

**WASHINGTON STATE
TOURISM COMMISSION MEETING**
SeaTac Conference Center – International A (aka: London/Amsterdam Room)
Seattle, Washington

**April 24, 2009
10:00 AM – 3:00 PM**

AGENDA
FINAL – April 24, 2009

10:00 – 10:10 a.m.	1. Welcome and Call to Order 2. Roll Call <u>ACTION</u> <u>ACTION</u>	Larry Williams Kim Bennett
10:10 – 10:20 a.m.	3. Approval of Agenda 4. Approval of Summary Minutes 5. Public Comment Period	
10:20 – 10:30 a.m.	6. Legislative update <ul style="list-style-type: none">• State Budget	Larry Williams
10:30 – 10:40 a.m.	7. Marketing Committee update <ul style="list-style-type: none">• 2009 Advertising campaign update• Travel Planner/Lodging Supplement: update and future plans• SEM	Betsy Gabel
10:40 – 11:00 a.m.	<u>ACTION</u> 8. Brand Development Proposal	Marsha Massey GreenRubino
11:00 – 11:15 a.m.	9. Web site update <ul style="list-style-type: none">• Status update• Metrics• SEO/Link bait strategies	Alexander Harper
11:15 – 11:30	10. PR Update <ul style="list-style-type: none">• National Travel & Tourism Week - May 9-17, 2009• US Travel Rally Day – May 12, 2009• Social Media	Marsha Massey Edelman
11:30 – 11:45 a.m.	11. Governor’s Conference Planning Committee	Katherine Kertzman
11:45 – 12:15 p.m.	12. FY2010 Tourism Marketing Plan & Budget <ul style="list-style-type: none">• Strategic discussion/Preliminary review of priorities	Kim Bennett

12:15 – 1:00 p.m.

Lunch

1:00 – 1:30 p.m.

13. Competitive Grant Committee update
- Grant Awards announcement

Duane Wollmuth

1:30 – 1:45 p.m.

14. International Sales/Marketing update

Tammy Guill

1:45 – 2:00 p.m.

15. Future Meetings
- June - change of date?
 - Locations – move around state?
 - Next years dates

Kim Bennett

2:00 p.m.

16. Wrap-up and Adjourn

Kim Bennett