

CALL TO ORDER

The California Travel and Tourism Commission (CTTC) Executive Committee Meeting was held in Beverly Hills, California, at 3 p.m. PST on October,13 2016 with Vice Chair Noreen Martin 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>Beck, Paula</i>	<i>Present</i>	<i>Patel, Sima (CFO/Treasurer)</i>	<i>Present</i>
<i>Birmingham, James</i>	<i>Absent</i>	<i>Webster, Ben</i>	<i>Present</i>
<i>Buffo, Gary</i>	<i>Present</i>	<i>Wiley, Xiomara</i>	<i>Present</i>
<i>Martin, Noreen (Vice Chair)</i>	<i>Present</i>	<i>Zanger, Gene</i>	<i>Present</i>

Also in attendance (for committee meetings only):

Grace Arupo-Rodriguez (Governor's Office of Business and Economic Development), Michael Colglazier (Walt Disney Parks & Resort), 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 May 16, 2016 meeting held in Pebble Beach, California. Seconded by Commissioner Patel. *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>Beck, Paula</i>	<i>Y</i>	<i>Webster, Ben</i>	<i>Y</i>
<i>Buffo, Gary</i>	<i>Y</i>	<i>Wiley, Xiomara</i>	<i>Y</i>
<i>Martin, Noreen (Vice Chair)</i>	<i>Y</i>	<i>Zanger, Gene</i>	<i>A</i>
<i>Patel, Sima (CFO/Treasurer)</i>	<i>Y</i>		

CHAIR REPORT

Vice Chair Martin discussed the May 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:

- National perspective on tourism and the economy
- State perspective on tourism and the economy
- Current Commission Operations, Action Items and Priorities
- Dream Big Dividend Year One Activation - Status Report

She also shared a reminder of Visit California's current referendum with the following individuals on the ballot:

Accommodations

Michael Dunne
Area Vice President of Operations, California
Hilton Worldwide

Bobbie Singh-Allen
EVP & COO
California Lodging Industry Association

Steve Arnold
President & COO
Pacific Hospitality Group

John Arnett
Vice President Operations
Loews Hotels

Noreen Martin (Re-election)
CEO
Martin Resorts Inc.

Michael Colglazier (Re-election)
President, The Disneyland Resort

Walt Disney Parks and Resorts

Brian King (Re-election)
Global Brand and Sales Officer
Marriott International

Transportation and Travel Services

Terry MacRae
CEO
Hornblower Cruises and Events

Passenger Rental Car

Susie Irwin
Vice President
Enterprise Rent a Car

Attractions and Recreation

Xiomara Wiley (Re-election)
Senior Vice President of Marketing & Sales
Universal Studios Hollywood

Restaurants and Retail

Carl Schuster (Re-election)
President, CEO and Partner
Wolfgang Puck Catering

NOMINATING COMMITTEE UPDATE

Vice Chair Martin delivered the Nominating Committee Update. She then opened the floor for discussion, consideration and vote on Recommendations of Candidate(s) to Fill Commission Chair

Beteta described the recent change to the Tourism Marketing Act permitting the appointed commissioners to elect a chairperson.

Motion made by Commissioner Beck to recommend Commissioner Patel serve as Chair to the full Commission. Seconded by Commissioner Buffo. *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>Beck, Paula</i>	<i>Y</i>	<i>Webster, Ben</i>	<i>Y</i>
<i>Buffo, Gary</i>	<i>Y</i>	<i>Wiley, Xiomara</i>	<i>Y</i>
<i>Martin, Noreen (Vice Chair)</i>	<i>Y</i>	<i>Zanger, Gene</i>	<i>Y</i>
<i>Patel, Sima (CFO/Treasurer)</i>	<i>A</i>		

PUBLIC AFFAIRS/ WHY TRAVEL MATTERS

Vice Chair Martin reported on the following content and updates to be presented during the full Commission meeting on October 14, 2016:

- a. Vice Chair Platform- Bridge to 2019 Update
 - i. ROI
 - ii. Project Time Off
 - iii. Industry Relations 2019 Strategy
- b. RAND Research Report Update
- c. TBID Update
- d. Crisis Communications Workshop

Edward Keating and Olena Bogdan with RAND entered the meeting and presented an overview of a labor market focused analysis of the effects of travel/tourism on California's economy. A final briefing is expected by November 9, 2016 with a draft of their final report provided in December 2016. The final public release report is expected in February 2017. Keating and Bogdan left the meeting immediately upon the conclusion of their presentation.

FINANCIAL REPORT

Board CFO and Treasurer Patel presented the financial report.

Commissioner Buffo gave an update on the Audit Committee meeting held earlier on October 13, 2016.

EXECUTIVE COMMITTEE MEETING MINUTES

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Fahey, independent audit partner from RINA accountancy corporation, advised the 15/16 year end audit results are unqualified - no issues identified.

Sabbatini presented the Summary Statement of Activities and reviewed the Financial Statements for the 15/16 fiscal year (the Audit) and for the period ending August 31, 2016.

Motion made by Commissioner Zanger to accept Audit Report for Fiscal Year Ending June 30, 2016. Seconded by Commissioner Martin. *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>Beck, Paula</i>	<i>Y</i>	<i>Webster, Ben</i>	<i>Y</i>
<i>Buffo, Gary</i>	<i>Y</i>	<i>Wiley, Xiomara</i>	<i>Y</i>
<i>Martin, Noreen (Vice Chair)</i>	<i>Y</i>	<i>Zanger, Gene</i>	<i>Y</i>
<i>Patel, Sima</i>	<i>Y</i>		

Motion made by Commissioner Buffo to accept the Financial Statements for Period Ending August 31, 2016. 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>Beck, Paula</i>	<i>Y</i>	<i>Webster, Ben</i>	<i>Y</i>
<i>Buffo, Gary</i>	<i>Y</i>	<i>Wiley, Xiomara</i>	<i>Y</i>
<i>Martin, Noreen (Vice Chair)</i>	<i>Y</i>	<i>Zanger, Gene</i>	<i>Y</i>
<i>Patel, Sima</i>	<i>Y</i>		

PROCUREMENT POLICIES AND PROCEDURES MANUAL & RESERVE FUNDING

Sabbatini proposed changes to the Procurement Policies and Procedures Manual.

Motion made by Commissioner Beck to approve the Revised Procurement Policies and Procedures Manual. Seconded by Commissioner Webster. *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>

EXECUTIVE COMMITTEE MEETING MINUTES

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<i>Beck, Paula</i>	<i>Y</i>	<i>Webster, Ben</i>	<i>Y</i>
<i>Buffy, Gary</i>	<i>Y</i>	<i>Wiley, Xiomara</i>	<i>Y</i>
<i>Martin, Noreen (Vice Chair)</i>	<i>Y</i>	<i>Zanger, Gene</i>	<i>Y</i>
<i>Patel, Sima</i>	<i>Y</i>		

Sabbatini reviewed the methodology that will be used to determine the potential reserve funding. Final recommendations will be delivered at the February board meeting.

AGENDA ITEMS FOR FUTURE MEETINGS

Vice Chair Martin opened the floor up for future agenda items.

The Executive Committee decided to move the vote to recommend a change to Article X, Section 3 of the Bylaws (increasing the requirement to obtain 2 signatures from \$25,000 to \$50,000) to the next meeting.

PUBLIC COMMENT

Vice Chair Martin 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 Webster. *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>Beck, Paula</i>	<i>Y</i>	<i>Webster, Ben</i>	<i>Y</i>
<i>Buffo, Gary</i>	<i>Y</i>	<i>Wiley, Xiomara</i>	<i>Y</i>
<i>Martin, Noreen (Vice Chair)</i>	<i>Y</i>	<i>Zanger, Gene</i>	<i>Y</i>
<i>Patel, Sima</i>	<i>Y</i>		

Meeting was adjourned at 4:43 p.m., October 13, 2016.