



**TMD Committee Meeting  
MINUTES  
October 9, 2013**

**TMD ADMINISTRATION**

- 1) Mariachi Fest 2013 Hotel Amenities Survey - Submit today!
  - Discounted rates
    - For Visiting Attendees from Mariachi Festival
      10. Clarion 2
      11. Holiday in
      12. Howard Johnson 2
      13. Sweetwater 2
      14. Rodeway Inn 1
  
- 2) Enterprise Zone Business Registration Form – Submit NOW!
  
- 3) Christine Perri Committee Resignation. Replace with Brian Clapper. (Jess/ Eric) AU
  - Motion to accept resignation: Jess V.
  - Second : Eric Loft
  - None opposed
  - Resignation accepted
    - Suggested to replace with Brian Clapper
  
- 4) AB 483 – New Law Clarifies that Business Improvement and Tourism Marketing District Assessments are NOT TAXES under Proposition 26
  
- 5) Google 360 Ads for Hotels
  - Partnership with Google Photographer
  - Google tentatively approved for January
  - \$2400 for all hotels
  - Follow up budget reconciliation based on what was budgeted for first part of the year
  
- 6) Cross Border Media – research options vs. Bola Azul.
  
- 7) Community Map funding
  - Sycuan \$3,000
  - MTS \$1,000

8) TMD Chamber Membership Update

○ TRADES

▪ El Centro	\$250
▪ Alpine	\$250
<b>TOTAL</b>	<b>\$500</b>

○ PAID

▪ Temecula	\$325
▪ San Bernardino	\$225
▪ Corona	\$340
▪ Yuma	\$255
▪ Phoenix	\$300
▪ Tucson	\$369
▪ Orange	\$378
▪ Santa Ana	\$266

▪ Las Vegas	\$549
▪ Newport	\$440
<b>TOTAL</b>	<b>\$3,447</b>

○ OUTSTANDING

- Irvine
- Tijuana

10. Spanish Translation Services-

- Meeting with Sharon, current translator
  - Accuracy and messaging of translation

9) Press Activity Report

- Review clips secured in September
- Review television coverage from Salute to Navy Luncheon
- In addition to a press release regarding the Salute to Navy Luncheon, we sent a media advisory to military media and television stations; Resulted in best coverage to date of that 57<sup>th</sup> annual event
- We will be doing a follow-up press release regarding this event in addition to a blog post so as to increase the amount of military-themed news on our website.
- A Summer Sales Success press release is in the works. Let us know if you have any statistics regarding your business this summer being better than last year.

10) Digital Media Report

- VisitNationalCity.com and individual hotel statistics
- E-Newsletter
  - Results are positive.
  - Increasing in readers.
    - 10. Opened 650 times
    - 11. Increase in forwards
    - 12. 14% click through. Standard is 9%
- Social Media
  - Increase in interaction

11) National City Visitor Street Map

- Review individual property ads; need signed approval by end of the week
  - Location is front side and circle the map
  - Preliminary map rendering for next meeting
- Sponsorship ads secured to date: Sycuan (4 panels) and MTS (2 panels)
- E news letter, radio, drive by, ad referrals

12) Radio Ads

- A series of new Spanish-language ads are being recorded this week for Radio Latina; we will have them on an audio file at next month's meeting. They begin running in mid-October through the end of the year.

13) Hotel Raffles

- September statistics
- Draw one winner from submitted forms
  - Winner: Perish Clifton
  - Driving by and social media

14) SAN DIEGO PR follow up items:

- Research billboard options on or near the border to be part of the 2014 media buy

- Follow up with all hotels to make sure they have sufficient brochures in their plexiglass stands, including Visit National City brochures, Historic Driving Map brochures, Eco-Tourism brochures and 10 Things to Do in South Bay brochures.
- Deliver all 4 brochures to the Holiday Inn Express and Historic Driving Map brochures to the Clarion.
- Include \$200 per property or \$2,400 in total in the 2014 TMD advertising budget for the Google 360 Virtual Tours for each property.
- Follow up with Armando to ensure each chamber for which the National City Chamber joined receives marketing materials regarding National City, either in the form of VNC brochures to go out in a mailing by that chamber, or an article for that chamber's newsletter, or a separate email from the TMD to all of their members.