



**TMD Committee Meeting
MEETING MINUTES**

June 12, 2013

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

1. **Approval of minutes (Erick, Dukie)**
2. **Follow Up Items**
 - a. Mobile Credit for 2012.

SDPR ITEMS

1. **Press Activity Report**
 - a. Press Release: Summer Activities in National City
 - b. Press Release: Summer Activities in National City (Spanish)
 - c. Press Release: Summer Movies in the Park (In Progress)
 - d. Press Release: Fourth of July Carnival (In Progress)
2. **Digital Media Report**
 - a. VisitNationalCity.com and individual hotel statistics
 - b. E-Newsletter
 - c. Social Media
3. **SD Media Group – TMD Video Production**
 - a. Update on progress and expected completion date
 - b. Provide a list of where video will be promoted
 - i. University
 - ii. Social media
 - iii. Websites: City, TMD, Chamber, Hotels
4. **SanDiego.com's Blog Post**
 - a. National City – A Great Place To Save in San Diego
 - b. National City declared “Editor’s Choice”
5. **UniRadio Campaign**
 - a. Summer focus for radio campaign
 - b. San Diego Zoo and Safari Park ticket giveaway
 - c. Call to action: visitnationalcity.com
 - d. August: will shift to **Radio Latina**
6. **National City Comicon Promotions – Places to Stay, Play, Eat in National City**
 - a. Dates of Comicon July 18-21st
 - b. Create a specialized map “how to get to comicon from National City
 - c. Highlight access to public transit
 - i. How to take the trolley to the convention center
 - ii. How to take the bus to the trolley
7. **Chamber of Commerce – Chamber seeking reciprocal memberships**
 - a. El Centro - \$250
 - b. Temecula - \$325
 - c. San Bernardino - \$225
 - d. Corona - \$340
 - e. Arizona (Yuma) - \$255

- f. Arizona (Phoenix) - \$300
- g. Arizona (Tucson) – \$369
- 8. National City Community Map**
 - a. San Diego PR Cost Estimate
 - b. Highlight
- 9. Hotel Raffles**
 - a. Draw one winner from each of the properties present
- 10. Cinco De Mayo Mariachi Festival Raffle - \$100 American Express gift card**
- 11. ADJOURNMENT**

Outstanding Items:

- Print more brochures
- Research map companies
 - Map Hawk
 - Platinum Maps
- Reminder to Eric Loft to bring info sheets
- Report back with concrete financials