



## **TMD Committee Meeting**

### **MINUTES**

**March 13, 2013**

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

1. **Roll Call-** Eric Loft, Luis Borbon, Ramesh Patel, Mike Patel, Sunny Patel, Ken Muraoka, Christine Perri, Julia Simms, Kim Carbonell, Jacqueline Reynoso, Martha Bolanos
2. **Minutes from February 20, 2013-** (Eric/Ramesh/AU)
3. **Follow Up Items**
  - a. Mobile Credit for 2012. Credit expected this month.
4. **New Voting Members**
  - a. Motion to approve the following as voting members of the National City TMD (Approved).
    - i. Eric Loft, Holiday Inn Express
    - ii. Melyn Acasio, Neighborhood National Bank
    - iii. Mike Patel, Rodeway
  - b. Now, TMD committee will be comprised of 6 hoteliers and 4 executive committee members.
  - c. All TMD hotels are invited to attend meetings, but only committee members are allowed to vote. Majority vote required (51%). Quorum must be present to take action on voting item.
5. **Financials Reviewed for:**
  - a. Dec. 2012
  - b. Feb. 2013
6. **City Tax Ordinance**
  - a. No Increase in TOT to date.
  - b. Copies of the City's TOT tax ordinance were provided
  - c. Jacqueline spoke on behalf of the NC TMD before the City of San Diego
7. **TMD Video Production**
  - a. Reviewed Proposal by San Diego Media Group to produce 5 minutes video for \$3,600
  - b. Committee directed Jacqueline to negotiate price down to \$3,000 and approved a 3 mminute video.  
(Ramesh/Eric/AU)
  - c. Project due beginning of May; before summer time
8. **Morgan Square District Funding for Lighting**
  - a. Morgan Square District still active as a mutual benefit corporation. Currently approximately \$300,000 in reserve account and about \$18,000 in operating account.
  - b. MSD open to receive proposal from National City TMD for enhanced lighting on Roosevelt per conversation with MSD President, Patti Finnegan.
9. **CW San Diego Living Segment Confirmed**

- a. Recording will take place on Monday, April 22<sup>nd</sup>, 2013 - Jacqueline Reynoso and Mayor Ron Morrison to appear in live segment.

#### **10. Public Relations Efforts**

- o Press Release: TMD First Year Goals (Spanish Distribution)
- o Press Release: National City Scores Urban Little League Jamboree (In Progress)

#### **11. Chamber of Commerce Memberships:**

- o Imperial County: Applied
- o El Centro: Applied

#### **12. Mariachi Festival/Cinco De Mayo Partnership-**

- a. Motion to approve \$5,000 to sponsor this event (Ken/Kim/AU)
- b. Benefits include:
- c. PLUS Jacqueline offered individual hotels an opportunity to host individual hotel booths.

#### **13. Hotel Tracking Sheets**

- o External & Internal Samples (See Handout). Reviewed and provided edits.
- o Pricing from Rush Press: \$292 for an order quantity of 12,500
- o TMD Will provide a \$100 gift card per month to incentivize card submission by hotel guests.

#### **14. Digital Media Report (See Handout)-** email to all hotels; work through Kim to increase tracking; resend for all hotels

#### **15. Status of Media Buys**

- o UniRadio – Radio Sample Ad approved.
- o SanDiego.com will be revised to include the Mariachi Fest promotion.

#### **16. Certified Folder Display –** New Placement on Visitortips.com

#### **17. Status of Partnerships**

- o Hosted Visitor Center Network Meeting March 11, 2013 at Pier 32 Marina
- o Kim will follow up with Arizona colleges and universities including Alumni Association
- o Kim to continue following up with:
  - UT San Diego
  - San Diego Sports Commission
  - Rock & Roll Marathon
- o 25 Things to See In National City will launch April in April with a new “thing” released each week on “Twenty-Five” Tuesdays
  - Aiming for local businesses to offer 25% or more for participation
- o Westfield Plaza Bonita willing to forward us over their shopping deals and have us in mind for the following events:
  - June – Quinceañera Expo
  - November- Dia De Los Muertos
  - December – Celebrate Las Posadas
- o National City Daily Deals – we will not be partnering with National City Daily Deals and will continue on with our own campaign

#### **18. SF Examiner is doing a “Travel San Diego” edition of their publication. They are offering the following options for advertising**

- a. TMD Approved the quarter page advertisement at \$575 with write up(Ramesh/Eric/AU)

**19. Other:**

- a. Urbita - a worldwide platform where locals can express their love for their cities and towns, and where other locals and visitors can learn about a place through the eyes of the locals.
  - b. Pending further review
  - c. Google will visit in one week.
    - i. Eric urged all hotels to assure their properties, frontage, storefronts are well maintained.
  - d. Ken suggested that the website include a map showing the hotels on it, similar to brochure graphic
  - e. Request to receive TMD meeting reminders well in advance of meetings, and a follow up reminder a day before.
  - f. Important for all TMD committee members to be present at all monthly meetings.
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**IMPORTANT UPDATES SINCE THE MEETING TOOK PLACE**

**Reported on March 14, 2013**

**1. Lighting on Roosevelt**

- a. SDG&E responded regarding the streetlights on Roosevelt from 8<sup>th</sup> to Main Street. SDG&E preformed a field investigation to verify the wattage of the existing lights. Even though their record shows that all 12 lights are 250 watts, in actuality, 11 of the 12 lights are 200 watts. With this new information SDG&E will change out the 11 lights to 250 watt bulbs. The project has been approved by their planning department and the request has been sent to the crew for scheduling. SDG&E has asked we allow 6 weeks for completion.

**2. Action Items – San Diego PR**

- a. **TMD Video Production:** Work with SD Media Group to develop a Creative Brief. The video should be completed beginning of May.
- b. **Imperial County Chamber of Commerce:** Send check and drop off brochures
- c. **El Centro Chamber of Commerce:** Follow-up
- d. **TMD Logo:** update to include “.com”
- e. **Hotel Tracking Sheets:** submit printing order (quantity: 12,500), research price quotes for lock boxes, develop a plan for monthly drawing
- f. **25 Things to See List:** Continue working on completing it for an April launch
- g. **SF Examiner Ad:** Create a quarter page ad and 250 word write-up
- h. **Urbita:** Further explore the website and its capabilities

**3. Action Items – Chamber**

- a. **Send three meeting reminders to the committee:**
  - i. 1<sup>st</sup> Reminder: When we send out the minutes and handouts after the meeting, we can just mention at the end of the email “As a reminder, our next committee meeting is on...” (1 month in advance)
  - ii. 2<sup>nd</sup> Reminder: 1 week in advance (Ask for confirmed attendance)
  - iii. 3<sup>rd</sup> Reminder: 1 day in advance
- b. Add Luis Borbon to the TMD distribution list ([lborbon@excelhotelgroup.com](mailto:lborbon@excelhotelgroup.com))
- c. Assure that new managers at the Clarion are on the distribution list as well. Kenny ([kenny.chiu@brightonmgmtllc.com](mailto:kenny.chiu@brightonmgmtllc.com)) and Joshua ([joshua.rios@brightonmgmtllc.com](mailto:joshua.rios@brightonmgmtllc.com))
- d. Approve updated artwork for the Hotel Tracking Sheet. The “sigh/sign” typo has been corrected and “Email” has been changed to “E-mail”