

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 and Chief Executive Officer

DATE: Thursday, February 11, 2016

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 February 23, 2016.

The meeting details are as follows:

<p>Meeting: Executive Committee Date: Tuesday, February 23, 2016 Time: 4:00 p.m. – 6:00 p.m.</p> <p>Meeting Location: Waterfront Hotel 10 Washington Street Oakland, CA 94607 (510) 836-3800</p>
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The agenda is below for your reference.

For Commissioners, Staff and Consultants:

If you haven't already, please RSVP to Diane Grewe at (916) 319-5409 or dgrewe@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 Grewe at (916) 319-5409 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 Diane Grewe at the same address and telephone number.

The Agenda and Public Meeting Notice are available at:
<http://industry.visitcalifornia.com/agendas>.

California Travel and Tourism Commission, Executive Committee Meeting
Tuesday, February 23, 2016
4:00 p.m. – 6:00 p.m.

Waterfront Hotel
10 Washington Street
Oakland, CA 94607
(510) 836-3800

AGENDA

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

- I. Call to Order
 - a. Roll Call
 - b. Approval of July 20, 2015 and October 21, 2015 Meeting Minutes
- II. Opening Remarks
- III. CEO Report
 - a. Outlook Forum recap
 - i. Committee offsite
 - ii. Key content takeaways
 - b. National perspective on tourism and the economy
 - i. Brand USA update and priorities
 - ii. US Travel advocacy and key industry issues
 - c. State perspective on tourism and the economy
 - i. Updated economic impact numbers
 - d. Current Commission Operations, Action Items and Priorities
 - i. Visitation and Spending Data
 - 1. 2019 targets
 - ii. Dream Big Dividend ROI discussion
 - iii. Update on Dream Big Dividend organizational structure
 - iv. Super Affluent Roundtable
- IV. Nominating Committee Update
 - a. Open Discussion, Consideration and Vote on Recommendations and Nominations of Candidates to Fill Existing Officer & Leadership Vacancies
- V. Finance
 - a. Present, Discuss and Vote on Reviewed Financial Statements for Period Ending November 30, 2015
 - b. Present, Discuss and Vote on Midyear FY15/16 Budget Revise
- VI. Public Affairs
 - a. Legislative Outreach
 - i. Legislative Reception – IMAX screening
 - ii. California Tourism Month Resolution
 - iii. National Travel & Tourism Week
 - b. RAND Economic Impact of Tourism Report Update

- c. Crisis Communications
 - i. Drought/Snow Report
 - ii. El Niño

- VII. Marketing Advisory Committee
 - a. FY16/17 Draft Marketing Plan
 - b. FY15/16 Marketing Highlights
 - c. FY15/16 Global Plan Delivery
 - d. Communications & Industry Relations
 - e. California Welcome Centers update
 - f. Present and Discuss Draft FY16/17 Budget

- VIII. Upcoming Visit California Events
 - a. Legislative Reception — March 2, 2016
 - b. New York Media Event — March 22, 2016
 - c. Texas Media Event — April 7-8, 2016
 - d. China Mission — April 2016
 - e. Canada Media Events — May 3-4, 2016
 - f. National Travel & Tourism Week — May 1-7, 2016
 - g. AMGEN Tour of California — May 2016
 - h. Visit California Spring Board Meeting — May 16-17, 2016
 - i. China CEO Mission — May 2016
 - j. Visit California Fall Board Meeting — October 14, 2016

- IX. Public Comment on Matters Not on the Agenda

- X. Agenda Items for Future Meetings

- XI. Adjournment