

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, President & Chief Executive Officer

DATE: Friday, May 6, 2016

RE: PUBLIC NOTICE OF MARKETING ADVISORY COMMITTEE MEETING

A Marketing Advisory Committee meeting is scheduled to take place on May 17, 2016. The order of business within the meeting is subject to change.

The meeting details are as follows:

Meeting:	California Travel and Tourism Commission Meeting
Date:	Tuesday, May 17, 2016
Time:	9 a.m. - 12 p.m.
Meeting Location:	The Inn at Spanish Bay 2700 17 Mile Drive Pebble Beach, California 93953 (831) 574-5605
Other Meeting Locations:	None

The agenda is attached for your reference.

For Commissioners, Staff and Consultants:

If you haven't already, please RSVP to Diane Grewe at (916) 319-5409 or dgrewe@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 Diane Grewe at (916) 319-5409 or dgrewe@visitcalifornia.com 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 Diane Grewe at the same address and telephone number.

The Agenda and Public Meeting Notice are available at industry.visitcalifornia.com/agendas

Marketing Advisory Committee Meeting
Tuesday, May 17, 2016
9 a.m. - 12 p.m.

The Inn at Spanish Bay
2700 17 Mile Drive
Pebble Beach, California 93953
(831) 574-5605

AGENDA

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

- I. Call to Order
 - a. Roll Call
 - b. Approval of February 24, 2016 Meeting Minutes
- II. Opening Remarks
 - a. ROI Discussion - Adam Sacks
- III. CEO Report
 - a. FY16/17 Marketing Plan
- IV. FY15/16 Marketing Program Highlights
 - a. Creative / Media Update
 - b. Dream365 Content Program
- V. FY15/16 Public Relations Highlights
 - a. Time Editors Dinner/New York Media Event
 - b. Experience California Boot Camp (Austin)
- VI. Sponsor Speaker: MeringCarson
- VII. Present, Discuss and Vote FY16/17 Budget
- VIII. Public Matters Not on the Agenda
- IX. Items for Future Meetings
- X. Adjourn Marketing Advisory Committee Meeting