



**TMD Committee Meeting
MINUTES**

August 14, 2013

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

1. **Roll Call: Eric Loft, Luis Matus, Jacqueline Reynoso, Jess Van Deventer, Kim Carbonell, Armando Rodriguez, Julia Simms, Christine Perri, Rosa Ochoa, Mike Patel, Ramesh Patel**
2. **Follow Up Items**
 - a. Mobile Credit for 2012. PENDING.
3. **Minutes from July 2013 Meeting – Approved. (Eric/ Jess/ AU)**

SDPR ITEMS

1. **Press Activity Report**
 - a. Press Release: Auto Heritage Day
 - b. Press Release: Kid-friendly Activities in National City (*In Progress*)
 - c. *Next Year 's featured marque will be the Z car. Z Car convention will run August 5-8th*
2. **Digital Media Report**
 - a. VisitNationalCity.com and individual hotel statistics
 - i. **Reach out to Marine Group and YYK**
 - b. E-Newsletter & Evites –
 - i. **Include ENTER TO WIN info for Raffle Drawings**
 - c. Social Media
3. **Chamber of Commerce - TMD Memberships**
 - a. Total investment of \$2,064 plus 3 other chambers listed below for requested memberships if trade membership is not available
 - i. El Centro - \$250
 - ii. Temecula - \$325 (NO TRADE)
 - iii. San Bernardino - \$225
 - iv. Corona - \$340
 - v. Arizona (Yuma) - \$255
 - vi. Arizona (Phoenix) - \$300
 - vii. Arizona (Tucson) – \$369
 - b. ADD:
 - i. **Orange County**
 - ii. **Alpine**
 - iii. **Santana**
 - iv. **Las Vegas**
 - v. **Tijuana CHAMBER? – Mario Lopez?**

- c. **MOTION TO APPROVE UP TO \$4,000 ON CHAMBER MEMBERSHIPS (ERIC/ JESS/ AU). – APPROVED.**

4. National City Visitor Street Map

- a. Draft 1 presented to the committee for feedback on the drafted layout
- b. Layout to be approved to move forward with sponsorship opportunities and hotel ads

5. Hotel Raffles

- a. No statistics from July
- b. Draw one winner from submitted forms
 - i. **Jessica Tirado congratulations!**