

TMD Committee Meeting #2
MINUTES
Friday, February 10, 2012 (10am)
National City Chamber of Commerce Conference Room
(901 National City Blvd.)

1. **Intros: Dukie Valderrama, Sue Mason, Eric Lund, Mike Patel, Kelly Deweese, Brad Raulston, Ken Muraoka**
2. **Minutes of January 13, 2012 approved (Nicole / Kelly/ AU)**
3. **Meeting Agenda Approved.**
4. **Visitor Center Network Presentation, Sue Mason & Eric Lund**

Sue Mason, Director of Visitor Services
San Diego Convention & Visitors Bureau
619-243-1308
www.sandiego.org

Eric Lund, ConVis VP of Community Relations
Membership & Visitor Services

- VCN and CONvis have a legislative team, membership services, Visitor center network, Social media, Public Relations, Co-Op advertising, Dedicated Representatives for TMD's/ tourism associations (ex. Coronado and East County)
- Membership fees based on number of hotel rooms (\$5/room)
- Updated website. \$1.5 million project
- ROI measured by the number of room nights, Rev Par, Market Share
- 200,000 visitors per year
- Use of Member Net and Microsites

5. Committee Direction:

- ✓ Focus on small scale operations. Hotels
- ✓ Stay in touch / active with VCN
- ✓ Focus on customer service training and networking opportunities
- ✓ Build Microsites for hotels that don't have websites
- ✓ Promote Smaller hotels on website through a-Res
- ✓ Need to obtain the following form all hotels:
 - Logos
 - Emails
 - Phone Numbers and Cell Phones
 - Websites

6. LOGOS MISSING:

- a. Star Dust Inn
- b. National City Motel
- c. Paradise Hotel
- d. Carlil
- e. Grand Plaza Inn

7. WEBSITE MISSING:

- a. Carlil Hotel
- b. Grand Plaza Inn
- c. National City Motel
- d. Paradise Motel
- e. Rodeway Inn
- f. Stardust Inn
- g. Sweetwater Inn
- h. Super 8 Motel

8. City Collection Form Reviewed and accepted.

9. Action Items

- a. Approve RFP for full Service Marketing, Branding and Website Design services (Nicole/ Dukie/ AU.)
- b. Approve TMD Ad for Business Directory (Nicole/ Kelly/ AU)
- c. Buy membership for Hotels to ConVis (Nicole/ Dukie/ AU)
- d. **125th Anniversary Promotion** – Approve up to \$10,000 budget toward Hotel/ City promotion for City’s 125th Anniversary to match City’s contribution (Dukie/ Nicole/ AU). Position National City as a family destination.

10. TMD Bank Account, Union Bank

- a. Signatories confirmed As Nicole Hohenstein, Jacqueline Reynoso

11. Expense Planning reviewed - updated.