

California Travel and Tourism Commission
555 Capitol Mall
Suite 1100
Sacramento, California 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, Feb. 17, 2017

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

California Travel and Tourism Commission meeting is scheduled to take place on Feb. 28, 2017.
The order of business within the meeting is subject to change.

The meeting details are as follows:

Meeting:	California Travel and Tourism Executive Committee Meeting
Date:	Tuesday, Feb. 28, 2017
Time:	4-6 p.m.
Meeting Location:	Bacara Resort & Spa 8301 Hollister Avenue Goleta, California 93117 (844) 276-0955
Other Meeting Locations:	None

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 sending a written request for that person at the California Travel and Tourism Commission address of 555 Capitol Mall, Suite 1100, Sacramento,

California, 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
Tuesday, Feb. 28, 2017
4-6 p.m.

Bacara Resort & Spa
8301 Hollister Avenue
Goleta, California 93117
(844) 276-0955

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 Oct. 13, 2016 meeting minutes
- II. Welcome and opening remarks
- III. CEO report
 - a. Outlook Forum recap
 - i. Committee offsite
 - ii. Key content takeaways
 - b. National perspective on tourism and the economy
 - i. Brand USA update and priorities
 - ii. U.S. Travel advocacy and key industry issues
 - c. State perspective on tourism and the economy
 - i. Economic impact
 - ii. Tourism trends
 - d. Current Commission operations, action items and priorities
 - i. New creative
 - ii. Midyear FY16/17 budget revise
 - iii. Silver Anniversary
- IV. Nominating Committee update
 - a. Official welcome of new Commissioners
 - b. Open discussion, consideration and vote on recommendation for Commission Chief Fiscal Officer
- V. Public Affairs/"Why Travel Matters"
 - a. Project: Time Off/National Plan for Vacation Day
 - b. Silver Anniversary
 - c. Economic impact messaging
 - i. National Travel & Tourism Week
 - ii. California Tourism Month

- VI. Marketing Advisory Committee Meeting
 - a. Vice Chair of Marketing opening remarks
 - b. Global Team spotlight
 - c. CEO marketing report
 - i. FY16/17 California brand update
 - 1. “Living the Dream”
 - 2. “Kidifornia”
 - 3. “Golden State of Luxury”
 - a. ILTM recap
 - 4. 2017 Visitor’s Guide
 - 5. STAR program
 - ii. FY17/18 draft marketing plan update
 - 1. Plan timeline and deliverables
 - a. ROI update
 - b. Marketing Allocation Platform
 - d. FY16/17 global plan delivery
 - i. Global media update
 - ii. Audience development
 - 1. Luxury
 - 2. Family
 - iii. Passion-based targets
 - 1. Outdoor – “Catch the Winter Wave”
 - 2. Culinary – California Restaurant Month, “Dream Eater”
 - iv. Communications & Industry Relations
 - 1. Global Ready China
 - 2. Digital influencer plan
 - 3. Media events
 - 4. Missions
 - e. “All Dreams Welcome” global initiative
 - f. Present, discuss and vote on FY16/17 midyear budget revise
 - g. Present and discuss draft FY17/18 budget

- VII. Finance
 - a. Present, discuss and vote on reviewed financial statements for period ending November 30, 2016
 - b. Present, discuss and vote on FY16/17 midyear budget revise

- VIII. Legal Report
 - a. Present, discuss and vote on revised bylaws
 - b. 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

- IX. Upcoming Visit California Events
 - a. ITB Berlin, March 7-10, 2017
 - b. Japan & Korea Sales Mission, March 20-24, 2017
 - c. New York Media Reception, March 21, 2017

- d. China Sales & Media Mission, April 9-14, 2017
 - e. Arabian Travel Market, April 23-27, 2017
 - f. Brazil Sales Day, April 24-25, 2017
 - g. Visit California Silver Anniversary, May 3, 2017 (Sacramento)
 - h. Visit California Spring Board Meeting, May 4, 2017 (Sacramento)
 - i. San Francisco Media Reception, May 16, 2017
 - j. IPW, June 3-7 (Washington, D.C.)
 - k. UK Sales & Media Mission, July 10-14, 2017
 - l. Visit California Fall Board Meeting, October 25, 2017 (Catalina)
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- X. Public comment on matters not on the agenda
 - XI. Agenda items for future meetings
 - XII. Adjournment