



TMD Committee Meeting

April 10, 2013

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

MINUTES

1. Follow Up Items

- a. Mobile Credit for 2012. Credit expected this month.

2. New Voting Members

3. TMD Video Production Agreement Signed

4. District Lighting Update

- a. SDG&E responded regarding the streetlights on Roosevelt from 8th to Main Street. SDG&E performed a field investigation to verify the wattage of the existing lights. Even though their record shows that all 12 lights are 250 watts, in actuality, 11 of the 12 lights are 200 watts. With this new information SDG&E will change out the 11 lights to 250 watt bulbs. The project has been approved by their planning department and the request has been sent to the crew for scheduling. SDG&E has asked we allow 6 weeks for completion.

SDPR ITEMS

5. Digital Media Report

- VisitNationalCity.com
- E-Newsletter
- Social Media

6. Press Activity Report

- Press Release: National City Scores Urban Little League Jamboree
- Press Release: Historical Archive Room Opens in National City (In Progress)

7. Hotel Tracking Sheets

- American Express Giveaway promotion will begin once the plastic lock boxes have been delivered
- San Diego PR will drop off promotion forms and lock boxes to each property
- Approved by Chamber: Plastic Lock Boxes (6"x 8"): \$9.16 each/ \$110 for 12 boxes (plus shipping)

8. San Diego Living Segment airs on Monday, April 22nd

- a. Mayor Ron Morrison and Jacqueline Reynoso

9. Imperial County Chamber of Commerce Membership

- TMD to ship 600 VNC brochures (300 for mail distribution, 300 for display) and Cinco De Mayo fliers
- TMD to be included in April 11 E-Newsletter

10. Cinco De Mayo Mariachi Festival: Saturday, April 27.

- TMD Logo on
 - MTS Bus Wraps

- Cloud 9 Shuttles
- 20,000 Fliers
- 500 Posters
- Media Exposure
 - MTS
 - Filipino Press
 - Star News
 - Univision Radio
 - UniRadio
 - Televisa
 - San Diego City Beat
 - El Informador de Baja California
 - Univision TV
 - Telemundo
 - San Diego Reader (via MTS)
 - Frontera
 - CW San Diego Living
 - Latino Film Festival
- Booth Staffing
 - Chamber/ Concierge Booth
 - Individual Hotels?

11. Status of Media Buys

- UniRadio – Sample Radio Ad
 - April to include the Cinco De Mayo hotel discount
- SanDiego.com – working on a blog post from guest blogger from sandiego.com editor, Carli Leavitt
- Certified Folder Display – Visitortips.com will include all videos that will be produced for the TMD
- SF Examiner
 - Online edition will be sent out with meeting recap
 - 20 hard copies are being sent by publication

12. Advertising Opportunities

- Big Bay Shuttle Advertising – DENIED.
 - Shuttle Interior Placard Ad - \$3,500
 - Shuttle Brochure Ad - \$1,500

13. Adjournment