

TMD Committee Meeting #3
MINUTES
Friday, April 13, 2012 (10am)
National City Chamber of Commerce Conference Room
(901 National City Blvd.)

1. **Intros-** Ken, (Asli on phone), Dukie, Nicole, Kelly, Jacqueline
2. **Minutes of February 10, 2012** (Nicole/Dukie/AU)
3. **Approve Agenda of April 13, 2012-** Approved
4. **RFP Report:**
 - a. March 9, 2012 Meeting – reviewed RFP presentations (CHE, HMC, MJ)
 - b. March 23, 2012 Meeting – reviewed final budget submissions
5. **Signed Contract with CHE Effective April 2, 2012 (Copy)-** Link to website- giver her name of Domain/Launch Date/Hotels Listed
6. **aRes Travel Presentation, Asli Baltazar (via PHONE CONFERENCE)-** organization has been around for 15 years. In San Diego, over 200 hotels; Reservations/Cancellations can be faxed or emailed. Can also book regional attractions in San Diego; 67 local attractions; coupon book offering; no annual fee/set-up fee; Extranet based.
 - Can we get discount on margin?
 - Currently for extended property 22% margin for use of booking engine
 - They power ConVis/San Diego Hotels.com etc. (over 40 websites)
 - Requirements to set-up: commitment, provide available inventory to a Res.
7. **City Collection Update - \$14,572 (Feb. 2012)**
 - a. 1 account outstanding

8. Fictitious Business Name Registration Completed

9. Marketing Report:

- a. South County Briefings/ pg. 4 - “National City Launches Tourism Marketing District”
- b. Chamber News/ pg. 13 - “Tourism and Hotel Association of National City”

10. Action Items

- a. TMD Approval Process- Jacqueline- What are Quaron requirements?
- b. Individual Hotel Logos and Websites?
- c. Convis Website / Membership- outstanding
- d. A-Res Sign Up- ask her what she needs from Hotels & send to Hotels e. Invite CHE to next meeting.

11. LOGOS MISSING:

- Star Dust Inn
- National City Motel
- Paradise Hotel
- Carlil
- Grand Plaza Inn

12. WEBSITE MISSING: Have the hotels sign a document that they accept or decline website logo and/logo creation/a-res/

- Carlil Hotel
- Grand Plaza Inn
- National City Motel
- Paradise Motel
- Rodeway Inn
- Stardust Inn
- Sweetwater Inn
- Super 8 Motel

13. TMD Contact Sheet