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, CEO

DATE: Friday, April 4, 2008

RE: PUBLIC NOTICE OF THE CTTC ADVERTISING AND CO-OP COMMITTEE MEETING

A meeting of the California Travel and Tourism Commission Advertising and Co-op Committee is scheduled to take place on Monday, April 14, 2008 from 3:00 p.m. to 5:00 p.m.

The meeting details are as follows:

Meeting: ..... Advertising & Co-op Committee Meeting

Date: ..... Monday, April 14, 2008

Time: ..... 3:00 p.m. to 5:00 p.m.

Main Meeting Location.....California Travel & Tourism

980 Ninth Street, Suite 480

Sacramento, CA 95814

Additional Locations of Participants:

Commissioner Gillian Zucker
California Speedway
9300 Cherry Ave
Fontana, CA 92335-2562
(909) 429-5504

Committee Chair Claire Bilby
Disneyland Resort
1150 W Magic Way, DRC Building, Fl 3
Anaheim, CA 92802-2247
(714) 956-6839

The agenda is attached for your reference.

For Commissioners, Staff and Consultants:
Please RSVP (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 RSVP, 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 any 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 meeting is accessible to the physically disabled. A person who needs disability-related accommodations or modifications in order to participate in the meeting shall make a request no later than five (5) working days before the meeting to the Board by contacting Matthew Sabbatini at (916) 319-5401 or sending a written request for that person at the CTTC address of 980 Ninth Street, Suite 480, Sacramento, California, 95814 Requests for further information should be directed to Matthew Sabbatini at the same address and telephone number.

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

CTTC Advertising and Co-op Committee
Monday, April 14, 2008
3:00 p.m. to 5:00 p.m

California Travel and Tourism Commission
980 Ninth Street, Suite 480
Sacramento, CA 95814

AGENDA

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

I. Call to Order
II. Opening Remarks
III. Report out and Solicitation of Comments on FY 07-08 Updates
    a. Snow TV
    b. Wine & Food
IV. Report out and Solicitation of Comments FY 08-09 Preliminary review
    a. Domestic Advertising
    b. Co-op Restructure
V. Report out and Solicitation of Comments International updates
VI. Public Comment
VII. Adjournment