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, January 16, 2009**

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, January 28, 2008, beginning at 9:00 a.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, January 28, 2009
Time:	9:00 a.m. to 12:00 p.m. – Commission/Marketing 12:00 p.m. to 12:30 pm. – Lunch 12:30 p.m. to 2:00 p.m. – Commission/Marketing
Main Meeting Location:	**St. Regis San Francisco** 125 Third Street San Francisco, CA 94103 415.284.4000

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 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
Wednesday, January 28, 2009
9:00 a.m. to 2:00 p.m.

St. Regis San Francisco
125 Third Street
San Francisco, CA 94103
415.284.4000

AGENDA

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

I. **Call to Order/Approval of Agenda and October 8, 2008, Marketing Advisory Committee Meeting Minutes**

II. **Meeting Operating Procedure**
   a. Discuss Meeting Protocol and Procedures

III. **CEO Report – Staffing Update**
   a. Commission Action Item Priorities
      1. Recession Course Corrections
      2. 09/10 Planning Process and Timeline
      3. International Summit
      4. New China Office
      5. BBC/British Airways Program Update
      6. Amgen Tour of California

IV. **Proposed FY 09-10 Annual Marketing Plan ($50 Million)**

V. **International Report**
   a. International Office Update: Report on Summit
      1. United Kingdom Report
      2. Japan Report
      3. Germany Report
      4. Australia Report
      5. Mexico Report

6. Canada Report
7. South Korea Report
8. China Report

b. Other Initiatives
1. Pow Wow
2. Incentive Travel Update

VI. Research Update

a. Fall 2008 Advertising Effectiveness
b. Spring 2008 ROI
c. UK Spring 2008 ROI
d. Korea Consumer Research

VII. Domestic Advertising/Co-op Update

a. Review 08-09 Program Course Corrections
b. New Creative
1. Work Spot/Broadcast
2. Spring Insert/New Print
a) Spot Market Retail TV Spot
b) CMG Fall Co-op Insert

c. 09/10 Planning Direction

VIII. Web/Interactive Update

a. 08/09 Programs
b. Bridgetrack - eCRM
c. 09/10 Planning Direction

IX. Discussion of Advertising and Web Interactive

X. Content/Publications/Fulfillment – 09/10 Planning Direction

a. 2009 CVG Guide

XI. Communications

a. New Communications Committee
b. New York Media Event – February 3, 2009
c. Digital Assets Program Update
d. Report on Communications Plan

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

a. Ratify Rural Tourism Proposal Regarding Rural Boundaries
b. Amgen Tour of California Lifestyle Event

XIII. Discuss and Vote on Proposed FY 09-10 Annual Marketing Plan ($50 Million)

XIV. Public Comment on Matters not on Agenda

XV. Agenda Items for Future Meetings

XVI. Adjournment