

## CALL TO ORDER

The California Travel and Tourism Commission (CTTC) Dial-In Board Meeting was held in Sacramento, California, on Tuesday, September 9, 2014, at 12 p.m. PST with Chairman Michael E. Rossi (Governor’s Office) presiding.

### Attendance

Board members participating were: Michael E. Rossi (Governor’s Office), Jot Condie (California Restaurant Association), Noreen Martin (Martin Resorts), Rusty Gregory (Mammoth Mountain Ski Holdings), Michael Colglazier (Walt Disney Parks and Resorts), Mike Gallagher (CityPASS), Doug Myers (San Diego Zoo Global), Ian Carter (Hilton Worldwide), Joe D’Alessandro (San Francisco Travel Association), Mike Freed (Post Ranch Inn), Aaron Medina (Hertz Corporation), Jim Kauffman (Marriott), Jeff King (Kings Seafood), Cody Plott (Pebble Beach Company), Xiomara Wiley (Universal Studios), Gillian Zucker (Auto Club Speedway).

### Approval of May 14, 2014, Spring Board Meeting Minutes

Motion made by Commissioner Condie. Second by Commissioner D’Alessandro. Motion unanimously approved.

## OFFICER REPORTS

Michael E. Rossi – Chairman (Governor’s Office)

1. The Dream Big Dividend Competitiveness Initiative: In 2010, the Board made a decision to begin to research the diminishing return on the \$50 million investment. Since then, the Board has taken part in a series of conversations on the Dream Big Dividend and is now looking to make a decision on the direction of the organization as it relates to funding.
2. Review of Referendum Timeline:
  - a. July 21, 2014 – Dream Big Initiative Committee concurrence on proposed rate structure
  - b. September 9, 2014 – Board approval of Dream Big Initiative Committee recommendations and request for board Chair to call for referendum
  - c. October 2, 2014 – Visit California Marketing and Referendum Planning Meeting (San Diego)
  - d. November 2014 – Visit California Executive Committee Meeting (Date TBD)
  - e. October/November 2014 – Industry outreach and engagement of Dream Big Dividend plan development
  - f. November 26, 2014 – Referendum ballots released
  - g. November 26-December 19, 2014 – Ballot period
  - h. December 20-December 31, 2014 – Ballot tabulation
  - i. January 5, 2015 – Announce referendum results

- j. January-June 2015 – Industry engagement and further plan refinement and partnership development
  - k. July 1, 2015 – Implementation of new rate structure and Dream Big Dividend plan
  - l. Motion by Commissioner Gregory to approve the Fall Referendum Timeline as proposed. Second by Commissioner Condie. Motion unanimously approved.
3. Presentation of assessment rates as approved by the Dream Big Task Force:
- a. Car Rental Accommodations: 0.035 (from current 0.026) – or \$3.50 per \$100 customer transaction
  - b. Accommodations: 0.00195 (from current 0.00065) – or \$0.19 per \$100 customer transaction
  - c. Attractions: 0.000975 (from current 0.00065) – or \$0.09 per \$100 customer transaction
  - d. Restaurants & Retail: 0.000975 (from current 0.00065) – or \$0.09 per \$100 customer transaction
  - e. Travel Services: 0.000975 (from current 0.00065) – or \$0.09 per \$100 customer transaction
  - f. Open Discussion:
    - i. Aaron Medina (Hertz) – From the rental car perspective, the jump in assessment rates is of concern as is the speed in which the budget is increasing. Hertz supports the vision of Visit California, its work and marketing programs, but is not in support of the proposed process.
  - g. Motion by Commissioner Martin to approve the proposed assessment rates for vote on by the industry in a referendum. Second by Commissioner Colglazier. Commissioner Medina files a nay vote.

#### **PUBLIC COMMENT**

Bobbie Singh-Allen (California Lodging Industry Association): Congratulated the commission on the vote to call a referendum with the proposed assessment rates. Believes it is a positive step for the travel industry in California.

#### **ADJOURNMENT**

Motion by Commissioner Condie to adjourn the Spring Board Meeting. Second by Commissioner Freed. Motion unanimously approved.