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, May 9, 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, May 19, 2008 from 3:00 p.m. to 4:30 p.m.

The meeting details are as follows:

Meeting:	Advertising Co-op Committee Meeting
Date:	Monday, May 19, 2008
Time:	3:00 p.m. to 4:30 p.m.
Main Meeting Location:	Omni Hotel Los Angeles 251 South Olive Street Los Angeles, CA 90012 (213) 617-3300

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, May 19, 2008
3:00 p.m. to 4:30 p.m.

Omni Hotel Los Angeles
251 South Olive Street
Los Angeles, CA 90012
(213) 617-3300

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
   1. Snow TV
   2. Wine & Food

IV. Report out and Solicitation of Comments on FY 08-09 Co-op Restructure

V. Report out and Solicitation of Comments on FY 08/09 Domestic Work Plan and Budget Review

VI. Report out and Solicitation of Comments on International Updates

VII. Next Steps

VIII. Public Comment

IX. Adjournment