

**California Travel and Tourism Commission  
555 Capitol Mall  
Suite 1100  
Sacramento, California 95814  
(916) 444-4429**

**TO: California Travel and Tourism Commission  
Secretary of State  
Members of the Public Who Have Requested Notification**

**FROM: Caroline Beteta, Executive Director**

**DATE: Thursday, April 24, 2014**

**RE: PUBLIC NOTICE OF THE CALIFORNIA TRAVEL AND TOURISM COMMISSION,  
MARKETING ADVISORY COMMITTEE MEETING**

A meeting of the California Travel and Tourism Commission, Marketing Advisory Committee is scheduled to take place on May 8, 2014.

The meeting details are as follows:

<b>Meeting Name:</b>	Marketing Advisory Committee Meeting	
<b>Date:</b>	Thursday, May 8, 2014	
<b>Time:</b>	10:00am -12:00pm	
<b>Meeting Location:</b>	The Huntley Hotel Santa Monica 1111 2 <sup>nd</sup> Street Crystal Room 3 Santa Monica, CA 90403 (310) 394-5454	
<b>Other Meeting Locations:</b>	Temecula Valley CVB 28690 Mercedes Street, Suite A Temecula, CA 92590 (888) 363-2852  North Lake Tahoe CVB 100 N Lake Blvd Sunnyside-Tahoe City, CA 96145 (530) 583-3494  Visit Santa Barbara 500 E Montecito Street Santa Barbara, CA 93103 (805) 966-9222  Discover Los Angeles 333 S. Hope Street, 18 <sup>th</sup> Fl. Los Angeles, CA 90071 (213) 236-2315	San Diego Zoo Global 165 S. Dolliver Street Pismo Beach, CA 93449 (888) 782-3224  Pismo Coast Village Inc. 1 Minaret Road Mammoth Lakes, California 93546 (760) 934-0633  San Francisco CVB 201 Third Street, Suite 900 San Francisco, CA 94103 (415) 974-6900  Visit California 555 Capitol Mall, Suite 1100 Sacramento, CA 95814 (916) 444-4429

The agenda is attached for your reference. Anyone interested in attending the meeting should plan accordingly.

**For Commissioners, Staff and Consultants:**

If you haven't already, please RSVP to Amber Luiz at (916) 319-5430 or [aluiz@visitcalifornia.com](mailto:aluiz@visitcalifornia.com) if you are planning to participate so that we can ensure 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 California Travel and Tourism Audit Committee 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 working days before the meeting by contacting Amber Luiz at (916) 319-5430 or sending a written request to 555 Capitol Mall, Suite 1100, Sacramento, California 95814. Requests for further information should be directed to Amber Luiz at the same address and telephone number.

*The agenda and public meeting notice is also available at: <http://www.visitcalifornia.com/agendas>*

**California Travel and Tourism Commission, Marketing Advisory Committee Meeting**

Thursday, May 8, 2014  
10:00 a.m. – 12:00 p.m.

The Huntley Hotel Santa Monica  
1111 2<sup>nd</sup> Street  
Crystal Room 3  
Santa Monica, CA 90403  
(310) 394-5454

**AGENDA**

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

- I. Call to Order/Approval of Agenda/Approval of February 7, 2014 Meeting Minutes**
- II. Opening Remarks**
- III. CEO Report**
- IV. 13/14 Program Highlights**
- V. Present Web Infrastructure Changes and Updates**
- VI. Discuss and Vote on the 2014/15 Global Marketing Program of Work**
  - a. 14/15 “Static” Budget Plan
  - b. Marketing Allocation Strategy
  - c. Dream Big Dividend Planning Framework
  - d. Next Steps and Timing
- VII. Public Comment on Matters not on the Agenda**
- VIII. Agenda Items for Future Meetings**
- IX. Marketing Committee Adjournment**