



TMD COMMITTEE MEETING

MINUTES

July 27, 2016

1) Roll Call Jacqueline Reynoso, Brian Clapper, Susana Villegas, Tayde Aburto, Edgar Santos, Wade Popular (recorder), Emma (ARTS), Marvin Harrison, Susan De Los Santos, Sunny Patel, Ramesh Patel, Charles Reilly, Mike Patel, Rose Fierro, Chris Butcher, Mike Jariwala, Kenneth Campbell, Marco Venegas (Intern), John Borja, Victor Gonzales, Steve Manginelo

2) Approval of Agenda

- a. Motion to approve agenda _E. Santos_____
- b. Second by ___C. Butcher_____
- c. In favor: All
- d. Oppose: None
- e. Abstention: None

3) Minutes of April 27, 2016

- a. Motion to approve minutes _C. Butcher_____
- b. Second by ___E. Santos_____
- c. In favor: All
- d. Oppose: None
- e. Abstention: None

4) Committee Governance

- Please make attendance if volunteering for a committee
- Interest to make all hotels - **Chamber Members** (Edgar Santos)
 - i. Holiday Inn Express
 - ii. Howard Johnson Express
 - iii. National City Motel
 - iv. Rodeway Inn
 - a. Motion to cover chamber membership fees for TMD hotels that are not existing chamber members (as noted above) _E. Santos_____
 - b. Second by ___R. Patel_____
 - c. In favor: All
 - d. Oppose: None
 - e. Abstention: None

- Must attend a minimum of 30% of all TMD meetings, and not miss more than (2) consecutive meetings
 - Elect B. Clapper as committee chair
 - Elect W. Popular as committee secretary & advisory member
Motioned by ___E. Santos_____
 - Second by __R. Patel_____
 - In favor: All
 - Oppose: None
 - Abstention: None

5) Needs Assessment Survey Oral Feedback (continued...)

- *Marketing Collateral* – Yes (E. Santos) (M. Jariwala) (M. Patel)
- *P.R./Public Relations* – No (E. Santos) (R. Fierro)
- *Sales Assistance/Training* – No (E. Santos)
Yes (R. Patel)
- *Tourism Conference* – Yes (E. Santos) (R. Patel)
- *Advertising* – Radio & Print (Specialty Conventions & Local Events)
- *Other* –
 - E-Commerce (E. Santos)
 - Drive By/Walk By Traffic (M. Jariwala)
 - Look into most effective marketing efforts.
 - Reach out to emergency shelter agencies to book small hotel rooms.
 - Booking System – (M. Jariwala)

6) Profit & Loss Statement (January – July 2015) Please see report for details.

7) Q3 Ad Budget 3 Please see report for details.

- Latino Film Festival – offering TMD hotels to actors, directors, and film crew for stays.
- Sport events/Competitions for the next 12 months.
- Look into regulating Air B&B
- Reputation Management – Benefit to smaller hotels (C. Butcher)
 1. Company: **Youtilly**
 2. Replies to comments
 3. \$99/month – unlimited responses
 4. \$8,400 covers all 12 hotels
 - a. Motion to approve Q3 Ad Budget ___E. Santos_____
 - b. Second by __R. Fierro_____
 - c. In favor: All
 - d. Oppose: None
 - e. Abstention: None

8) Budget Allocation

- \$25,000 Shuttle Reallocation
 - \$25,000 allocated to Expedia (bumps you up in search placement)
 - Time frame: **September 2016 – February 2017**
 - Locations: SD & LA
 - Motion to allocate \$25,000 for Expedia, from shuttle budget & entrust marketing professional to select package. __E. Santos_____
 - Second by __R. Patel_____
 - In favor: All
 - Oppose: None
 - Abstention: None

- **\$170,000 Retained Earnings Allocation**
 - a. Ice Skating Rink split with the City of NC (city to provide \$5,000)
 - b. \$16,000-\$20,000 total for (4) days
 - **Motion to move forward with \$170K retained Earnings Allocation as follows and Amend 2016 Budget**
 - __E. Santos_____
 - Second by __R. Fierro_____
 - In favor: All
 - Oppose: None
 - Abstention: None

Retained Earnings - \$169,000	Aug-Dec
Gateway Signage	\$ 20,000.00
Public Art	\$ 20,000.00
Security Cameras	\$ 10,000.00
Website	\$ 15,000.00
Places to Visit Hand outs	\$ 5,000.00
Graphic Designer	\$ 5,000.00
Promotional Items	\$ 20,000.00
Trade Shows	\$ 10,000.00
Ice Skating Rink - 4 Days	\$ 15,000.00
Special Event - Annual Dinner	\$ 5,000.00
Customer Service Training	\$ 5,000.00
Advertising	\$ 35,000.00
Special Event - Maytime Band Review	\$ 5,000.00
	\$ 170,000.00

9) Amended Budget Follow up Items:

A. Hoteliers

- a. Identify upcoming tradeshow - Hoteliers are asked to submit conferences and trade shows that are coming up in the near future. Please email suggestions to [**Reynoso@nationalcitychamber.org**](mailto:Reynoso@nationalcitychamber.org)

B. Jacqueline

- b. Work with ARTS, NCCC Board, TMD, and Hotels to form ARTS Steering Group to identify locations and desired types of projects for Gateway Signage and Public Art Projects.
- c. Obtain Hotel Property Security Camera quotes – please forward any security camera leads.
- d. Meet with Bookkeeper to draft:
 - i. Detailed expense report per budget line item and email to Hoteliers ASAP.
 - ii. Identify when we are able to move Contingency budget and reserve budget to operating (from Balance Sheet review). Only move if warranted and financially responsible.
 - iii. Contingency - \$26,250
 - iv. Reserve – \$26,250
 - v. Temporary restricted funds - \$5,000 needs to go toward NCCC Website per previous budget allocation

C. FocusCom

- a. Send California State Games Sponsorship Benefits and opportunities to TMD Committee (for reference purposes)
- b. And, identify and notify of upcoming opportunities for Hoteliers to participate.
- c. Send update on Youtily and Outline Benefits to Hoteliers
- d. Identify optimal marketing Package for a \$25,000 investment in Expedia.com
- e. Develop website proposal with NCCC staff and interested committee members.
- f. Schedule Customer Service Training for Hoteliers. Identify topics with Hoteliers via a survey. Manage training event.

- g. Draft \$35,000 Advertising proposal to present at September 8th meeting.
- h. Coordinate with Maytime Band review on sponsor benefits and deliverables.

10) Promotional Item Update All Promo Items now received as of 9/13/16 and will be distributed to interested hotels.

11) Marketing and PR Report (emailed)

12) A.R.T.S. PROPOSAL (Emma)

- o Creative Workforce Development
- o 30 projects over 3 years (3 mile radius of Kimball Park)
- o Looking for interested businesses that would like to display a sculpture, art piece, gateway sign placed on their property.
- o RFP process for artists

13)Next Meeting Date: September 15, 2016 (2pm)

- a. Public Safety Security Enhancement Training presented by City of National City.

14)Meeting Adjourned