



TMD COMMITTEE Meeting

AGENDA

September 10, 2014

2:00 pm – 3:30PM

- 1) Roll Call
 - a. Liz Maher
 - b. Tayde Aburto
 - c. Jacqueline Reynoso
 - d. Robert Dukie Valderrama
 - e. Jess Van Deventer
 - f. Brian Clapper
 - g. Eric Loft
 - h. Ken Murioka
- 2) Minutes of July 16, 2014- For Approval
 - a. **Motion by Robert Valderrama**
 - b. **Second by Brian Clapper**
 - c. **All in favor / None Opposed / No Discussion**
 - d. **Minutes Approved**
- 3) Motion to move meetings on a quarterly basis. Next meeting: January 14, 2015
 - a. **Motion by Brian Clapper**
 - b. **Second by Jess Van Deventer**
 - c. **All in Favor/ Non Opposed / No Discussion**
 - d. **Meeting to be moved to a quarterly calendar Approved**
 - e. **Next Meeting January 14, 2015**
- 4) Restaurant Promotion Program
 - a. Discount Card Cost
 - b. Update on Restaurants
 - i. Three Restaurants have signed for the program
 1. Coronado Café
 2. Goodies Bar and Grill
 3. Waterfront Grill
- 5) Video Production Update
 - a. Review of Video
 - i. Preview during events
 - ii. Positive Feedback by Committee
 1. Moving forward on video campaign
- 6) **Q4 BUDGET thru January 31, 2015**

Proposal 1 vs. 2

 - a. Proposal 2: Is recommended because it is measurable and controlled
 - i. GOOGLE AD WORKS – targeted market and controlled
 - b. Proposal 1: is more general in benefits, branding, and perception.
- 7) Can we target and promote key activities and funnel clients from Social Media
 - a. EXAMPLE: Surf Cup and Nomads organizers look for discounts and rebates
 - i. Reach out to the FB users that “LIKE” the page
 - b. Clear Channel/ I heart Radio Nationwide listeners

8) Modification of both Proposals 1 and 2

- a. **MOTION: Remove the newspaper ads from proposal 2 and include the Clear Channel Proposal of \$9,000. An additional \$5,000 to be added form budget to meet the Clear Channel Cost.**
- b. **Motion by Robert Valderrama**
- c. **Second by Brian Clapper**
- d. **All in favor / None Opposed / No Discussion**
- e. **Modified proposal Approved**
- f. Tayde to set up script and outline campaign- to be sent to Jaqueline Reynoso for approval

9) BRANDING

1. Clear Channel – Engages the audience
 - ii. Have a balance of both Branding and Marketing
 - iii. Can be utilized to promote Mobile App
 1. Measurable data based on App downloads or coupons
2. **You Tube, City Beat, App Promotion, and Filipino Press (For the moment not necessary)**

MARKETING

1. Google Ads, Jumbo Tron Border Crossing, San Diego.com, Youtube, Univision Radio, and Media Kit

PROMOTIONS

1. Bags, Pens, Notepads, Brochures, Maps, and Beach balls

10) **Front Desk Training**

- a. Tayde: Shaun Cassidy to conduct Front Desk Training
 - i. Tayde to confirm date and detailed outline of curriculum
 - ii. Possible Scheduling conflicts
 1. Two trainings to be offered
 2. 1 pm, midweek, and with advanced notice for scheduling purposes

11) Deipi Updates

- a. Web Analytics Report
- b. Google Ad Words Results
- c. Mobile App
 - i. Live on Android
 - ii. Apple approval is still pending approval
 - iii. 36 Chamber Member Restaurants are included
- d. Peach Jar marketing for VNC App
- e. Press release for event Sept 23, 2014
- f. Forms to be sent out to NCCC members for coupons request. No charge to members

12) FocusCom Updates

- a. Public Relations July 1- August 30 Activity Report
- b. Rosarito, Baja California, Delegation Tour – 1st Week of October: 50 people, 2.5 hour Tour

13) October delegation from Rosarito and Tecate to visit National City

14) Meeting Adjourned