

CALL TO ORDER

The California Travel and Tourism Commission (CTTC) Marketing Advisory Committee Meeting was held in Pebble Beach, California at 9 am PST on May 17, 2016 with Vice Chair James Bermingham presiding.

Attendance

<i>Marketing Advisory Committee</i>	<i>Roll Call</i>	<i>Marketing Advisory Committee</i>	<i>Roll Call</i>
<i>Adams, Kimberly</i>	<i>Absent</i>	<i>Larson, Jeff</i>	<i>Absent</i>
<i>Best, Alison</i>	<i>Present</i>	<i>Mandeville, Diane</i>	<i>Present</i>
<i>Blount, Tammy</i>	<i>Present</i>	<i>Martin, Noreen (Vice Chair-Operations)</i>	<i>Present</i>
<i>Burba, Jim</i>	<i>Absent</i>	<i>Mohrfeld, Lynn</i>	<i>Absent</i>
<i>Cesaro, Lisa</i>	<i>Absent</i>	<i>Molter, Ted</i>	<i>Present</i>
<i>Chapman, Andy</i>	<i>Absent</i>	<i>Paver, Kathy</i>	<i>Absent</i>
<i>Ciora, Ashlee</i>	<i>Present</i>	<i>Pickett, Howard</i>	<i>Present</i>
<i>Condie, Jot</i>	<i>Present</i>	<i>Plot, Cody</i>	<i>Present</i>
<i>D’Alessandro, Joe</i>	<i>Absent</i>	<i>Schuster, Carl</i>	<i>Absent</i>
<i>Davison, Chuck</i>	<i>Absent</i>	<i>Selk, Terry</i>	<i>Present</i>
<i>Duncan, Sheldon</i>	<i>Present</i>	<i>Senior, Jeff</i>	<i>Absent</i>
<i>Esposito, Kristen</i>	<i>Absent</i>	<i>Sherwin, Gary</i>	<i>Absent</i>
<i>Fernandes, Agnelo</i>	<i>Present</i>	<i>Stiker, Matt</i>	<i>Present</i>
<i>Fuller, Ed</i>	<i>Absent</i>	<i>Terzi, Joe</i>	<i>Absent</i>
<i>Gregory, Rusty</i>	<i>Absent</i>	<i>Urdu, John</i>	<i>Absent</i>
<i>Janega-Dykes, Kathy</i>	<i>Present</i>	<i>White, Scott</i>	<i>Absent</i>
<i>Kapich, Kerri</i>	<i>Present</i>	<i>Withington, Will</i>	<i>Absent</i>
<i>King, Jeff</i>	<i>Present</i>	<i>Wooden, Ernest</i>	<i>Absent</i>
<i>Klein, Tom</i>	<i>Absent</i>	<i>Zahner, TIm</i>	<i>Absent</i>

Motion by Commissioner Wiley to approve the February 24th, 2016 Marketing Advisory Committee minutes. Second by Commissioner Webster. Motion approved.

<i>Marketing Advisory Committee (Present)</i>	<i>Vote (Y/N/A)</i>	<i>Marketing Advisory Committee (Present)</i>	<i>Vote (Y/N/A)</i>
<i>Best, Alison</i>	<i>Yes</i>	<i>King, Jeff</i>	<i>Yes</i>
<i>Blount, Tammy</i>	<i>Yes</i>	<i>Mandeville, Diane</i>	<i>Yes</i>
<i>Ciora, Ashlee</i>	<i>Yes</i>	<i>Martin, Noreen</i>	<i>Yes</i>
<i>Condie, Jot</i>	<i>Yes</i>	<i>Molter, Ted</i>	<i>Yes</i>
<i>Duncan, Sheldon</i>	<i>Yes</i>	<i>Pickett, Howard</i>	<i>Yes</i>

<i>Fernandes, Agnelo</i>	<i>Yes</i>	<i>Plot, Cody</i>	<i>Yes</i>
<i>Janega-Dykes, Kathy</i>	<i>Yes</i>	<i>Selk, Terry</i>	<i>Yes</i>
<i>Kapich, Kerri</i>	<i>Yes</i>	<i>Stiker, Matt</i>	<i>Yes</i>

VICE CHAIR REPORT

Vice Chair Bermingham provided an update on the sub-committee meetings which were held since February 24th. Those include the research committee (April 28), brand and content committee (May 3), international committee (May 9) and the public relations committee (May 12).

CEO MARKETING REPORT

The CEO began by providing an overview of the new work plan. The date range has been changed to cover two fiscal years. Much of the work outlined in the plan is a continuation from the first year of the Dream Big Dividend plan and the strategic premises will continue through FY17/18. A few items CEO Beteta pointed out were:

- Research trends and the evolving landscape of the consumer media habits
- Overall media plans, including exact spend per market
- The inform-level content strategy
- Specific trade and media flow charts

VICE PRESIDENT OF MARKETING REPORT

Visit California Vice President of Marketing, Lynn Carpenter, began her report by describing Visit California’s strategic target audiences. These include a global brand target, a family opportunity target and a super affluent target. The global brand audience are adults over 18 years old, are in the top 33% of household income and travel is a passion. The family opportunity target carries the same characteristics as the global brand, but there are kids in the household. Lastly, the super affluent audience has more than \$250k in household income. The Vice President then described the strategies to target each audience.

SPONSOR SPEAKER

CEO and Founder of MeringCarson, Dave Mering, provided an update to the marketing advisory committee of the new TV creative which will be in production in the fall and will be on air in the spring. He presented the storyboards of “Living the Dream” and “Kidifornia” which are created for the global brand and family opportunity targets respectively.

FY15/16 CONTENT HIGHLIGHTS

CEO Beteta followed Dave Mering by pointing out content successes during FY15/16. These highlights include the maturation of the Dream 365TV network which has over 71 million global views and over 213 years of consumption since launching in March of 2015. DreamEater, a high-visibility culinary program on the network, in less than one year has earned 23.5 million viewers and 250 million impressions.

The CEO described the inform content strategy Visit California is implementing which follows a “hero-hub-how do” pyramid structure. A quick breakdown of the methodology is below:

- Hero: Essence of the brand, with imagery that shows this is “unmistakably California”.
 - Example: Dream 365 TV, California Dream Eaters, California Dreamers
- Hub: Verticalized content around specific locations and topics that consumer
 - Example: California 101 series
- How-Do: Detailed content designed around long tail of search terms. Provide potential travelers the detailed information they need to finalize planning
 - Example: trade pieces, detail local market needs, specialty info for international markets

Industry input into this model is critical and CEO Beteta presented the creation of an industry editorial board which will be a situational group that meets to capitalize on trending social media activity related to California.

PUBLIC RELATIONS

Vice President of Communications, Ryan Becker, updated the Marketing Advisory Committee on PR activity since the last meeting. Key programs included MasterChef Australia which averaged 1.2 million viewers per episode and the finale reached 2.13 million (almost 10% of the overall population of Australia). Filming occurred in April in the following California destinations:

- San Francisco
- Napa Valley
- Santa Monica
- San Diego
- Beverly Hills.

In response to growing industry interest in media interactions in different markets, Visit California created the new “Experience California Boot Camp.” The team ventured to Texas in April for a two-day media immersion, bringing 12 destination partners along for the ride. Over two days, Visit California delivered key California experiences, from culinary to cultural, to Austin while bringing in media from around the Lone Star State (Dallas, Ft. Worth, San Antonio, Houston) and Louisiana. Media in attendance represented mainstream outlets with a focus on a luxury audience. Delegates were able to share stories and build relationships over the course of

the program. The “Experience California” will continue each year, moving to other key media hubs, such as Chicago.

In March, Visit California brought 11 California delegates to the new Time Inc. offices to meet with 14 editors from their portfolio of publications. The evening included a high-level executive meeting with Joe Ripp, Chairman & CEO, Time Inc. and Norm Pearlstine, CCO, Time Inc., among others.

FY16/17 PROPOSED BUDGET

The below budget was presented by Caroline Beteta to the Marketing Advisory Committee.

	FY15/16 Budget	Proposed FY16/17 Budget	\$ Difference	% Difference
Revenue				
Accommodations	\$38,864,591	\$39,226,990	\$362,399	0.93%
Attractions	1,595,869	1,845,869	\$250,000	15.67%
Co-op Partnerships	4,490,290	3,294,206	-\$1,196,084	-26.64%
Interest	210,149	200,000	-\$10,149	-4.83%
Prior Year	1,437,398	4,300,000	\$2,862,602	199.15%
Rental Car	60,571,961	59,515,479	-\$1,056,482	-1.74%
Restaurant/Retail	6,046,115	6,167,037	\$120,922	2.00%
State Funding	200,000	200,000	\$0	0.00%
Transportation	1,162,543	1,166,325	\$3,782	0.33%
Unrealized Investment Gain/Loss	-41,862	0	\$41,862	-100.00%
Voluntary and Other Misc. Income	22,195	20,000	-\$2,195	-9.89%
Total Revenue	\$114,559,249	\$115,935,906	\$1,376,657	1.20%

Budget Line	Approved FY15/16 Budget	Proposed FY16/17 Budget	\$ Difference	% Difference
Expenses				
Operations	\$11,517,137	\$12,617,500	\$1,100,363	10%
Assessment	807,485	700,000	-107,485	-13%
Global Brand	68,482,547	70,287,821	1,805,274	3%
Global Digital	1,697,047	1,300,000	-397,047	-23%
Global Consumer Co-op	4,173,151	2,000,000	-2,173,151	-52%
Global Content	5,318,274	4,350,000	-968,274	-18%
Global Travel Trade	1,579,671	2,000,000	420,329	27%
Global Research	1,361,900	1,450,000	88,100	6%
International Marketing	12,490,744	13,301,000	810,256	6%
Marketing Admin	1,063,412	980,000	-83,412	-8%
Depreciation	827,942	999,585	171,643	21%
Welcome Centers	66,644	150,000	83,356	125%
Communications	3,092,716	3,500,000	407,284	13%
Industry Relations	2,080,579	2,300,000	219,421	11%
Total Expenses	\$114,559,249	\$115,935,906	\$1,376,657	1.20%

Motion by Commissioner Condie to approve the FY16/17 proposed budget as is. Second by Commissioner Martin. Motion unanimously approved.

Marketing Advisory Committee (Present)	Vote (Y/N/A)	Marketing Advisory Committee (Present)	Vote (Y/N/A)
<i>Best, Alison</i>	Yes	<i>King, Jeff</i>	Yes
<i>Blount, Tammy</i>	Yes	<i>Mandeville, Diane</i>	Yes
<i>Ciora, Ashlee</i>	Yes	<i>Martin, Noreen</i>	Yes
<i>Condie, Jot</i>	Yes	<i>Molter, Ted</i>	Yes
<i>Duncan, Sheldon</i>	Yes	<i>Pickett, Howard</i>	Yes
<i>Fernandes, Agnelo</i>	Yes	<i>Plot, Cody</i>	Yes
<i>Janega-Dykes, Kathy</i>	Yes	<i>Selk, Terry</i>	Yes
<i>Kapich, Kerri</i>	Yes	<i>Stiker, Matt</i>	Yes

AGENDA ITEMS FOR FUTURE MEETINGS

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

PUBLIC COMMENT

Chair Avdis opened the floor up for public comment. There was none.

ADJOURNMENT

Motion by Commissioner King to adjourn the Marketing Advisory Committee meeting. Second by Commissioner Plot. Motion unanimously approved.

Marketing Advisory Committee (Present)	Vote (Y/N/A)	Marketing Advisory Committee (Present)	Vote (Y/N/A)
<i>Best, Alison</i>	<i>Yes</i>	<i>King, Jeff</i>	<i>Yes</i>
<i>Blount, Tammy</i>	<i>Yes</i>	<i>Mandeville, Diane</i>	<i>Yes</i>
<i>Ciora, Ashlee</i>	<i>Yes</i>	<i>Martin, Noreen</i>	<i>Yes</i>
<i>Condie, Jot</i>	<i>Yes</i>	<i>Molter, Ted</i>	<i>Yes</i>
<i>Duncan, Sheldon</i>	<i>Yes</i>	<i>Pickett, Howard</i>	<i>Yes</i>
<i>Fernandes, Agnelo</i>	<i>Yes</i>	<i>Plot, Cody</i>	<i>Yes</i>
<i>Janega-Dykes, Kathy</i>	<i>Yes</i>	<i>Selk, Terry</i>	<i>Yes</i>
<i>Kapich, Kerri</i>	<i>Yes</i>	<i>Stiker, Matt</i>	<i>Yes</i>