

TMD Committee Meeting #6
MINUTES
Friday, August 10, 2012 (10am)
National City Chamber of Commerce Conference Room
(901 National City Blvd.)

1. **Intros-** Robert Valderrama, Jess Van Deventer, Kelly Deweese, Kristine Co, Ken Muraoka, Julie Kartrude, Jacqueline, Martha, Michelle
2. **Minutes of June 8, 2012-** (Nicole/Ken/AU)
3. **Approve Agenda of August 10, 2012-** (Jess/Ken/AU)
4. **Website Update-** Kristine Co from CHE presented the website for the entire committee. The website is now live and it is ready to be viewed by everyone. There were a few suggestions brought forward by the committee in terms of the content, pictures being used and how it can be better utilized.
5. **Booking Engine Alternative – Nicole Hohenstein-** A-Res is 20% commission and Bookings.com is 15%
6. **National City 125th Celebration Update-** CHE provided the committee an overall update for the City's 125th Anniversary; press release for review from City; they have also mentioned social media and public relations for announcing the 125th Anniversary.

7. **Marketing Report:**

Task 2 – NCTMD Identity Package #2

- a. Began development of brand standards to be finalized and sent to client by end of August

Task 3 – Hotel Partner Identity Package

- b. Paradise Motel – logo finalized
- c. Stardust Inn – website development in progress
- d. Grand Plaza Hotel – website development in progress, f/u with client re: logo selection numerous times
- e. Rodeway Inn – website development in progress
- f. Sweetwater Inn – copy drafted

Task 4 – Design of www.VisitNationalCity.com

- g. Website “live”, will present to NCTMD during 8/10 meeting

Task 5 – Campaign Management

- i. Advertising Campaign
- ii. Developed banner ad versions for online advertising and retargeting purposes

- iii. Coordinated ad buy agreements with SanDiego.com and Entrevision for August
- iv. PR

Adjournment: 11:00am (Jess/Robert)

- v. Drafted Wikipedia blurb (external)
- vi. Drafted NCTMD Fact Sheet (external)
- vii. Events
- viii. Sent client information re: events FPAC, Festival of Sail and PIFA
- ix. Received signed Auto Heritage Day Statement of Work from client
- x. Coordinated Street Team effort
- xi. Sent amendment to Auto Heritage Day to cover 9am-3pm shift, need signed
- xii. Campaign Giveaways
- xiii. Picked up gift certificates from Aunt Emma's

Task 6 – SEO

- a. Developed the following banner ads for targeting purposes: 468x60, 728x90, 300x250, 120x600 and 160x600, sent to client for approval

Task 7 – Social Media

- b. Built Twitter account to 608+ followers (compared to 401 last week)
- c. Content posted on Facebook and Twitter accounts, interaction with engaged followers on both platforms
- d. Facebook landing pages – email opt-in info capture and hotel reservation to be finalized with appropriate creative that stays consistent with other Visit National City branding

Task 8 – Mobile Media

- a. Sent email to NCTMD and City officials reminding them to text in to help with engagement

8. Follow –Up Items

9. Adjournment