

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, February 13, 2015

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

A meeting of the California Travel and Tourism Commission's Marketing Advisory Committee is scheduled to take place on Wednesday, February 25, 2015. The order of business within the meeting is subject to change. The meeting details are as follows:

Meeting: Marketing Advisory Committee Meeting
Date: Wednesday, February 25, 2015
Time: 9:00 a.m. - 12:30 p.m.
Meeting Location: La Quinta Resort & Club
49499 Eisenhower Drive
La Quinta, California 92253
(760) 564-4111

The agenda is below 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

California Travel and Tourism Commission, Marketing Advisory Committee
Meeting

Wednesday, February 25, 2015
9:00 a.m. – 12:30 p.m.

La Quinta Resort & Club
49499 Eisenhower Drive
La Quinta, California 92253
(760) 564-4111

AGENDA

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

- I. **Call to Order/Roll Call/Approval of October 2, 2015 Marketing Advisory Committee Meeting Minutes**
- II. **Opening Remarks**
- III. **CEO Marketing Report**
 - a. Update on Marketing RFP's
 - i. Content
 - ii. Brand
 - iii. Brazil
 - b. International
 - i. Global Office Reports/Perspective
 - ii. IPW Programming Update
 - iii. Discuss Middle East Presence
 - c. Recap of Marketing Workshop
- IV. **Brand**
 - a. Spring Media Recommendations
 - b. Dream 365 and Creative Rollout
 - c. New California Visitor's Guide
- V. **Digital/Social**
 - a. New Website Rollout
 - b. New Social Media Support
- VI. **Marketing Partnerships – Bought, Earned, Owned**
 - a. California Restaurant Month Update
 - b. Bravo/"Top Chef" Update
 - c. Update on Sponsorship Roadmap
 - d. Celebrity Outreach and Strategy
 - e. Status of Partnership with Brand USA
 - f. Bay Area Super Bowl 50 Update
- VII. **California Welcome Centers**
- VIII. **Present, Review and Discuss 2015-16 Marketing Plan**
- IX. **Sponsor Speaker: Linsey Gallagher, Wine Institute**
- X. **Public Matters Note on the Agenda**
- XI. **Items for Future Meetings**
- XII. **Adjourn Marketing Advisory Committee Meeting**