

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, October 9, 2015

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

A meeting of the California Travel and Tourism Commission, Executive Committee is scheduled to take place on October 21, 2015.

The meeting details are as follows:

Meeting: Executive Committee
Date: Wednesday, October 21, 2015
Time: 2:00 p.m. – 5:00 p.m.
Meeting Location: St. Regis Monarch Beach 1 Monarch Beach Dana Point, California 92629 (949) 234-3200

The agenda is attached 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.visitcalifornia.com/agendas

California Travel and Tourism Commission, Executive Committee Meeting
Wednesday, October 21, 2015
2:00 p.m. – 5:00 p.m.

St. Regis Monarch Beach
1 Monarch Beach
Dana Point, California 92629
(949) 234-3200

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 July 20, 2015 Executive Committee Meeting Minutes**
- II. **Opening Remarks**
- III. **CEO Report**
 - a. National Perspective on Tourism and the Economy
 - i. Brand USA Update and Priorities
 - ii. US Travel Advocacy and Key Industry Issues
 - b. State Perspective on Tourism and the Economy
 - i. Administration Perspective and Policy Update
 - c. Current Commission Operations, Action Items and Priorities
 - i. New Tourism Impacts and Trends
 - ii. Recap of July 20, 2015 Executive Committee Meeting
 - d. Upcoming Visit California Events
 - i. California Hall of Fame – October 28, 2015
 - ii. WTM – October 31-November 5, 2015
 - iii. CITM – November 10-16, 2015
 - iv. Mexico Sales Mission – January 19-22, 2016
 - v. Go West Summit – January 25-28, 2016
 - vi. NTA Travel Exchange – January 21-February 4, 2016
 - vii. Go West Summit – February 22-25, 2016
 - viii. Visit California Outlook Forum – February 22-24, 2016 (San Francisco)
 - ix. Visit California Winter Board Meeting – February 24, 2016 (San Francisco)
 - x. National Travel & Tourism Week – May 1-7, 2016
 - xi. AMGEN Tour of California – May 2016
 - xii. Visit California Spring Board Meeting – May 16-17, 2016
- IV. **Nominating Committee Update**
 - a. Open Discussion, Consideration and Vote on Recommendations and Nominations of Candidates to Fill Existing Vacancies on the Commission
 - b. Discuss New Commissioner Orientation Program
- V. **Finance**
 - a. Present, Discussion and Vote on Audit Report for Period Ending June 30, 2015
 - b. Present, Discuss and Vote on Financial Statements for Period Ending August 31, 2015
 - c. Present, Discuss and Vote on Update to Organizational Finance Structure
 - d. Present, Discuss and Vote on Budgetary Changes to Implement Revised Financial Structure
 - e. Update on Organizational Finance Structure

- VI. **Public Affairs**
 - a. Rand Tourism Impact Study
 - b. Legislative Outreach
 - c. Tourism Special Assessment Area's Update and Impacts
 - d. Crisis Communications Update
 - i. Task Force
 - ii. Drought/Snow Report
 - iii. Wildfires

- VII. **Marketing Advisory Committee**
 - a. New Spot Refresh – Average Joes, Little Dreamers
 - b. Marketing Committee Update
 - c. Delivery of 2015-16 Global Plan
 - i. Media and Creative Broadcast Update
 - ii. Dream 365TV
 - 1. California Dreamers
 - 2. California Dream Eater
 - iii. Super Affluent Audience Plan
 - iv. International Key Programs
 - 1. Global Ready
 - 2. China Market Update
 - 3. National Parks Film Update
 - v. Partnerships Update
 - 1. Specialty Crop/Ag Grant Plan/California Grown
 - 2. California Restaurant Month

- VIII. **Legal**
 - a. Discuss New Assessment Rate Implementation and Outreach to Industry
 - b. Discuss and Vote on Dream Big Dividend Governance and Organizational Structure
 - c. Regulations Update

- IX. **Public Comment on Matters Not on the Agenda**

- X. **Agenda Items for Future Meetings**

- XI. **Adjournment**