

**TMD Committee Meeting #4**  
**MINUTES**  
**Friday, June 8, 2012 (10am)**  
National City Chamber of Commerce Conference Room  
(901 National City Blvd.)

1. **Intros- Ken, Jess, Ramesh Patel, Nicole, Alex, Robert “Dukie” Valderrama, Jacqueline**
2. **Minutes of May 11, 2012 (Jess/Dukie)**
3. **Approve Agenda of June 8, 2012 (Nicole/Dukie)**
4. **MOU for Website and/ or Logo development Services –**
5. **Special Event Staffing Volunteers**
  - a. June 10, 2012 (8am-5pm) at San Diego County Fair. “National City DAY”
  - b. Next date: August 5, 2012-NicoleH, Alex Cota, Ken M
6. **Final TMD Logo Input-Navy Ship/Sail Boat/Arches- SD Gateway ”y” into arch**
7. **Booking Engine Alternative – “Booking.com” 15%- schedule for August meeting**
8. **Marketing Report:**
  - Admin
    - a. Won Honorable Mention for National City postcards for Hermes Awards
  - Task 2 – NCTMD Identity Package
    - b. Met with client on 5/23 to finalize selection of NCTMD creative- **Received confirmation from NCTMD regarding logo selection on 7/23**
    - c. Sent client Asset Library on 5/25- **Sent client Visit National City Logo asset library**
  - Task 3 – Hotel Partner Identity Package
    - d. Spoke with client and will wait to hear confirmation re: receipt of MOU to start developing logo/websites-**Website finalized for National City Motel, Paradise Motel Logo, Stardust logo and photos; Rodeway Inn photos; Grand Plaza Hotel photos and followed up with logo selection but no response back; Sweetwater Inn copy has been drafted.**
  - Task 4 – Design of [www.VisitNationalCity.com](http://www.VisitNationalCity.com)-It is now “Live”
  - Task 5 – Campaign Management
    - e. Event information
      - i. **TMD approved the \$10K for media**
    - f. **Promo Items-gift certificates were picked up by Aunt Emma and uniform discount not approved by Carlill Auto Court & Paradise Motel**

- i. Conducted additional research on luggage tags, t-shirts, banners, retractable vertical banners-**do not pursue luggage tags; lollipops/candies/Golf Balls, water bottle, lip balm, sunscreen, antibacterial as promo items.**
- g. Public Relations
  - i. Followed up with client re: specifics on Auto Heritage press release, received client feedback on 5/22
  - ii. NCTMD partners with CHE press release was picked up by the San Diego Business Journal for their 5/21-5/27 issue



Task 6 – Search Engine Optimization

- h. Finalized use of SEO keywords for website copy on 5/22

Task 7 – Social Media

- i. Set up social media pages on 5/25 with logo/basic positioning statement
  - i. Facebook (facebook.com/VisitNationalCity)
  - ii. Twitter (@VisitNatlCity)
  - iii. LinkedIn
  - iv. Google+
  - v. YouTube

Task 8 – Mobile Marketing

- j. **Developing monthly mobile marketing report to send to client at end of month?**

9. Follow –Up Items

- a. Individual Hotel Logos and Websites
- b. A-Res Sign Up (IF INTERESTED) / ALTERNATE OPTION-**to schedule in August with Nicole**

10. City Collection Update - \$16,863.79 (March 2012 ). Collected on May 9, 2012

11. Financials-Issue invoice to City of NC for \$2,000 for 125<sup>th</sup> Anniversary