

TMD Committee Meeting #3
MINUTES
Friday, May 11, 2012 (10am)
National City Chamber of Commerce Conference Room
(901 National City Blvd.)

1. **Attendance: Ken M., Dukei Valderrama, Rudy Camacho, Julie K., Edgar Santos, Julia Simms, Kristine Co, Jacqueline Reynoso**
2. **Minutes of April 13, 2012 - Approved**
3. **Approved Agenda of May 11, 2012**
4. **aRes Travel Subscription Application will be emailed to all hotelers for subscription.**
5. **MOU for Website and/ or Logo development Services distributed. Due to Chamber Office ASAP. Work on individual hotel websites and logos may not begin until the MOU is signed.**
6. **Hotels Offers:**
 - a. Are Hotels willing to offer a 10% discount across the board or some other uniform discount program to help market hotels?
 - No response from committee. They will consider.
7. **Directory Distribution:**
 - a. Deliver Directories to Hotels (CHE will assist)
8. **CHE Presentation:**
 - a. Met with ConVis – Focus on “In-Marketing”.
 - b. Convis willing to share research
 - c. Become part of South Bay coalition
 - d. Not a worthwhile investment to sign up all hotels at this time.
 - e. Wait for 2013 to establish South Bay Cooperative.
9. **Marketing Report:**

Task 1 – Comprehensive Strategy Plan

 - a. Finalized campaign timeline with milestones
 - b. Drafted target markets document as part of Comprehensive Strategy Plan
 - c. PR department working on media list based on target demographics

- d. **Plan:** Finalize area/business/partner research and competitive analysis

Task 2 – NCTMD Identity Package

- e. Creatively brainstormed NCTMD Identity
- f. **Plan:** Present first round of logos to NCTMD on Friday 4/27

Task 3 – Hotel Partner Identity Package

- g. Collected basic information on hotel partners
- h. **Plan:** Follow up with NCTMD re: which 3 final hotel partners to develop identities for

Task 4 – Design of www.VisitNationalCity.com

- i. Drafted initial website diagram for VisitNationalCity.com

Task 5 – Campaign Management

- j. Per Comprehensive Strategy Plan, brainstormed individual promotions and campaigns for target markets

Task 6 – Search Engine Optimization

- k. Started on website and competitor analysis and development of top 10 keywords

Task 7 – Social Media

- l. Started on strategy for social media (to incorporate into Comprehensive Strategy Plan)

Task 8 – Mobile Marketing

- m. Reserved “VisitNC” as shortcode
- n. Discussed strategy for mobile marketing (to incorporate into Comprehensive Strategy Plan)

10. City Collection Update - \$15,085.75 (Feb. 2012)

- a. Work on a payment MOU with City of National City on collection of revenue and review Management District Plan payment requirements

11. Outstanding Invoices

- a. Administrative - \$1,508.58
- b. Business Directory Ad - \$3,000
- c. CHE – Waiting for Billing clarification, Approx. \$7,000 (April 2012)

12. Meeting Adjourned