

**WASHINGTON STATE  
TOURISM COMMISSION MEETING**  
SeaTac Conference Center – London/Amsterdam Room  
Seattle, Washington

**September 26, 2008  
10:00 AM – 3:00 PM**

***REVISED AGENDA***  
**FINAL 9-26-08**

<b>10:00 - 10:10 a.m.</b>	1. Welcome and Call to Order 2. Roll Call	Larry Williams
	<b><u>ACTION</u></b> <b><u>ACTION</u></b>	
<b>10:10 – 10:30 a.m.</b>	3. Approval of Agenda 4. Approval of Summary Minutes	
	5. Public Comment Period	
<b>10:30 – 10:50 a.m.</b>	<b><u>ACTION</u></b> 6. Election of Co-Chair	Larry Williams
<b>10:50 – 11:00 a.m.</b>	7. Tourism Office Update	Marsha Massey
<b>11:00 – 11:45 a.m.</b>	8. Marketing/Advertising Update • Summary of 2008 Campaign • Brand Repositioning • Preparation for 2009 Campaign	Betsy Gabel Hadley Greene Creates
	<b><u>ACTION</u></b>	
<b>11:45 – 12:00 p.m.</b>	9. PR Update • Crisis Communication Plan • PR Recap • Future reports	Kristin Jacobsen Edelman
<b>12:00 – 12:30 p.m.</b>	10. Web Site Update • Web Metrics • Search Engine Optimization Update • New Web Site	Alexander Harper Ascentium
<b>12:30 – 1:15 p.m.</b>	Lunch	
<b>1:15 – 1:30 p.m.</b>	11. International Sales/Marketing Update	Tammy Guill
<b>1:30 – 1:45 p.m.</b>	12. Product Development Update	Michelle Campbell
<b>1:45 – 2:00 p.m.</b>	13. Competitive Grant Committee Update	Kim Bennett
<b>2:00 – 2:30 p.m.</b>	14. Presentation – Expansion of WA State Convention and Trade Center • Letter of Support	John Christison
	<b><u>ACTION</u></b>	
<b>2:30 – 2:50 p.m.</b>	15. Education and Public Affairs Committee	Kris Watkins
<b>2:50 – 3:00 p.m..</b>	16. Wrap up and Adjourn	

