



TMD Committee Meeting

MINUTES

May 8, 2013

National City Chamber of Commerce Conference Room

(901 National City Blvd.)

1. **Roll Call** – Jess Van Deventer, Michelle Reynoso, Robert Valderrama, Joshua Rios, Mike Patel, Ramesh Patel, Ken Muraoka, Eric Loft, Christine Perri, Julia Simms, Kim Carbonell
2. **Digital Media Report (see Handout)** – email to all hotels
 - a. VisitNationalCity.com and individual hotel statistics
 - b. E-Newsletter
 - c. Social Media
3. **Press Activity Report**
 - a. Press Release New Archive Room Opens on Brick Row
 - b. Press Release: Summer Activities in National City (In Progress)
4. **Hotel Tracking Sheets**
 - a. No hotel tracking sheets were collected this month
 - b. Distributed lock boxes to Rodeway Inn, Howard Johnson, National City Motel, Sweetwater Inn and Holiday Inn
 - c. Clarion will not be participating due to corporate restrictions
 - d. Motion to grant one winner from each property for the first giveaway given that entries are turned into the Chamber prior to the June TMD meeting. (Ramesh/Robert/AU)
 - e. Chamber to remind hoteliers to bring completed forms on email meeting reminders
5. **San Diego Living Segment** - reviewed
6. **Updates on Chamber of Commerce Memberships**
 - a. Total Investment of approximately \$2, 064 for the following annual memberships:
 - i. El Centro - \$250
 - ii. Temecula - \$325
 - iii. San Bernardino -\$225
 - iv. Corona - \$340

- v. Arizona (Yuma) - \$255
- vi. Arizona (Phoenix) - \$300
- vii. Arizona (Tucson) - \$369

- b. Motion to pursue reciprocal Chamber memberships between the National City Chamber of Commerce and the noted Chambers under the TMD name. (Jess/Eric/AU)
- 7. Cinco de Mayo Mariachi Festival and Competition Recap**
- a. Media Placement Report from HMC Advertising distributed
 - b. Mariachi Hotel Discount
- 8. SD Media Group Production**
- a. Completion Date: after Memorial Day
- 9. Advertising options on VisitNational City.com**
- a. Five Star Tours Inquiry
 - b. Ad placement on the site
 - c. Trade Marketing options
 - d. Committee requested no external advertising on the Visit National City site. Both ad spaces will be used to promote the NC hotels
 - e. SDPR will explore options to create printable hotel coupons for walk/run or marathon events.