



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, January 8, 2010

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 Thursday, January 21, 2010, beginning at 8:30 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:	Thursday, January 21, 2010
Time:	8:30 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	The Roosevelt Hotel
Location:	7000 Hollywood Boulevard Hollywood, CA 90028 (323) 466-7000

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

Thursday, January 21, 2010

8:30 a.m. to 2:30 p.m.

The Roosevelt Hotel

7000 Hollywood Boulevard

Hollywood, CA 90028

(323) 466-7000

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 October 2, 2009, Marketing Advisory Committee Meeting Minutes
- I. CEO Report
 - a. Commission Action Item Priorities
- II. Guest Speaker: TBD, Custom Marketing Group (CMG)
- III. Communications Update
 - a. Social Media
 - b. New York Media Blitz
 - c. Dine Platform
- IV. International Update
 - a. International Office Update & Summit Report
 1. United Kingdom Report
 2. Japan Report

3. Germany Report
4. Australia Report
5. Mexico Report
6. South Korea Report
7. China Report

V. Domestic Advertising/Co-op Update

- a. Southwest Airlines Update
- b. Creative (Print)
- c. Allocation of Funds Spent - Media

VI. Web/Interactive/Publications Update

- a. Allocation of Funds Spent - (cont'd)
- b. New 2010 California Visitors Guide
- c. OTA Program Update

VII. Web/Interactive Update

- a. OTA Results
- b. Ad Banner Creative
- c. Media Campaign (SEM and Display)
- d. Maps Site Enhancement

VIII. Budget

- a. Discuss and Approve Fiscal Year 2009/2010 Budget Allocation Adjustments
- b. Approval of Preliminary Fiscal Year 2010/2011 Budget

IX. Public Comment on Matters not on Agenda

X. Agenda Items for Future Meetings

XI. Marketing Committee Adjournment