



**TMD Committee Meeting
MINUTES**

November 13, 2013

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

1. Roll Call
 - a. Jacqueline Reynoso
 - b. Armando Rodriguez
 - c. Jess Van
 - d. Rodeway Inn
 - e. National City Motel
 - f. Howard Johnson
 - g. Best Western
 - h. Holiday Inn Express
 - i. Clarion
 - j. San Diego PR: Julia, Mike,
2. Minutes Approved from October 2013
3. Mariachi Fest 2013 Hotel Surveys – only 4 returned.
4. 2014 Directory Ad Buy approved.
5. Contingency Set Aside discussed.
6. Budget 2014 Planning reviewed.

There was a motion to:

7. Approve \$2500 toward the back page of the 2014 National City Community Directory and Business Guide. Approved Unanimously.
 8. Issue a bid for phase II of the TMD marketing scope of work.
 9. Issue a report on hotel performance 2012 vs. 2013
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Julia Simms Presents for SDPR- Visit National City Campaign

Highlights

1. Winter PPC Campaign
2. Click from Visit website to hotel = one stay \$163,341 is hotel revenue at an average \$79

Concerns

- Who is monitoring on a daily basis? How are the stats being gathered?
- Compare stats to other regions. How does it compare countywide?
- Comparison is to be segmented. Request a market report that is specific to comparable.
- **Book** button does not link to hotels.
- Disconnect with hotel. SDPR representatives have not touched basis hotel owners
- Check all links

3. Hotel survey raffles have been effective.
 - a. How many surveys?
 - b. What is the sample amount

Social Media

- Facebook stats
- Pinterest
- Instagram
- E newsletter
 - Blog, Events, info
- Blog
 - 2 per month
 - Things to do and events
- Linked to social media
- Blog review of 25 things to do in National City

PR

- Press releases
- Articles
- Highlight Jacqueline and nominated her
- Events
 - Mariachi Fest
 - Auto HeritageMeasure article
How much would it cost to have that published
X3 Public relations
Translated 2 press releases to Spanish

Website Visits

- Referral traffic
- SEO
- 21% from MEX
- Radio
- PPC deliver ads to Mex and US
- Keyword strains in Spanish and English

Strategic Partnerships

- Visitor center Mixer
- Memberships to other chambers
 - Visit NC Campaign
 - Access to memberships
 - Mailers and E news letter