



**TMD Committee Meeting
MINUTES**

February 20, 2013

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

1. **Roll Call: Michelle Luna, Dukie Valderrama, Alex Cota, Jacqueline Reynoso, Kim Carbonell, Susan, Julia Simms, Jess Van Deventer, Ramesh Patel, Mike Patel,**
2. **Follow Up Items**
 - a. Mobile Credit for 2012 – Expect reimbursement March 2013.
 - b. Create Front Desk Tracking Sheets for hotel use (Track internal stats – social media, web clicks, etc. / External “How did you hear about us?”)
 - c. Annual Dinner Table purchased for January 25, 2013
1. **CW Video Production**
 - a. Possible date for filming (in time to promote Cinco de Mayo event – April 2013)
 - b. Possible representatives for the video include Jacqueline, Mayor Morrison
2. **Public Relations Efforts**
 - a. Press Release: TMD First Year Goals
3. **Hotel Promotions**
 - a. UniRadio Valentines Radio Promotion: Clarion donated 2 hotel stays
 - b. Hotel Discounts for National City Hotels – Participants & Discount Percentage
4. **Status of Media Buys**
 - a. 5,000 brochures have been dropped off to Certified Folder Display. The NEW QR Code printed on the back of the brochures will help us track results of the brochures
 - b. Once a hotel discount is approved, SanDiego.com ads should be updated to include the promotion.
 - c. Proposed UniRadio Ad Copy:
 - i. Staying in San Diego doesn't have to mean spending lots of money. Visit National City, San Diego's Gateway! National City is minutes from some of the most popular things to do and places to see in San Diego, including downtown San Diego, Sea World, ZOO, convention Center, local casinos, Plaza Bonita, Fashion Valley, the U.S.-Mexico International Border and ~~the San Diego International Airport~~. Make a weekend out of your San Diego visit and get a good night's sleep at one of 12 hotels National City... go to visit national city dot com to stay in San Diego for less.
5. **Status of Partnerships**
 - a. Possible partnership with a National City Daily Deals site that will seek out promotions with local businesses (dining, spa and fitness, etc.) to compliment and strengthen our TMD marketing efforts
 - b. Upcoming meetings with Westfield, UT San Diego, San Diego Sports Commission, Rock and Roll Marathon