

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, November 7, 2014

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 November 17, 2014.

The meeting details are as follows:

Meeting:	Executive Committee
Date:	Monday, November 17, 2014
Time:	3:00 p.m. – 4:30 p.m.
Meeting Location:	Visit California 555 Capitol Mall Suite 1100 Sacramento, California 95814 (916) 444-4429
Other Meeting Locations:	49 Black Sand Beach 68-1107 Honokaope Place Kamuela, Hawaii 96743 (916) 445-0210
	Martin Resorts 1201 Palm Street San Luis Obispo, California 93401 (805) 547-2700

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 Executive Committee 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

Monday, November 17, 2014

3:00 p.m. – 4:30 p.m.

Visit California

555 Capitol Mall

Suite 1100

Sacramento, California 95814

(916) 444-4429

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 the May 14, 2014 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
 - c. Current Commission Operations, Action Items and Priorities
 - i. “Dream Big” Initiative Update
 - ii. RFP Updates
 - 1. Brazil Agency RFP – November 17-21, 2014
 - 2. Brand and Content Agency RFP – December 5-February 2, 2014
 - d. Upcoming Visit California Events
 - i. Referendum – November 26-December 19, 2014
 - ii. NTA Travel Exchange (New Orleans) – January 17-21, 2015
 - iii. California Restaurant Month – January 2015
 - iv. Go West Summit (Colorado Springs) – February 2-5, 2015
 - v. Discover America Expos (Australia and New Zealand) – February 17-25, 2015
 - vi. Visit California Outlook Forum (Palm Springs) – February 21-25, 2015
 - vii. Visit California Winter Board Meeting (Palm Springs) – February 25, 2015
- IV. Public Affairs/Industry Relations/Referendum**
 - a. Status of California’s TBIDs – Option to Pass Through
- V. Research**
 - a. Commissioned Study – Future Assessment Calculation
 - b. Oxford Study – Tourism as an Economic Engine
- VI. Nominating Committee**
 - a. Update on New Commissioners and Vacancies – Candidate Recruitment
- VII. Marketing Update**
 - a. Marketing Workshop and Committee Updates
 - b. Review “Dream Big” Global Brand Platform
 - c. Present and Discuss New Marketing Committee Structure

- d. Present New Website Highlights
- e. Special Events Discussion – Super Bowl 59
- f. “Always in Season” Update
- g. Outlook Forum 2015

VIII. Financial

- a. Presentation, Discussion and Vote on Financial Statements for Period Ending June 30, 2014 and August 31, 2014
- b. Presentation, Discussion and Vote on Audit Report for Period Ending June 30, 2014
- c. Present, Discuss and Vote on 2014-15 Incremental Budget Expenditures

IX. Legal Issues

- a. Discuss Conflict of Interest Policy
- b. Pending Litigation – **Closed Session Pursuant to Bagley-Keene Open Meeting Act, Section 11126(a)(1)**

X. Public Comment on Matters Not on the Agenda

XI. Agenda Items for Future Meetings

XII. Adjournment