



**TMD Committee Meeting
MINUTES
March 21, 2013**

1. Roll Call

- a. Jacqueline Reynoso
- b. Dukie Valderrama
- c. Brian Clapper
- d. Rosa Ochoa-Best Western Marina
- e. Edgar Santos- Best Western Marina
- f. Eric Loft - Holiday Inn Express
- g. Grace- Clarion
- h. Ernesto Maldonado- Clarion
- i. Mahesh Zaveri- Paradise Motel
- j. Mike Patel Rodeway Inn
- k. Sonny Patel – Paradise Motel
- l. Ramish Patel – National City Motel

2. Minutes

- a. Motion to Approve Minutes
- b. Eric move to pass
- c. Brian Second
- d. All in favor
- e. 2 abstentions Mike Patel and Dukie Valderrama
- f. Minutes approved

3. Focuscom Inc Agreement / Contract Review

- a. Communication open to all to process
- b. Note: Compensation goes back to 45 days
 - i. Sec 4.0
 - ii. Sec 4.2 if traveling to Mexico they are to be reimbursed for travel
 - iii. Until agreement is signed all is confidential
- c. Review scope of work
 - i. Amount \$5250 a month
 - ii. Additional
 - iii. Enhancement of website
 - iv. Contract management
 - v. Social Media
 - vi. New: customer staff training for web enhancements for hotel owners
 - vii. Design cost not included. Rate sheet will be requested
 1. Minor changes to be done internally
 2. Edgar Santos suggested input from hotels on keyword suggestions for SEO
 3. Hotelier input needed. Copy JR on all communications
 - viii. Local business to have presence on website ex. Five Star Tours
 1. Structure is needed banner size, time period, etc.
 - ix. Development of media kit
 - x. Relations, press releases, bilingual, minimum one per month
 - xi. Familiarization -tours. Media, elected official, Baja, etc.

- d. Specific reports and questions.
 - i. Presence at the San Diego Convention Center & Visitor's Bureau-
 - ii. We want to make sure that we have a strong relationship with SD Convis and that we are on their radar for partnerships/ opportunities/ promotions etc.
 - iii. Reporting
 - 1. Demand forecasting – Trending
 - 2. How often will reports be distributed?

4. 2013 Balance Sheet

- a. Profit and Loss statement
 - i. 2013 End year \$18,500
 - 1. Motion to open a reserve account
 - a. 5% for Contingency Renewal (separate from Reserve Policy)
 - b. Utilized to restart or legal funding
 - c. Requirement in the management business plan
 - d. Dukie Valderrama to move
 - e. Eric Loft second the motion
 - ii. Discussion on budget. Currently total in P&L account does not include the last three months collected from the City (last quarter has not yet posted to TMD account)
 - iii. Dukie: City delayed on deposits. 3 month delay
 - iv. Books are not updated to reflect actuals
 - v. Do we want to allocate the excess to promotions, media buys?
 - 1. Edgar Santos: Can funding be reallocated to hotels
 - 2. Ramish Patel: Guidelines followed to spend money
 - 3. Rosa Ochoa: Incentives stays- Gift Cards
 - 4. Eric Loft: Approval by TMD
 - 5. JR – must check in with legal
 - a. Management District Plan and assessment was set as a flat 2.5% assessment across the board, not prorated, nor based on room count.
 - 6. Dukie Valderrama: Recommendation to set policy of how much in reserves and then on top of the reserve the excess is allocated for marketing purposes.
 - 7. We must ask - What is the reserve for?

b. Set Reserve policy

- i. Edgar Santos-
- c. Can we distribute allocate funds
 - i. Flat split?
 - ii. Redistribute by percent of hotelier contribution?
- d. Distribution yearly or quarterly?
 - i. Quarterly preferred
 - ii. Considering NC City delay
 - 1. Quarterly offset by 1(one) Quarter
- e. Allowable Expenses are outlined in the Management District Plan
- f. Legal expenses to be incurred by TMD for review of committee requests

5. Review of December voting- \$1500 allocated per each hotel for specific marketing purposes.

- a. Operate based on last meeting.
- b. How can money be spent?
- 6. Recommendation Dukie Valderrama: no spending until allocation of funding is determined.
- 7. **Rosa Ochoa:** Different NC Chamber members are present on Committee- Who is on Committee?
 - a. Committee members must have an attendance record
 - b. Total of 9 voting committee members: 6 Hoteliers/ 3 Chamber Executive Members, Quorum is constituted by 5 voting committee members.
 - c. Leave the way it is no change to attendance policy
- 8. **Refer to letter from hotels,** Clarification: request to distribute 40% of excess funds to hoteliers for specific marketing purposes to be approved by TMD.

9. ACTION ITEMS:

- a. Send TMD reminder of Committee Members
- b. Jacqueline will work with legal to determine the following:
 - i. Can excess funds be used to reallocate to Hotelier for hotel specific marketing purposes?
 - ii. May the allocation be based on Hotelier contribution to the TMD (on a percentage basis)?
 - iii. May funds be distributed on a quarterly basis?
 - iv. Set guidelines for fund allocation, pending clearance from legal
- c. Once updated, send TMD Jan-Dec. 2013 Profit & Loss Statement and Balance Sheet showing last quarter of receipts from 2013.
- d. Update 2014 Budget to reflect 2013 actuals, retained earnings, etc.
- e. Research and define reserve policy
- f. Finalize Contract with FocusCom