



**TMD Committee Meeting
MINUTES**

January 11, 2013

National City Chamber of Commerce Conference Room
(901 National City Blvd.)

1. Approved 2012 Yr. End recommendations:

- a. Video Production (\$2,500)
- b. CW Live Appearance – San Diego Living (\$1,000)/ appearance
- c. NCCC Website Integration (\$15K-\$20K). Chamber to contribute 25% of final costs.

2. Approved 2013 San Diego PR Budget (Strategy Plan and Statement of Work)

3. Reorder of Visit National City Brochures

- a. Quantity of 5,000 needed for Certified Folder Display Campaign

Quantity	Total Price	Unit Price
250	\$265	\$1.06
500	\$310	\$0.62
100	\$356	\$3.56
2500	\$576	\$0.23
5000	\$700	\$0.14
6000	\$935	\$0.16
7500	\$1,139	\$0.15
<u>*10000</u>	<u>\$1,350</u>	<u>\$0.14</u>

4. Promotional Items for Chamber of Commerce Installation Dinner (Handout)

- a. Proposed Budget: \$600
 - b. Proposed Quantity: 350
 - c. Proposed Delivery Date: January 23, 2013
5. Convis Industry Statistics Report (Handout)

6. Follow Up Items

- a. Mobile Credit for 2012
- b. Create Front Desk Tracking Sheets
- c. Approved Annual Dinner Table for January 25, 2013 and Invite Hoteliers to dinner