

BRAND USA

**OPEN TO THE PUBLIC MEETING
MARKETING COMMITTEE
March 19, 2014**

An open meeting of the Marketing Committee (the "Committee") of The Corporation for Travel Promotion d/b/a "Brand USA" was held today in the offices of Brand USA following the quarterly meeting of the Board of Directors of Brand USA. The telephone call-in lines from the public Board of Directors meeting remained open.

The following members of the Committee participated in the meeting:

Barbara Richardson, Chair
Diane Shoher
Randy Garfield and
George Fertitta.

Committee member Caroline Beteta was not in attendance. The following directors also attended the meeting: Andrew Greenfield, Daniel Halpern, Mark Schwab, Arne Sorenson, and Roy Yamaguchi. Attending from Brand USA were Chris Thompson, Don Richardson, Carol Rheem, Tom Garzilli, Alfredo Gonzalez, and Anne Madison. Also present were Kent Duffie of Marriott and George Schutzer of Patton Boggs LLP. Mr. Schutzer served as recording secretary.

There being a quorum present, Ms. Richardson called the meeting to order and announced that the primary order of business was the approval of the minutes of the October 28, 2013, meeting of the Marketing Committee.

Upon motion, the Committee approved the minutes of the October 28, 2013, meeting by a 4-0 vote.

Ms. Richardson then turned to Mr. Thompson for comments. Mr. Thompson discussed the "unbridled enthusiasm" by stakeholders. He discussed contributions and cooperative marketing and expressed optimism about plans being converted to action. He said that in its fifth year, Brand USA will be fully functional. He thanked the Board for its leadership and the Brand USA partners for their support.

There being no further business, Ms. Richardson adjourned the meeting.

The foregoing minutes were approved by the Committee on May 21, 2014.



Barbara Richardson
Chair