

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: Monday, May 11, 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 Thursday, May 21, 2015. The meeting details are as follows:

**Meeting:** Executive Committee Meeting  
**Date:** Thursday, May 21, 2015  
**Time:** 3:00 p.m. – 5.00 p.m.  
**Meeting Location:** The Ritz-Carlton, Lake Tahoe  
13031 Ritz-Carlton Highlands Court  
Truckee, California 96161  
(530) 562-3030

**Other Meeting Locations:** 49 Black Sand Beach  
68-1107 Honokaope Place  
Kamuela, Hawaii 96743  
(916) 445-0210

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](mailto: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](http://www.visitcalifornia.com/agendas)

**California Travel and Tourism Commission  
Executive Committee Meeting  
Thursday, May 21, 2015  
3:00 p.m. – 5:00 p.m.**

The Ritz-Carlton, Lake Tahoe  
13031 Ritz-Carlton Highlands Court  
Truckee, California 96161  
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**AGENDA**

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*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 February 24, 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
    - ii. Travel and Tourism Legislative Bill Update
  - c. Current Commission Operations, Action Items and Priorities
    - i. Dream Big Initiative Update
  - d. Upcoming Visit California Events
    - i. IPW: May 30-June 4, 2015
    - ii. Visit California UK Sales Mission: July 2-7, 2015
    - iii. Visit California Fall Board Meeting: October 22-23, 2015 (Dana Point, California)
- IV. **Nominating Committee Update**
  - a. Open Discussion, Consideration and Vote on Recommendations and Nominations of Candidates to Fill Existing Vacancies on the Commission
- V. **Public Affairs**
  - a. California's Drought Crisis
  - b. Policies and Procedures
  - c. Other Business
- VI. **Marketing Update**
  - a. Marketing Plan Timeline and Distribution

- b. Recap of All Leadership Meeting
- c. Rural Grant Program Update
- d. Present, Review and Vote on 2015-16 Marketing Plan

**VII. Finance**

- a. Present, Review and Vote on Financial Statements for Period Ending February 28, 2015

**VIII. Legal**

- a. Regulations Update

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

**X. Agenda Items for Future Meetings**

**XI. Adjournment**