

CALL TO ORDER

The California Travel and Tourism Commission (CTTC) Executive Committee Meeting was held in Beverly Hills, California, at 4 p.m. PST on February 28, 2017 with Chair Sima Patel presiding.

Attendance

<i>Executive Committee</i>	<i>Roll Call</i>	<i>Executive Committee</i>	<i>Roll Call</i>
<i>Avdis, Panorea</i>	<i>Present</i>	<i>Patel, Sima</i>	<i>Present</i>
<i>Beck, Paula</i>	<i>Present</i>	<i>Webster, Ben</i>	<i>Present</i>
<i>Birmingham, James</i>	<i>Present</i>	<i>Wiley Xiomara</i>	<i>Present</i>
<i>Buffo, Gary</i>	<i>Present</i>	<i>Zanger, Gene</i>	<i>Present</i>
<i>Martin, Noreen (Vice Chair)</i>	<i>Absent</i>		

Also in attendance (for committee meetings only):

Grace Arupo-Rodriguez (Governor’s Office of Business and Economic Development), Caroline Beteta (Visit California), Matt Sabbatini (Visit California), Scott Plamondon (Visit California), Sonja Spowart (Visit California), Ed Fahey (RINA accountancy corporation), Diane Cody (Visit California),

Motion made by Commissioner Buffo to approve the Executive Committee minutes from the October 13th meeting held in Beverly Hills, California. Seconded by Commissioner Zanger. *Motion unanimously (?) approved.*

<i>Executive Committee (Meeting Attendees)</i>	<i>Vote (Y/N/A)</i>	<i>Executive Committee (Meeting Attendees)</i>	<i>Vote (Y/N/A)</i>
<i>Avdis, Panorea</i>	<i>Y</i>	<i>Patel, Sima</i>	<i>Y</i>
<i>Beck, Paula</i>	<i>Y</i>	<i>Webster, Ben</i>	<i>Y</i>
<i>Birmingham, James</i>	<i>Y</i>	<i>Wiley, Xiomara</i>	<i>Y</i>
<i>Buffo, Gary</i>	<i>Y</i>	<i>Zanger, Gene</i>	<i>Y</i>

WELCOME AND OPENING REMARKS

Chair Patel discussed the October 2016 board meeting and opened the floor to report on Executive Committee members’ respective company updates.

CEO REPORT

Visit California CEO Caroline Beteta reported on the success of California’s tourism industry and provided updates on current and upcoming activities, including:

- Outlook Forum recap
- National perspective on tourism and the economy
- State perspective on tourism and the economy
- Current Commission operations, action items and priorities

Beteta also discussed the Crisis Communications around California’s recent severe weather issue and gave a brief update on guest speaker Casey Wasserman.

NOMINATING COMMITTEE UPDATE

Chair Patel welcomed the new commissioners to the board and delivered the Nominating Committee Update. She then opened the floor for discussion, consideration and vote on Recommendations of Candidate(s) to Fill Commission Chief Fiscal Officer.

Motion made by Commissioner Webster to recommend Commissioner Buffo serve as Chief Fiscal Officer to the full Commission. Seconded by Commissioner Beck. *Motion unanimously approved.*

<i>Executive Committee (Meeting Attendees)</i>	<i>Vote (Y/N/A)</i>	<i>Executive Committee (Meeting Attendees)</i>	<i>Vote (Y/N/A)</i>
<i>Avdis, Panorea</i>	<i>Y</i>	<i>Patel, Sima</i>	<i>Y</i>
<i>Beck, Paula</i>	<i>Y</i>	<i>Webster, Ben</i>	<i>Y</i>
<i>Birmingham, James</i>	<i>Y</i>	<i>Wiley, Xiomara</i>	<i>Y</i>
<i>Buffo, Gary</i>	<i>A</i>	<i>Zanger, Gene</i>	<i>Y</i>

PUBLIC AFFAIRS/ WHY TRAVEL MATTERS

CEO Beteta reported on the following content and updates to be presented during the full Commission meeting on March 1, 2017:

- Project: Time Off/National Plan Your Vacation Day
- Silver Anniversary
- Economic impact messaging
 - National Travel & Tourism Week

o California Tourism Month

CEO Beteta gave a topline report of the Marketing Advisory Committee agenda for the meeting on March 1, 2017 including:

- a. Vice Chair of Marketing opening remarks
- b. CEO marketing report
- c. FY16/17 global plan delivery
- d. ‘All Dreams Welcome’ global initiative
- e. Present, discuss and vote on FY16/17 midyear budget revise
- f. Present and discuss draft FY17/18 budget

FINANCIAL REPORT

Chief Operation Officer, Matthew Sabbatini presented on the FY 16/17 Mid-Year Budget Revise. He discussed that revenue would not be adjusted and explained expense adjustments.

Motion made by Commissioner Beck to accept the FY 16/17 midyear budget revise. Seconded by Commissioner Wiley. *Motion unanimously approved.*

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<i>Avdis, Panorea</i>	<i>Y</i>	<i>Patel, Sima</i>	<i>Y</i>
<i>Beck, Paula</i>	<i>Y</i>	<i>Webster, Ben</i>	<i>Y</i>
<i>Birmingham, James</i>	<i>Y</i>	<i>Wiley, Xiomara</i>	<i>Y</i>
<i>Buffo, Gary</i>	<i>Y</i>	<i>Zanger, Gene</i>	<i>Y</i>

COO Sabbatini then presented on the FY 17/18 Preliminary proposed budget that will be presented to the board during March 1, 2017 meeting. Chief Financial Officer, Sonja Spowart presented on revenue projection and methodology for FY 17/18 Revenue. Sabbatini also reviewed the Summary Statement of Activities and the Financial statements for the 16/17 Fiscal year for the period ending November, 30, 2016.

CEO Beteta presented on the ‘All Dreams Welcome’ Initiative which includes the use of \$1 Million from reserve fund.

Ed Fahey, independent audit partner from RINA accountancy corporation, presented the reviewed financial statements as of November 30, 2016.

EXECUTIVE COMMITTEE MEETING MINUTES

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Chair Patel asked COO Sabbatini on his thoughts on how the new financial structure is working and if any changes are recommended. Sabbatini discussed the cost of producing the August Financials and that it is not worth the benefit for 2 months of expenses. He recommended discontinuing with reviewed financials in August. Chair Patel proposed the matter be presented and voted on in the next Audit committee meeting in April.

Motion made by Commissioner Wiley to accept Financial Statements for Fiscal Year Ending November 30, 2016. Seconded by Commissioner Bermingham. *Motion unanimously approved.*

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<i>Avdis, Panorea</i>	<i>Y</i>	<i>Patel, Sima</i>	<i>Y</i>
<i>Beck, Paula</i>	<i>Y</i>	<i>Webster, Ben</i>	<i>Y</i>
<i>Bermingham, James</i>	<i>Y</i>	<i>Wiley, Xiomara</i>	<i>Y</i>
<i>Buffo, Gary</i>	<i>Y</i>	<i>Zanger, Gene</i>	<i>Y</i>

Legal Report

Legal Counsel, Scott Plamondon discussed proposed changes to the Commission Bylaws. Commissioner Bermingham asked about the process for amending the bylaws and if there are any restrictions on how often there are changes in the bylaws.

Motion made by Commissioner Buffo to approve the Executive Committee’s recommendation to full Commission that the Revised Bylaws be approved as drafted. Seconded by Commissioner Zanger. *Motion unanimously approved.*

<i>Executive Committee (Meeting Attendees)</i>	<i>Vote (Y/N/A)</i>	<i>Executive Committee (Meeting Attendees)</i>	<i>Vote (Y/N/A)</i>
<i>Avdis, Panorea</i>	<i>Y</i>	<i>Patel, Sima</i>	<i>Y</i>
<i>Beck, Paula</i>	<i>Y</i>	<i>Webster, Ben</i>	<i>Y</i>
<i>Bermingham, James</i>	<i>Y</i>	<i>Wiley, Xiomara</i>	<i>Y</i>
<i>Buffo, Gary</i>	<i>Y</i>	<i>Zanger, Gene</i>	<i>Y</i>

AGENDA ITEMS FOR FUTURE MEETINGS

Chair Patel opened the floor up for future agenda items. There were none.

PUBLIC COMMENT

Chair Patel opened the floor up for public comment. There were no public comments.

ADJOURNMENT

Motion by Commissioner Buffo to adjourn the Executive Committee meeting. Second by Commissioner Bermingham. *Motion unanimously approved.*

<i>Executive Committee (Meeting Attendees)</i>	<i>Vote (Y/N/A)</i>	<i>Executive Committee (Meeting Attendees)</i>	<i>Vote (Y/N/A)</i>
<i>Avdis, Panorea</i>	<i>Y</i>	<i>Patel, Sima</i>	<i>Y</i>
<i>Beck, Paula</i>	<i>Y</i>	<i>Webster, Ben</i>	<i>Y</i>
<i>Bermingham, James</i>	<i>Y</i>	<i>Wiley, Xiomara</i>	<i>Y</i>
<i>Buffo, Gary</i>	<i>Y</i>	<i>Zanger, Gene</i>	<i>Y</i>

Meeting was adjourned at 6:45 p.m., February, 28, 2017.