

Marketing Advisory Committee Meeting

Monterey Plaza, Monterey, CA

October 2, 2009

Commission Vice Chair Wagnon called the meeting to order at 12:23 p.m.

Roll was called, and the following Marketing Committee Members were present:

Commissioner Anderson, Commissioner Burba, CTC Vice President of Marketing Carpenter, Andy Chapman, Commissioner Cohn, Commissioner Conley, Jan Decker, Mark Feary, Commissioner Gallagher, Commissioner Handlery, Marilyn Hannes, Chris Hart, Leonard Hoops, Commissioner Jamison, Kerri Kapich, Commissioner Klein, Commissioner Manchester, Diane Mandeville, Commissioner Maurer, Commissioner Muhs, Commissioner O'Modrain, Commissioner Patel, Kathy Paver, Woody Peek, Howard Pickett, Commissioner Plott, Don Skeoch, Commissioner Turner, Bob Warren, Commissioner Westrope, Clinton White and Commissioner Zucker.

Others present:

Kathy Anderson, Karen Baker, Lori Bartle, Caroline Beteta, Steve C. Bone, Ted Burke, Lynn Carpenter, Commissioner Condie, Shellie Cook, John Cox, Sue Coyle, Commissioner D'Alessandro, Damon Eberhart, Antonette Eckert, Marisa Engel, Amanda Esquivias, Commission CFO Fichthorn, Geoff M. Freeman, Linsey Gallagher, Peter Gerhauser, Pettit Gilwee, Commissioner Gregory, Commissioner Grier, Malcolm Griffiths, Tammy Haughey, Heather Hudson, Ross Hutchings, Beth Javens, Jean Johnstone, Despina Kreatsoulas, Commissioner Kurzweil, Mike Kvarme, Commissioner Liberman, Nancy Light, Timothy Lowery, Jim Magill, Carol Martinez, John Mergen, Dave Mering, Denise Miller, Daniel Mishell, Commissioner Mohrfeld, Amanda Moreland, Barbara Newton, Richard Peterson, Jeff Phillips, Leona Reed, Cynthia Reynolds, Commissioner Ritenour, Matt Sabbatini, Gwynne Spann, Vicki Tackett, Teddy Wade, Commission Vice Chair Wagnon and Xiomara Wiley.

Motion by Committee Member Hart to approve April Meeting Minutes. Second by Committee Member Kapich. Motion unanimously approved.

Vice Chair Wagnon reported on Committee Chairs and terms.

CEO Report

CEO Beteta reported on major events and addressed carry-over funds, with specific allocations to be discussed later in the meeting.

CEO Beteta updated the Committee on the situation with potential closures of California State Parks, noting that there will be no closures this year.

Marketing Report

Tourism trends were discussed, as well as California's tourism budget compared to other states. CTTC's new commercial spots were presented to the Committee, while added value opportunities and results were reviewed.

CTTC Vice President of Marketing Carpenter reported on the advertising program.

Symposium Chair Skeoch reported on the Advertising and Co-op Symposium, and reviewed CTTC's 2009-2010 media plans.

Guest Speaker

Barb Newton, President of *Sunset* magazine, presented to the group.

Web/Interactive Report

Symposium Chair Kapich reported on CTTC's Web and interactive strategy.

Wine and Food Report

CTTC Vice President of Communications Wilcox reported on wine and food initiatives, including Web site integration, as well as Public Relations Symposium efforts.

Rural Tourism Report

Symposium Chair Chapman reported on rural tourism, the new funding model and regional accountability.

CWC Report

Karen Baker reported on the status of the California Welcome Centers (CWCs) and reviewed the CWCs' 10-year strategy.

Communications Report

Carol Martinez reported on CTTC's public relations and communications efforts.

International Report

Senior Marketing Director Reed reported on CTTC's international efforts.

Marilyn Hannes reported on each international market and referred to the Commission binder for detailed information on each area.

Budget Review

CEO Beteta reviewed the marketing budget and incremental spending. There is \$3,766,891.86 million in carryover funding, and it is proposed to spend these funds in the following:

- Brand Advertising – \$1,535,507
- Communications – \$100,000
- UK – \$600,000
- Germany – \$30,000
- Canada – \$65,000
- South Korea – \$250,000
- China – \$1,026,384.86

Motion by Commissioner D'Alesandro to approve the incremental funding as proposed. Second by Commissioner Plott. Motion unanimously approved.

Public Comment

None

Meeting adjourned at 2:18 p.m.