

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, Chief Executive Officer

DATE: Friday, July 10, 2015

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

A meeting of the California Travel and Tourism Commission, Executive Committee is scheduled to take place on Monday, July 20, 2015. The meeting details are as follows:

Meeting: Executive Committee Meeting
Date: Monday, July 20, 2015
Time: 2:00 p.m. to 5:00 p.m.
Meeting Location: Disney's Grand Californian 1600 Disneyland Dr. Anaheim, California 92803 (714) 635-2300

The agenda is below for your reference.

For Commissioners, Staff and Consultants:

If you haven't already, please RSVP to Amber Luiz at (916) 319-5430 or aluiz@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 Amber Luiz at (916) 319-5430 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 Amber Luiz at the same address and telephone number.

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

**California Travel and Tourism Commission
Executive Committee Meeting**

Monday, July 20, 2015
2:00 p.m. – 5:00 p.m.

Disney's Grand Californian
1600 Disneyland Dr.
Anaheim, California 92803
(714) 635-2300

AGENDA

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

- I. **Call to Order/Roll Call/Approval of Agenda/Approval of May 21, 2015 Executive Committee Meeting Minutes**
- II. **Opening Remarks**
- III. **CEO Report and Meeting Framework Overview**
 - a. National Perspective on Tourism and the Economy
 - b. State Perspective on Tourism and the Economy
- IV. **Facilitated Interactive Strategic Session**
 - a. Current Situational Analysis- Unique public/private partnership dependencies
 - b. Organizational SWOT Assessment
 - c. Discussion Re: Visit California Current Governance Model
 - d. Timeline/ Activation Implications
 - e. Next Steps- Communications/ Engagement/ Operating Protocols
- V. **Other Business (Executive Operations- Pending Discussions)**
 - a. Discussion and Possible Vote on Finance- Operations and Accounting Structure
 - b. Investment Committee/ Policy update
- VI. **Agenda Terms for Next Meeting**
 - a. Visit California Fall Board Meeting: October 22-23, 2015 (Dana Point, California)
- VII. **Public Comment/ Announcements**
- VIII. **Adjournment**

