



TO: California Travel and Tourism Commission
Secretary of State
U.S. Travel Association
Members of the Public Who Have Requested Notification
(For informational purposes only)

FROM: Caroline Beteta, Chief Executive Officer

DATE: Friday, April 17, 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 Tuesday, April 28, 2009, beginning at 10:15 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:	Tuesday, April 28, 2009
Time:	10:15 a.m. to 12:00 p.m. - Commission/Marketing 12:00 p.m. to 12:30 pm. - Lunch 12:30 p.m. to 3:15 p.m. - Commission/Marketing
Main Meeting Location:	The Hyatt Regency Sacramento 1209 L Street Sacramento, CA 95814 916.443.1234

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

Tuesday, April 28, 2009

10:15 a.m. to 3:15 p.m.

The Hyatt Regency Sacramento

1209 L Street

Sacramento, CA 95814

916.443.1234

AGENDA

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

- I. Call to Order/Approval of Agenda and January 28, 2009, Marketing Advisory Committee Meeting Minutes
- II. CEO Report
 - a. Commission Action Item Priorities
 1. Recession Course Corrections
 2. 09-10 Planning Process and Timeline
 3. New PR Firm/RFP Update
 4. New China Office
 5. Amgen Tour of California
- III. Proposed FY 09-10 Annual Marketing Plan (\$50 Million)
 - a. Discuss and Vote
- IV. Research Update
 - a. Fall 2008 Advertising Effectiveness
 - b. Spring 2008 ROI
 - c. UK Spring 2008 ROI
 - d. Korea Consumer Research

- V. **Guest Speaker: Dave Mering, CEO and Creative Director, MeringCarson**
- VI. **Domestic Advertising/Co-op Update**
 - a. 09-10 Planning Direction
 - b. Proposed New Creative
 - 1. Work Spot/Broadcast
 - 2. Spring Insert/New Print
 - a) CMG Co-op Insert
- VII. **Guest Speaker: Jim Magill, Vice President-Strategic Business Development, Sapient Corporation**
- VIII. **Web/Interactive Update**
 - a. 08-09 Programs Review
 - b. Bridgetrack - eCRM
 - c. 09-10 Planning Direction
- IX. **Discussion of Advertising and Web Interactive**
- X. **Communications**
 - a. Communications Symposium Update
 - b. LA Media Event
 - c. PR Firm/RFP Update
 - d. Upcoming CTTC Engagements
- XI. **08-09 Welcome Center and Rural Update on Program Initiatives**
 - a. Airstream Lifestyle Promotion
 - b. Communications, Welcome Centers, and Rural Updates
- XII. **International Report**
 - a. International Office Update: Report on Summit
 - 1. China Report
 - 2. South Korea Report
 - 3. Germany Report
 - 4. Australia Report
 - b. Other Initiatives
 - 1. Pow Wow
- XIII. **Public Comment on Matters not on Agenda**
- XIV. **Agenda Items for Future Meetings**
- XV. **Adjournment**