipi.com (HAND OUT)**

- Brian would like to see return on investment for Ella Magazine
- We need copies of magazines we are advertised on

**10) Shuttle Company Proposal Review – NEW PROPOSALS**

- **2:45PM-3:00PM – Super Shuttle , Representative: Angela Varen**
- \$30 per ride + \$9 ea. Additional person

- all hotels within 7 mile radius
  - \$150 clean up fee (drunk passengers) to customers, NOT TMD
  - \$58 per hour for circuit (route)
  - EXPRESS: Uber type service coming soon! Drivers will be bonded, background checks, fingerprints...advantage over UBER & LYFT
  - Real time vehicle locator on mobile app
  - Marketing Support: no ad fees, just print costs
  - Fee: for booking and arrival with no show
  - Cancellation Policy: 4 hours
- **3:00PM-3:15PM – Coordinated Fleet Services, Representative: Ben Macias**
  - \* Only National City Company
  - Advance Notice: Previous Day by 6pm
  - Drivers take company vehicles home for around the clock access...always on call
  - Vehicles are ADA compliant (85%)
  - GPS on all vehicles
  - Emergency CPR training
  - Marketing Support: agreed to wrap vehicles if we pay
  - NO current international medical transport yet
  - Per trip option, or \$25K budget with voucher system
  - If vouchers are pre arranged...will honor for after hours
  - Per trip benefits us the most, big difference in voucher system
  - Cancellation Policy: 2 hours
- **3:15PM-3:30PM – Opoli Powered by Prime Time Shuttle, Representative: Nicole**
  - Just launched in May 2015, app enabled service
  - From National City to Airport/From Airport to National City: Shared ride \$23 + \$5 each per additional person
  - Vehicles: Prius or Town Car (both private up to 3-4 people), Shuttle (only shared rides)
  - Kiosk at hotel reservation booth available
  - 2 booths currently at airport for booking ahead of time
  - Online reservation portal
  - \* Tracking system needed for all 12 hotels
  - All billing directly to TMD
  - Advance notice when hotels are low on credits (near end of balance)
  - Analytics can be provided, and prices can be adjusted
  - No Show fee: NOT currently an issue due to staged drivers already at the airport
  - English/Spanish customer assistance
  - Marketing Support: Posts to Social Media, in house marketing team available
  - Avg. ride cost: \$18.50 per trip to or from the airport
  - Voucher system is a greater benefit to hoteliers

11) Next Meeting Date: December 16, 2015 (2-3:30PM) – APPROVE 2016 TMD BUDGET

12) Meeting Adjourned