

**WASHINGTON STATE TOURISM COMMISSION
MARKETING COMMITTEE MEETING**

**Dept. of Commerce Office
2001 – 6th Ave. – Suite 2600
Seattle, Washington**

**October 16, 2009
10:00 AM – 12:00 PM**

FINAL – AGENDA

10:00 – 10:15 a.m.	ACTION ACTION	1. Welcome and Call to Order 2. Roll Call 3. Approval of Agenda 4. Approval of 10-2-09 meeting minutes	Brad Walker
10:15 – 10:45 a.m.	ACTION	5. Review and Approval of revised Travel Planner cover options	GreenRubino
10:45 – 11:30 a.m.	ACTION	6. Review and approval of ad campaign direction for: <ul style="list-style-type: none"> • Winter “Experience More” Giveaway <ul style="list-style-type: none"> ○ Campaign Summary ○ Media/Budget Overview • Spring/Summer Campaign <ul style="list-style-type: none"> ○ Creative Brief ○ Media and Budget Overview 	GreenRubino
11:30 – 11:45 a.m.		7. URL/Seattle Times Update	Marsha Massey Duane Wollmuth
11:45 – 12:00 p.m.		8. Review remaining meeting dates for 2009	Committee
12:00 p.m.		9. Meeting adjourn	