



TO: California Travel and Tourism Commission
Secretary of State
Travel Industry Association
Members of the Public Who Have Requested Notification
(For informational purposes only)

FROM: Caroline Beteta, Executive Director

DATE: Friday, October 12, 2007

RE: PUBLIC NOTICE OF THE CTTC MARKETING ADVISORY COMMITTEE
MEETING

A meeting of the California Travel and Tourism Commission Marketing Advisory Committee is scheduled to take place on Wednesday, October 24, 2007 from 9:00 a.m. to 4:00 p.m.

The meeting details are as follows:

Meeting:.....	<u>Marketing Advisory Committee Meeting</u>
Date:.....	Wednesday, October 24, 2007
Time:.....	9:00 a.m. to 4:00 p.m.
Meeting Location:	The Balboa Bay Club & Resort 1221 W. Coast Highway Newport Beach, CA 92663 (949) 645-5000

The agenda is attached for your reference.

Please R.S.V.P. (if you haven't already) to Matthew Sabbatini at 916-319-5401 or msabbatini@visitcalifornia.com, if you are planning to participate so that we can ensure that pertinent meeting materials reach you.

Thank you.

CTTC Marketing Advisory Committee Meeting

Wednesday, October 24, 2007

9:00 a.m. to 4:00 p.m.

The Balboa Bay Club & Resort

1221 W. Coast Highway

Newport Beach, CA 92663

AGENDA

Any and all items on this Agenda are subject to discussion and vote

- I. Call to Order/ Approval of Agenda and May 15, 2007 Marketing Advisory Committee Meeting Minutes
- II. Executive Director Report
- III. FY 07-08 Strategic Marketing Plan (\$50 Million) - Detail Presentation of International Plan/Budget and Annual Work Plans
 - a. Overview of Wine and Food
 - b. Detail Recap of 2007/08 International Plans
- IV. Domestic Advertising/Co-op Update
 - a. Spring/Summer ROI Update
 - b. Canada ROI Update
 - c. New 07/08 Creative Presentation
 1. Spot
 2. Vanity Fair
 - d. Update on Cooperative Marketing Activities
 1. Wine and Food
 2. California Snow
 3. Treasure Hunt/Fun Spots
 4. SHOP
 5. International Advertising
- V. Technology/Web site/Publications/Fulfillment
 - a. Web 2.0
 - b. Content Submission
- VI. International Report
 - a. Travel Trade Update
 - b. Other International Trade Shows
 - c. International Office Updates
- VII. Domestic Communications/Media Relations Report
 - a. Wine and Food
 - b. Photos/High Definition/B-Roll Project
 - c. Congressional Leadership Reception
 - d. New Communications Programs
- VIII. Welcome Center Status/Update
- IX. Research Update
- X. Other Business
- XI. Public Comment
- XII. Adjournment