

California Travel and Tourism Commission
555 Capitol Mall
Suite 1100
Sacramento, California 95814

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

FROM: Caroline Beteta, Chief Executive Officer

DATE: Friday, October 9, 2015

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 in conjunction with the Commission's Spring Board Meeting on October 22, 2015. The order of business within the meeting is subject to change.

The meeting details are as follows:

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| Meeting: Marketing Advisory Committee Meeting |
| Date: Thursday, October 22, 2015 |
| Time: 9:00 a.m. – 1:00 p.m. |
| Meeting Location: St. Regis Monarch Beach 1 Monarch Beach Dana Point, California 92629 (949) 234-3200 |

The agenda is attached for your reference.

For Commissioners, Staff and Consultants:

If you haven't already, please RSVP to Amber Luiz at (916) 319-5430 or aluiz@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 California Travel and Tourism 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 Amber Luiz at (916) 319-5430 or sending a written request for that person at the California Travel and Tourism Commission address of 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 are available at www.visitcalifornia.com/agendas

Thursday, October 22, 2015
9:00 a.m. – 1:00 p.m.

St. Regis Monarch Beach
1 Monarch Beach
Dana Point, California 92629
(949) 234-3200

AGENDA

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

- I. Call to Order/Roll Call/Approval of May 22, 2015 Marketing Advisory Committee Meeting Minutes
- II. Opening Remarks
- III. CEO Report
 - a. New Spot Refresh – Average Joes, Little Dreamers
 - b. Recent Awards and Accolades
 - c. Industry Liaisons Announcement
 - d. Year in Review
 - e. Brand USA LOA
 - f. Rural Snapshots
- IV. Marketing Committee Update
 - a. Committee Meeting recap
 - b. Research & ROI – *Panel*
 - c. Sponsorship & Co-operative Marketing - *Panel*
- V. Delivery of 2015-16 Global Plan
 - a. Media and Creative Broadcast Update
 - b. Dream 365TV
 - i. California Dreamers
 - ii. California Dream Eater
 - c. Super Affluent Audience Plan
 - d. International Key Programs
 - i. Global Ready
 - ii. China Market Update
 - iii. National Parks Film Update
 - e. Partnerships Update
 - i. Specialty Crop/Ag Grant Plan/California Grown
 - ii. California Restaurant Month
 - f. Communications Update
 - i. Team California Launch
 - ii. International Media Center Launch
 - iii. Media Events
 - iv. Awesomeness TV
- VI. Public Matters Not on the Agenda
- VII. Items for Future Meetings
- VIII. Adjourn Marketing Advisory Committee Meeting

