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, May 9, 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 Tuesday, May 20, 2008 from 12:30 p.m. to 2:30 p.m., in conjunction with the CTTC Commission meeting. Due to the joint nature of these meetings, the meeting times are approximate.

The meeting details are as follows:

Meeting:	Marketing Advisory Committee Meeting
Date:	Tuesday, May 20, 2008
Time:	10:30 a.m. to 12:00 p.m. – Commission 12:00 p.m. to 12:30 p.m. – Working Lunch 12:30 a.m. to 2:30 p.m. – Marketing Advisory Committee 2:30 p.m. to 3:30 p.m. – Commission
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. Anyone interested in attending only one of the meetings should plan accordingly.

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 Marketing Advisory Committee Meeting
Tuesday, May 20, 2008
10:30 am to 3:30 pm

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

AGENDA

I. Call to Order/ Approval of Agenda and January 2008 Marketing Advisory Committee Meeting Minutes

II. Meeting Operating Procedure

III. CEO Report
   a. Current Commission Operations
   b. Commission Action Item Priorities
   c. Summary of Previous Meeting Action Items
   d. Future Industry Priorities
   e. Briefing on Current Tourism Industry Developments
   f. Briefing on TIA Leadership Summit and Federal Legal Developments

IV. Proposed FY 08-09 Annual Marketing Plan ($50 Million) – Discussion and Approval of Plan

V. Domestic Advertising/Co-op Update
   a. Report on Mainstream Brand Advertising (Working Title: "Work")
   b. Wine and Food
      1. Discuss New Earned Media Proposal
   c. Winter Campaign Update – Discuss New Creative
   d. Discuss and Vote on Proposed Cooperative Marketing Program Restructure

VI. International Report

a. International Office Update: Report on Activities and Initiatives
    1. United Kingdom Report
    2. Japan Report
    3. Germany Report
    4. Australia Report
    5. Mexico Report
    6. Canada Report
b. Secondary/Emerging Market Update
    1. South Korea RFP
    2. China RFP

VII. Technology/Web site/Publications/Fulfillment – Discussion

a. Web 2.0 Statistical Report
b. Web 2.x Plan
c. Content Submission Report and Determination of Policy
d. California Road Trips
e. Interactive Request for Proposal

VIII. 08-09 Welcome Center and Rural Update on Program Initiatives

IX. Other Business

a. Discuss and Determine Role of Incentive Travel within CTTC

X. Public Comment

XI. Adjournment