



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, January 11, 2008

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 Thursday, January 24, 2008 from 9:00 a.m. to 4:00 p.m.

The meeting details are as follows:

Meeting:.....	<u>CTTC Marketing Advisory Meeting</u>
Date:.....	Thursday, January 24, 2008
Time:.....	9:00 a.m. to 4:00 p.m.
Meeting Location:	Hyatt Regency - Regency BC Room 1209 L Street Sacramento, CA 95814 (209) 443-1234

The agenda is attached for your reference.

For Commissioners, Staff and Consultants:

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.

Public Notice:

No R.S.V.P., notice or registration is required to attend this meeting. Members of the public may attend or speak at the meeting without prior notice to the Commission. Signing, registering or completing an RSVP is voluntary and is not a requirement for attendance at any Commission meeting. All persons may attend the meeting regardless of whether he or she signs in, registers or RSVPs.

The Agenda and Public Meeting Notice are available at www.visitcalifornia.com/agendas

CTTC Marketing Advisory Committee Meeting

Thursday, January 24, 2008

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

Hyatt Regency - Regency BC Room

1209 L Street

Sacramento, CA 95814

916.443.1234

AGENDA

- I. Call to Order/ Approval of Agenda and October 24, 2007 Marketing Advisory Committee Meeting Minutes
- II. Executive Director Report
- III. Proposed FY 08-09 Strategic Marketing Plan (\$50 Million) - Solicit Suggestions for Plan Revisions
- IV. Domestic Advertising/Co-op Update
 - a. 2007 Spring/Summer ROI Results *Special Presentation - SMARI*
 - b. Report on "Work" Mainstream Brand Advertising
 - c. Wine and Food
 1. Brand Advertising (Broadcast & Print)
 2. Co-op Program
 3. Web site and Launch of LandofFoodandWine.com
 4. Media Relations/New York Launch
 - d. Winter Campaign Update - New Creative
 - e. Discuss and Vote on Proposed Cooperative Marketing Program Restructure Recommendation
- V. International Report
 - a. International Office Update
 1. Summit Re-Cap
 2. United Kingdom Report, Black Diamond
 3. Japan Report, AVIAREPS Marketing Garden (Holdings) Ltd.
 4. Germany, MSi Marketing Services International
 5. Australia, Gate 7 Pty LTD.
 6. Mexico, Facto International
 7. Canada Report
- VI. Technology/Web site/Publications/Fulfillment
 - a. Web 2.0 Report
 - b. Content Submission Report and Determination of Policy
- VII. Communications/Travel Trade Reports
 - a. Events
 - b. Crisis Communications/Wildfire

1. Plan
2. Report on ROI Results from Wildfire Effort

VIII. New 08-09 Welcome Center and Rural Strategic Plan Presentation

IX. Other Business

- a. Discuss and Determine Role of Incentive Travel within CTTC
- b. Discuss and Determine Role of California Travel Market within CTTC
- c. Discuss and Determine Role of Olympic Winter Games Proposal within CTTC

X. Public Comment

XI. Adjournment