

California Travel and Tourism Commission
555 Capitol Mall
Suite 1100
Sacramento, CA 95814

TO: California Travel and Tourism Commission
Secretary of State
Travel Industry Association
Members of the Public Who Have Requested Notification

FROM: Caroline Beteta, President & Chief Executive Officer

DATE: Friday, April 21, 2017

RE: PUBLIC NOTICE OF CALIFORNIA TRAVEL AND TOURISM EXECUTIVE COMMITTEE MEETING

A California Travel and Tourism Commission meeting is scheduled to take place on May 3, 2017. The order of business within the meeting is subject to change.

The meeting details are as follows:

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|---------------------------------|--|
| Meeting: | California Travel and Tourism Executive Committee Meeting |
| Date: | Wednesday, May 3, 2017 |
| Time: | 1:30-3:30 p.m. |
| Meeting Location: | Visit California 555 Capitol Mall, Suite 1100 Sacramento, CA 95814 (916) 444-4429 |
| Other Meeting Locations: | Hilton Minneapolis 1001 Marquette Avenue South Minneapolis, MN 55403 (612) 376-1000 |

The agenda is attached for your reference.

For Commissioners, Staff and Consultants:

If you haven't already, please RSVP to Diane Cody at (916) 319-5409 or dcody@visitcalifornia.com if you are planning to participate so we can ensure that pertinent meeting materials reach you.

Public Notice:

No RSVP, notice or registration is required to attend this meeting. Members of the public may attend or speak at the meeting without prior notice to the Commission. Signing, registering or completing any RSVP is voluntary and is not a requirement for attendance at any California Travel and Tourism Commission meeting. All persons may attend the meeting regardless of whether he or she signs in, registers or RSVPs.

The meeting is accessible to the physically disabled. A person who needs disability-related accommodations or modifications in order to participate in the meeting shall make a request no later than five (5) working days before the meeting to the Board by contacting Diane Cody at (916) 319-5409 or dcody@visitcalifornia.com, or by sending a written request on behalf of that individual to the California Travel and Tourism Commission address at 555 Capitol Mall, Suite 1100,

Sacramento, CA 95814. Requests for further information should be directed to Diane Cody at the same address and telephone number.

The Agenda and Public Meeting Notice are available at industry.visitcalifornia.com/agendas

California Travel and Tourism Executive Committee Meeting
Wednesday, May 3, 2017
1:30-3:30 p.m.

Visit California
555 Capitol Mall, Suite 1100
Sacramento, CA 95814
(916) 322-1266

AGENDA

All times indicated and the order of business are approximate and subject to change

- I. Call to Order
 - a. Roll Call
 - b. Approval of Feb. 28, 2017 Meeting Minutes
- II. Welcome and Opening Remarks
- III. CEO Report
 - a. National Perspective on Tourism and the Economy
 - i. Brand USA Update and Priorities
 - ii. U.S. Travel Association Advocacy and Key Industry Issues
 - b. State Perspective on Tourism and the Economy
 - i. Updated Economic Impact Numbers
 - ii. Administration Perspective and Policy Update
 - c. "Visit California At Work" Feb.-April 2017
- IV. Current Commission Operations, Action Items and Priorities
 - a. California Tourism Month
 - b. National Travel & Tourism Week Activation
 - c. "All Dreams Welcome" Statewide Initiative
 - d. Highway 1 Crisis Response
- V. Nominating Committee Update
 - a. Open Discussion, Consideration and Vote on Recommendations and Nominations of Candidates to Fill Existing Vacancies
- VI. Marketing Advisory Committee Meeting
 - a. Call to Order
 - i. Roll Call
 - ii. Approval of March 1, 2017 Meeting Minutes
 - b. Vice Chair of Marketing Opening Remarks
 - c. CEO Marketing Report
 - i. FY17/18 Marketing Plan and Budget
 1. Growth of Content Program
 2. Media Allocation
 3. Strategic Alliances

- ii. Research
 - 1. Global Perception Study
 - 2. Marketing Program ROI
- iii. Future Program/Events
 - 1. IPW
 - 2. Arabian Travel Market
 - 3. Amgen Tour of California
- d. FY16/17 Marketing Program Highlights
 - i. Creative Update
 - ii. Media Update
 - iii. Content Update
 - iv. Luxury Initiative
 - v. Family Initiative
 - vi. Global Trade Update
 - vii. Global Public Relations Update
- e. Sponsor Speaker: Time California
- f. Present, Discuss and Vote on FY17/18 Budget
- g. Open Discussion - Visit California's Role in Meeting Incentives/Group Market
- h. Public Comment on Matters Not on the Agenda
- i. Agenda Items for Future Meetings
- j. Adjourn Marketing Advisory Committee Meeting

VII. Legal/Governance

- a. Discussion and Vote to Create Governance Task Force(s) to Review:
 - i. Industry Segment Definitions
 - ii. Roles & Responsibilities of Chair
 - iii. Roles & Responsibilities of Non-Chair Officers
- b. Legislative Proposals Update

VIII. Finance

- a. Present, Discuss and Vote on Reviewed Financial Statements for Period Ending Feb. 28, 2017
- b. Present, Discuss and Vote on FY17/18 Budget
- c. "Rainy Day" Reserve Fund Discussion

IX. Upcoming Visit California Events

- a. San Francisco Media Reception, May 16, 2017 (San Francisco)
- b. "All Dreams Welcome" CEO Missions, May 21-26, 2017 (Mexico & Canada)
- c. IPW, June 3-7 (Washington, D.C.)
- d. U.K. Sales and Media Mission, July 10-14, 2017
- e. Australia Media Mission, Aug. 21-25, 2017
- f. India Sales Day, Sept. 16-18, 2017
- g. Visit California Fall Board Meeting, Oct. 25, 2017 (Catalina)
- h. Canada Media Mission, Oct. 16-20, 2017
- i. India CEO Mission, Nov. 13-17, 2017

X. Public Comment on Matters Not on the Agenda

XI. Agenda Items for Future Meetings

XII. Adjournment