



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, Chief Executive Officer

DATE: Friday, September 26, 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 Wednesday, October 8, 2008, from 9:30 a.m. to 1:00 p.m., in conjunction with the CTTC Commission meeting. Due to the joint nature of these meetings, the meeting times are approximate. The order of business within the meeting is subject to change.

The meeting details are as follows:

Meeting:	Marketing Advisory Committee Meeting
Date:	Wednesday, October 8, 2008
Time:	9:30 a.m. to 10:30 p.m. - Commission 12:00 p.m. to 12:30 p.m. - Marketing 12:30 a.m. to 1:00 p.m. - Commission 1:00 p.m. Lunch
Main Meeting Location:	Hotel del Coronado 1500 Orange Ave. Coronado, CA 92118 (619) 435-6611

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 Rebecca McCafferty at (916) 319-5420 or rmccafferty@visitcalifornia.com if you are planning to participate so 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 Rebecca McCafferty at (916) 319-5420 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 Rebecca McCafferty 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

Wednesday, October 8, 2008

9:30 am to 1:00 pm

Hotel del Coronado
1500 Orange Ave.
Coronado, CA 92118
(619) 435-6611

AGENDA

All times indicated and the order of business is approximate and subject to change

- I. Call to Order/Approval of Agenda and May 20, 2008, Marketing Advisory Committee Meeting Minutes
- II. Meeting Operating Procedure
 - a. Discuss Meeting Protocol and Procedures
- III. CEO Report - Staffing Update
 - a. Current Commission Operations "Year in Review"
 - b. Commission Action Item Priorities
 1. ROI & Metrics
 2. Review of Budget Priorities
 3. Three-Year Plan
 4. New Office RFPs
 5. Assignment of Interactive Agency
 - c. Briefing on Current Tourism Industry Developments
 - d. Briefing on TIA Leadership Summit and Federal Legal Developments
- IV. Proposed FY 08-09 Annual Marketing Plan (\$50 Million) - Discussion of a Three-Year Planning Effort

- V. **Research Update**
 - a. Ad ROI Domestic
 - b. United Kingdom
 - c. Japan

- VI. **Domestic Advertising/Co-op Update**
 - a. Review 08-09 Media Buy
 - b. New Creative
 - 1. Snow TV Spots
 - 2. Fall Retail Program
 - a) Spot Market Retail TV Spot
 - b) CMG Fall Co-op Insert
 - c) Fall Two-Page Magazine Insert
 - c. Wine & Food Campaign Update
 - 1. Discuss Spring 2009 Co-op

- VII. **New Interactive Initiative**
 - a. "Meet the New Team" - Sapient
 - b. Report on 2008-2009 Interactive Plan Highlights
 - c. Role of Social Media within CTTC Marketing Efforts

- VIII. **Web Site/Content/Publications/Fulfillment - Discussion**
 - a. Report on Web 2.0 Update/Plan
 - b. Report on 2009 CVG Update

- IX. **Communications**
 - a. Discussion on Business to Business (B2B)
 - b. Discussion on Crisis Communication
 - c. Discuss, Determine and Vote on New Communications Committee
 - d. Report on Editorial Calendar - National News Engine
 - e. Report on E-Newsletters (Travel Trade Development/Media/"What's New")
 - f. Report on Segmented Newsletters - Coming Soon

- X. **International Report**
 - a. International Office Update: Report on Activities and Initiatives
 - 1. United Kingdom Report
 - 2. Japan Report - Video
 - 3. Germany Report
 - 4. Australia Report
 - 5. Mexico Report
 - 6. Canada Report
 - 7. South Korea Report
 - 8. China RFP
 - b. Other Initiatives
 - 1. BBC Program Update
 - 2. Sunset Custom Communications International Guides Update
 - 3. New Global Super Fam Initiative Program Update
 - a) Qantas
 - b) United Kingdom

4. Incentive Travel Update

- XI. 08-09 Welcome Center and Rural Update on Program Initiatives
- XII. Public Comment on Matters not on Agenda
- XIII. Agenda Items for Future Meetings
- XIV. Adjournment