

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: Monday, October 3, 2016

RE: PUBLIC NOTICE OF CALIFORNIA TRAVEL AND TOURISM COMMISSION MEETING

A meeting of the California Travel and Tourism Commission Executive Committee will be held on Oct. 13, 2016.

The meeting details are as follows:

Meeting: Executive Committee Meeting
Date: Thursday, October 13, 2016
Time: 3 p.m. - 5 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 (5) 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
Executive Committee Meeting
Thursday, October 13, 2016
3 p.m. - 5 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 16, 2016 Meeting Minutes
- II. Opening remarks - Vice Chair Noreen Martin
- 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
 - d. Dream Big Dividend Year One Activation Status Report
- IV. Nominating Committee update
 - a. Open discussion, consideration and vote on recommendations of candidate(s) to fill Commission Chair
- 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
 - a. FY16/17 Marketing Plan highlights
 - b. FY15/16 Marketing Program highlights
 - c. FY15/16 Public Relations highlights
- VII. Finance
 - a. Present, discuss and vote on FYE June 30, 2016 audit
 - b. Present, discuss and vote on reviewed financial statements for period ending August 31, 2016
 - c. Present, discuss and vote on proposed contracts/procurement policy

- d. Present, discuss and vote on proposed disbursement policy
- e. Discuss Reserve Fund strategy (Note: Vice Chair Platform)

VIII. 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)

- IX. Public comment on matters not on the agenda
- X. Agenda items for future meetings
- XI. Adjournment