

**WASHINGTON STATE
TC MARKETING COMMITTEE MEETING
SeaTac Conference Center – Seoul Room
Seattle, Washington**

**May 11, 2009
10:00 AM – 1:00 PM**

**AGENDA
FINAL – May 11, 2009**

- | | | |
|---------------------------|---|--------------------------------|
| 10:00 – 10:15 a.m. | 1. Welcome and Call to Order
2. Roll Call
3. Approval of Agenda | Brad Walker |
| | <u>ACTION</u> | |
| 10:15 – 11:30 a.m. | 4. Travel Planner review and discussion <ul style="list-style-type: none">• Status of contract negotiations with DMA• Current distribution costs• WSHLA proposal• Next steps | Marsha Massey
Tourism Staff |
| | <u>ACTION</u>
<u>ACTION</u> | |
| 11:30 – 11:45 a.m. | Break | |
| 11:45 – 1:00 p.m. | 5. Brand Visual Identity work session <ul style="list-style-type: none">• Revisit Brand strategy platform• Visual translation exercise• Brand presentation meeting dates | GreenRubino |
| 1:00 p.m. | 6. Wrap-up and Adjourn | Brad Walker |