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: Monday, September 21, 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 Friday, October 2, 2009, beginning at 9:30 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:	Friday, October 2, 2009
Time:	9:30 a.m. to 11:20 a.m. – Commission/Marketing 11:20 a.m. to 12:00 pm. – Lunch 12:00 p.m. to 2:30 p.m. – Commission/Marketing
Main Meeting Location:	Monterey Plaza Hotel 400 Cannery Row Monterey, CA 93940 831-646-1700

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
Friday, October 2, 2009
9:30 a.m. to 2:30 p.m.

Monterey Plaza Hotel
400 Cannery Row
Monterey, CA 93940
831-646-1700

AGENDA

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

I. Call to Order/Roll Call/Approval of Agenda and April 28, 2009, Marketing Advisory Committee Meeting Minutes

II. Marketing Response to Sustainability Program

III. CEO Report
   a. Commission Action Item Priorities
      1. Allocation of Carry Over Funds
      2. Refresh of Advertising Campaign/Creative

IV. Research Update
   a. Research Summary, Implications, Actions Taken

V. Guest Speaker: Barb Newton
President
Sunset Publishing Corporation

VI. Domestic Advertising/Co-op Update
   a. Review of FY '09/10 Media Plan
   b. Review Fall/Winter Print Creative

c. CMG Insert Creative
d. Snow Strategy
e. Co-op Deals Strategy

VII. Guest Speaker: TBD

VIII. California Wine and Food Update
a. California Wine Month Press Release

IX. Web/Interactive Update
a. Online Travel Agency Partnerships Results
b. Ad Banner Creative
c. Media Campaign (SEM and Display)
d. Maps Site Enhancement
e. Core Content Research
1. International Visitation Figures

X. Welcome Center and Rural Update on Program Initiatives
a. Communications, Welcome Centers, and Rural Updates
1. Rural: New Funding Allocation, Accountability, Proposals for Regional Co-op
2. Welcome Centers
1. Proposals for New Welcome Center Sites
2. Presentation of Draft Ten-Year Plan

XI. Communications
a. Media Events: San Francisco and New York
b. Roll Out of Famuel and Upcoming Fams
c. Year In Review
d. Digital Asset Management System

XII. International Report
a. International Office Update:
1. United Kingdom & Ireland
2. Japan
3. Germany
4. South Korea
5. China
6. Australia & New Zealand
7. Mexico

XIII. Public Comment on Matters not on Agenda

XIV. Agenda Items for Future Meetings

XV. Adjournment