

**WASHINGTON STATE  
TOURISM COMMISSION MEETING  
SeaTac Conference Center – International A  
Seattle, Washington**

**August 27, 2009  
10:00 AM – 2:00 PM**

**AGENDA  
FINAL – August 27, 2009**

<b>10:00 – 10:10 a.m.</b>		1. Welcome and Call to Order	Larry Williams
		2. Roll Call	Kim Bennett
	<b><u>ACTION</u></b>	3. Approval of Agenda	
	<b><u>ACTION</u></b>	4. Approval of Summary Minutes	
<b>10:10 – 10:20 a.m.</b>		5. Public Comment Period	
<b>10:20 – 10:40 a.m.</b>	<b><u>ACTION</u></b>	6. Co-Chair Election	Marsha Massey
<b>10:40 – 11:10 a.m.</b>	<b><u>ACTION</u></b>	7. Brand Signature Presentation	GreenRubino
<b>11:10 – 11:40 a.m.</b>	<b><u>ACTION</u></b>	8. 2010 Advertising/Media Strategies	GreenRubino
<b>11:40 – 12:00 p.m.</b>		9. Performance Measures	Marsha Massey
<b>12:00 – 12:30 p.m.</b>		<b>LUNCH</b>	
<b>12:30 – 12:45 p.m.</b>		10. Web Committee update	Clint Campbell
<b>12:45 – 12:55 p.m.</b>		11. Marketing Committee Update	TBA
<b>12:55 – 1:05 p.m.</b>		12. Grant Committee Update	Duane Wollmuth
<b>1:05 – 1:15 p.m.</b>		13. Governor’s Conference Planning Committee	Katherine Kertzman
<b>1:15 – 1:25 p.m.</b>		14. Education & Public Affairs Committee	Kris Watkins
<b>1:25 – 1:45 p.m.</b>		15. Future Work/Future Meeting dates	Marsha Massey
<b>1:45 – 2:00 p.m.</b>		16. Wrap-up and Adjourn	Kim Bennett