

**TMD Committee Meeting**  
**MINUTES**  
**Friday, December 14, 2012 (10am)**  
National City Chamber of Commerce Conference Room  
(901 National City Blvd.)

1. **Minutes of November 27, 2012 Approved.**
2. **Approved Agenda of December 14, 2012.**
3. **National City City Council Presentation – December 18<sup>th</sup>, 2012**
  - a. Jacqueline Reynoso (Chamber of Commerce), Nicole Hohenstein (Hotelier Representative), Julia Simms (San Diego PR) will be giving a presentation regarding the year-end results of the Visit National City Campaign
4. **Security Enhancement Protocol – Michelle to distribute MEMO to all hoteliers.**
5. **Visit National City Brochures – Request to Reorder**
  - a. The TMD should look into reordering more brochures for the coming year. The prices are as follows and require about a 5 -7 working day lead time.
    - i. 250 – 499      \$265 + tax
    - ii. 500 – 999      \$310 + tax
    - iii. 1000 – 2499    \$356 + tax
    - iv. 2500 – 4999    \$576 + tax
    - v. 5,000+            \$700 + tax
6. **Campaign Tracking: STR Data Reports**
  - a. As agreed upon in our November meeting, we will further discuss the purchase of STR Data Reports.
    - i. Estimated pricing is as follows:
      1. \$2,000/year for a monthly trend report in either a give zip code or county
      2. \$2,800/year for a multi-segment report for 12 segments  
(Approximately \$100-200 per segment)

**7. 2013 Visit National City Campaign Strategy**

- a. Discount Mobile Marketing Effective September 2012 onward
- b. Baja, MX Target Market?
  - i. Uniradio
  - ii. Radio Latina
- c. Video Production
- d. CW Live Appearance – San Diego Living (\$1,000)
- e. NCCC Website Integration (\$15K-\$20K)

**8. 2013 Visit National City Budget**

- a. Nov. 2012 P&L (\$40,552)
- b. November Bank Statement (\$23,965)
- c. Estimated Year End Financials

**9. Adjournment**