

MARKETING ADVISORY COMMITTEE MEETING MINUTES

October 8, 2008

Location: Hotel Del Coronado
1500 Orange Avenue
Coronado, CA 92118

PUBLIC NOTICE: *No RSVP, notice or registration is required to attend this meeting. Members of the public may attend or speak at the Meeting. 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.*

Prior to the roll call, a video was shown that detailed the various marketing programs in which the Commission is involved.

Committee Members present:

Chair John Wagon; Rick Anderson, Andy Chapman, David Cohn, Chip Conley, Joe D'Alessandro, Lina Fat, Jon Handlery, Chris Hart, Leonard Hoops, Jay Jamison, Kerri Verbeke Kapich, Douglas Manchester, Diane Mandeville, Julie Maurer, Reginald R. McDowell, Louis Meunier, Bob Muhs, Cormac O'Modhrain, Woody Peek, Howard Pickett, Don Skeoch, Bob Warren, Terry L. Westrope, and Gillian Zucker.

Committee Members absent: Jennie Bartlett, Claire Bilby, Dale E. Bonner, Brad Burlingame, Brian Carpenter, Mark Feary, Mike Gallagher, Mary Jo Ginther, Bric Haley, Brian Kennedy, Tom Klein, Nancy Light, Patti MacJennett, Anastasia Mann, Mo McElroy, Sima Patel, Kathy Paver, Cody Plott, Thomas D. See, and Kathy Turner.

Staff present:

Caroline Beteta, President and Chief Executive Officer
Ann Barsotti, Vice President of Operations
Mike Kvarme, Legal Counsel
Cris McLucas, Tourism Assessment Division
Dan Mishell, Director of Research
Matt Sabbatini, Acting Director of Finance and Human Resources
Lynn Carpenter Schumann, Vice President of Marketing
Susan Wilcox, Vice President of Communications

A. ROLL CALL

Chair Wagon called the meeting to order at 10:22 a.m. After reading the Public Notice (see above), Acting Director Sabbatini called the roll.

B. OPENING REMARKS

Chair Wagnon summarized the issues brought up during the May 20 Committee Meeting:

- *Add a retail focus to the television ad campaign;*
- *Review the “closer in” markets;*
- *Make changes to the Marketing Committee structure to improve effectiveness;*
- *Look at emerging international markets; and*
- *Develop metrics that will allow the measurement of the various Commission marketing programs.*

Twelve specific Committee membership categories have been identified and the Committee restructured accordingly.

C. REPORT OF THE CHIEF EXECUTIVE OFFICER

CEO Beteta noted that the Commission is now deeply focused on China and will be returning there next month with 22 delegates.

She is very excited about the possibilities inherent in the new Interactive Media Committee, which is really a “look at the future.”

She recognized Don Skeoch, the new co-chair of the Advertising Co-op Committee.

CEO Beteta then introduced a series of video spots in English and Japanese, one featuring Governor Schwarzenegger.

D. COMMITTEE UPDATES

Committee member Skeoch commented on the great opportunity he had to review the international advertising programs and see the breadth and scope of CTTC’s \$50 million budget.

Denise Miller, Strategic Marketing And Research, Inc. (SMARI), gave a presentation on advertising effectiveness, including the international program effectiveness in Canada, the UK and Japan.

Vice President of Marketing Schumann gave a presentation on the domestic and Canadian advertising plans, and showed various TV spots designed for mainstream, snow, wine and food, and Japanese audiences.

Committee member Kapich discussed the processes and responses to the nationwide RFP that resulted in the hiring of Sapient Corporation as the lead agency that will assist the Commission with its Web site interaction needs. James McGill, Sapient, then provided an overview of the agency.

Committee member Warren reported on the new publication California Road Trips (previously the California Drives guide). One million copies were produced; it was released in mid-May 2008. In addition, there are now nine international publications.

*Vice President of Communications Wilcox announced and discussed the Commission's new Web site, **tourism.visitcalifornia.com**, which allows the public to reach out and access content about every region in the state in a lively, interactive manner. She also updated the Commission on public relations, business to business (B2B) outreach, e-newsletters, upcoming events and other communications issues.*

Commissioner Handlery summarized the international report. Vice President Schumann provided a three month "snapshot" that touched on various international markets, including Mexico, Japan, Germany, Australia, New Zealand, Canada, China and others.

Committee member Chapman gave an update on the progress of the ongoing projects of the adopted Rural Tourism Strategic Plan.

Jan Decker was introduced as the new California Welcome Center (CWC) representative. He provided a quick overview of CWC activities.

CEO Beteta presented an overview of the projected '08/'09 budget and a snapshot of the three year budget.

Upon motion by Commissioner Warren, seconded by Commissioner Chapman, the Fiscal Year 08-09 budget was unanimously approved as presented.

Upon motion by Commissioner Warren, seconded by Commissioner Hart, the May 20, 2008, Marketing Committee Minutes were unanimously approved.

Committee Chair Wagnon asked if there were any Public Comments. Seeing none, he asked for a motion to adjourn the Marketing Committee Meeting.

Upon motion by Commissioner Cohn, seconded by Commissioner Warren, the Marketing Advisory Committee Meeting adjourned at 12:26 p.m.