



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, President & Chief Executive Officer

DATE: Tuesday, Oct. 4, 2016

RE: PUBLIC NOTICE OF CALIFORNIA TRAVEL AND TOURISM COMMISSION MEETING

California Travel and Tourism Commission meeting will be held on Oct. 14, 2016. The order of business within the meeting is subject to change.

The meeting details are as follows:

Meeting: California Travel and Tourism Commission Meeting
Date: Friday, Oct. 14, 2016
Time: 9 a.m. - 1 p.m.
Meeting Location: The Beverly Wilshire 9500 Wilshire Blvd Beverly Hills, California 90212 (310) 275-5200

Other Meeting Locations: None

The agenda is attached for your reference.

For Commissioners, Staff and Consultants:

If you haven't already, please RSVP to Diane Cody at (916) 319-5409 or dcody@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 working days before the meeting to the Board by contacting Diane Cody at (916) 319-5409 or dcody@visitcalifornia.com or by sending a written request for that person to the California Travel and Tourism Commission at 555 Capitol Mall, Suite 1100, Sacramento, California 95814. Requests for further information should be directed to Diane Cody.

The Agenda and Public Meeting Notice are available at industry.visitcalifornia.com/agendas

California Travel and Tourism Commission Meeting
Friday, Oct. 14, 2016
9 a.m. – 1 p.m.

The Beverly Wilshire
9500 Wilshire Blvd
Beverly Hills, California 90212
(310) 275-5200

AGENDA

All times indicated and the order of business are approximate and subject to change

- I. Call to order
 - a. Roll call
 - b. Approval of May 17, 2016 Meeting Minutes
- II. Vice Chair welcome and opening remarks
- III. CEO Report
 - a. National perspective on tourism and the economy
 - b. State perspective on tourism and the economy
 - c. Current Commission operations, action items and priorities
 - i. Commissioner confirmation referendum timeline
 - d. Dream Big Dividend Year One Activation Status Report
- IV. “Visit California at Work” highlights, May-October 2016
- IV. Nominating Committee
 - a. Open discussion, consideration and vote to elect Commission Chairperson pursuant to Senate Bill 836, which revised Government Code section 13995.40(j) to read:

- i. (1) The Commissioners appointed pursuant to subparagraph (A) of paragraph (2) of subdivision (b) shall elect the chairperson.

V. Public Affairs/ "Why Travel Matters"

- 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

VI. Marketing Advisory Committee Meeting

- a. Call to order
 - i. Roll call
 - ii. Approval of May 17, 2016 Meeting Minutes
- b. CEO Report
- c. Special guest speaker: Chris Schraft - President, Content Solutions, Time Inc.
- d. FY15/16 Marketing Program review
- e. Brand Advertising FY16/17 Marketing Program highlights
 - i. Production & media update
 - ii. China market
 - iii. Luxury/ Super Affluent Initiative Launch
- f. Sponsor speaker: Mering Carson
- g. Public matters not on the agenda
- h. Items for future meetings
- i. Adjourn Marketing Advisory Committee Meeting

VII. Finance

- a. Present, discuss and vote on audit report for period ending June 30, 2016
- b. Present, discuss and vote on reviewed financial statements for period ending Aug. 31, 2016
- c. Discuss Reserve Fund strategy

VIII. Legal Report

IX. Upcoming Visit California events

- a. Canada Sales & Media Mission: Oct. 24-28, 2016
- b. Germany Sales Days: Nov. 2-5, 2016
- c. World Travel Market (WTM): Nov. 7-9, 2016
- d. China International Travel Mart (CITM): Nov. 11-13, 2016
- e. Chicago Media Bootcamp: Nov. 14-15, 2016
- f. California Hall of Fame: Nov. 30, 2016

- g. International Luxury Travel Market (ILTM): Dec. 5-8, 2016
- h. Mexico Sales & Media Mission: Jan. 30-Feb. 3, 2017
- i. Visit California Outlook Forum: Feb. 27-28, 2017 (Santa Barbara)
- j. Visit California Winter Board Meeting: March 1, 2017 (Santa Barbara)

- X. Industry news
- XI. Public comment on matters not on the agenda
- XII. Agenda items for future meetings
- XIII. Adjournment