



TMD Committee Meeting

MINUTES

July 10, 2013

National City Chamber of Commerce Conference Room

(901 National City Blvd.)

1. **Roll Call** – Jess Van Deventer, Michelle Reynoso, Robert Valderrama, Melyn Acasio, Luis Matus, Eric Loft, Christine Perri, Kim Carbonell

1. **Visit National City TMD Video**

- a. In the first week alone, the video received over 550 views on YouTube.
- b. The video received lots of positive comments: viewers, participants, south county individuals etc.
- c. There will be further promotion to the baja market and local college websites

2. **Press Activity Report**

- a. Press Release: Summer Movies in the Park
- b. Press Release: Fourth of July Carnival
- c. Press Release: Auto Heritage Day

3. **Digital Media Report**

- a. VisitNationalCity.com and individual hotel statistics
- b. E-blast: Visit National City Video

4. **Comicon Weekend (July 18-21)**

- a. Landing Page
- b. Event pages are popular

5. **Chamber of Commerce – Chamber seeking reciprocal memberships**

- a. El Centro - \$250
- b. Temecula - \$325 No Trade, Membership Still?
- c. San Bernardino - \$225

- d. Corona - \$340
- e. Arizona (Yuma) - \$255
- f. Arizona (Phoenix) - \$300
- g. Arizona (Tucson) – \$369
- h. ADD:
 - i. Orange County
 - ii. Alpine
 - iii. Santana

6. National City Visitor's Map

- a. Cost Estimate: 22" x 34"
- b. Cost Estimate: 22" x 17"
- c. Motion to move forward with the production of the National City Visitor's Map (Dukie/ Eric/AU)
- d. San Diego PR will revise cost estimate agreement to include the production of an electronic version of the map
- e. San Diego PR will provide the first draft at the next TMD committee, 08/14

7. Hotel Raffles

- a. June Statistics from submitted tracking sheets
 - i. Total Submitted Entries: 65
 - 1. Paradise Motel: 6 Entries
 - 2. Rodeway Inn: 2 Entries
 - 3. Sweet Water Inn: 57 Entries
 - ii. Top 3 Categories
 - 1. Family/Friend (32)
 - 2. Driving By (24)
 - 3. Website/Search Engine (10)
 - iii. Additions to the E-Newsletter: 33
- b. Draw one winner from submissions**
 - i. No entries we submitted at the meeting