



**TMD Committee Meeting  
MINUTES  
December 11, 2013**

- 1) Roll Call: Rosa Ochoa, Jacqueline Reynoso, Jess Van Deventer, Armando Rodriguez, Ken Muraoka
- 2) Minutes from November 13, 2013 Meeting. (Jess/ Rosa). Approved Unanimously.
- 3) Mariachi Fest 2014 Hotel Amenities Survey – only 4 hotels offering discount.
  - o Need a total of 13 rooms for two nights.
    - Best Western offered special of \$89/ room
    - Clarion offered special of \$59/room
  - o Motion to have TMD pay cost differential on discounted rooms (Jess/ Rosa). Approved Unanimously
- 4) Motion to approve Contingency Set Aside for 2013 and 2012 = \$17,500. (Luis/ Jess). Approved Unanimously
- 5) Motion to approve 2014 Regional Event Sponsorships/ TMD Marketing (Jess/ Luis). Approved Unanimously.
  - o Annual Dinner \$3,500
  - o Mariachi Fest \$10,000
  - o Auto Heritage \$5,000
  - o Salute to Navy \$5,000
  - o Brew Fest (in organization)\$5,000
  - o Job Fair (if hotels are hiring) \$1,000
  - o South County EDC Summit \$800

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TOTAL = \$30,300 (NCCC Membership included to activate all hotels)
- 6) Motion to approve hotel allowance per year of \$1,500 for hotel specific marketing purposes (18,000 total) to be approved and paid directly by TMD. After a 6 month review, assess additional fund balances to consider additional hotel allocation. If at year end there is a fund balance for hotel allocations, then that amount gets rolled over to 2015 and gets rolled into the total Hotel Marketing fund allocation. (Jess/ Luis). Approved Unanimously.
- 7) The National City TOT totals for **FYs** 11-13 are:

2011	\$838,254.95
2012	\$887,819.62
2013	\$1,005,152.50

- The fiscal-year-to-date (Jul-Sep) total for this year is \$241,426.
- 8) San Diego Convention Center Report – National City up 17%!
- 9) San Diego PR follow up PENDING
  - Look at Smith Travel Research numbers and generate a comparison between National City and similarly rated hotels in surrounding areas.
  - Create an emblem for the participating businesses in the 25 things to see partnership.

**10) RFP Scope of Work Input to date**

- Sales and Marketing Training
- PR on Hotels
- Tradeshows
- Sales Visits
- Direct Hotel promotion (vs. just National City promotion)
- Relationship building/ Business Development
  - Sports Teams
  - Conventions
  - Events

**A) Leisure Segment** to advertise or contact

- 1- Whole sale tour operator and Receptive tour operator
- 2- Motor coach tour operators
- 3- AAA/CAA
- 4-Leisure travel agencies

**B) Sports Segment**

Develop National Sports relationships

- 1- ABA/BMX and several association that train at the Olympic Training Center like Rugby, archery, soccer, etc.
- 2- Big South Conference- College Sports
- 3- NEC Conference- College Sports
- 4- National association of College Directors of Athletics

**C) Government Segment**

- 1- Seek out contacts of the local government agencies and military installations and network with the appropriate travel related decision –makers like CWT Sato Travel- Carlson Wagonlit Travel and State GSD
- 2- Participate at festivals or events in the South bay area military and government related.

**D) Mexican Market**

- 1- Participate with several association in Mexico like DEITAC, chamber of commerce, convention and visitor center.
- 2- Advertise in different multimedia Google and other Mexican on line venues like the maquiladora association Web site.

**1. Press Activity Report**

**2. Digital Media Report**

**3. Strategic Partnerships Update**

**4. National City Street Map**

- a. Waiting on final artwork from Sycuan?
- b. Tijuana Convention Center and Tijuana EDC evaluating proposal

**5. 2014 Advertising Opportunities**

- a. 360 virtual tour – Motion to approve \$3,000 to cover the costs of completing a 360 virtual tour for all 12 hotels. (Luis/ Ken) Approved Unanimously.
- b. Billboard pricing and availability
  - i. Contacted CBS, Lamar, Visual Impact