

**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, May 2, 2014

RE: PUBLIC NOTICE OF THE CALIFORNIA TRAVEL AND TOURISM COMMISSION MEETING

A meeting of the California Travel and Tourism Commission is scheduled to take place on Wednesday, May 14, 2014. The order of business within the meeting is subject to change. The meeting details are as follows:

Meeting:	Commission Meeting
Date:	Wednesday, May 14, 2014
Time:	1:00 p.m. – 4:00 p.m.
Meeting Location:	Terranea Resort 100 Terranea Way Drive Rancho Palos Verdes, California 90275 Phone: (310) 265-2800

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, 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

California Travel and Tourism Commission Meeting

Wednesday, May 14, 2014, 1:00 p.m. to 4:00 p.m.

Terranea Resort

100 Terranea Way Drive, Rancho Palos Verdes, California 90275, Phone: (310) 265-2800

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 February 7, 2014 Commission 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
 - iii. International Pow Wow Update
 - b. State Perspective on Tourism and the Economy
 - i. Brown Administration Perspective and Policy Update
 - ii. Update on Travel Impact Numbers
 - c. Current Commission Operations, Action Items and Priorities
 - i. Visit California Planning Competitiveness Initiative
 - ii. Nominating and Board Recruitment

- d. Upcoming Visit California Events
 - i. AMGEN Tour of California – May 11-18, 2014
 - ii. Mexico Sales Mission – May 12-15, 2014
 - iii. Toronto Media Event – June 3, 2014
 - iv. Europe Sales Mission – June 9-13, 2014
 - v. Australia Sales Mission – August 22-28, 2014
 - vi. Visit California Fall Board Meeting (San Diego) – October 1-2, 2014
- e. VIDEO: Visit California at Work

IV. Public Affairs/Industry Relations

- a. Legislative Affairs
 - i. Update on California Senate Bill 1119 (Leno) “California Travel and Tourism Commission”
 - ii. New Speaker of the California State Assembly
- b. Western States Tourism Policy Council Update
- c. California Ag Day Update
- d. Discuss Statewide Issues Effecting Travel Industry

V. GUEST SPEAKER: Allison Jordan, Wine Institute

VI. Nominating Committee

- a. Present, Discuss and Vote on Recommendations and Nominations of Candidates to Fill Existing Vacancies on the Commission
- b. Present, Discuss and Vote on Recommendations and Nominations of Candidates to Fill Existing Vacancies on the Executive Committee

VII. Legal Issues

- a. Ethics and Harassment Certification

VIII. Marketing Update

- a. Present 2013-14 Program Highlights
- b. Present Web Infrastructure Changes and Updates
- c. Discuss the 2014-15 Global Marketing Program of Work and Budget Plan

IX. GUEST SPEAKER: Greg Schumann, Sunset

X. Finance

- a. Financial Statements
 - i. Present, Discuss and Vote on Financial Statements for Period Ending February 28, 2014
 - ii. Present Audit Committee Update
- b. 2014-15 Commission Budget
 - i. Present, Discuss and Vote on 2014-15 Commission Budget
 - ii. Announce Rental Car Assessment Rate for 2014-15
 - iii. Present, Discuss and Vote on Projected 2014-15 Incremental Budget Expenditures
- c. Visit California Planning Competitiveness Initiative
 - i. Present, Discuss and Vote on the Authorization to Direct Board Chair to Call for Referendum for the Purposes of, Electing New Commissioners, Fill Existing Board Vacancies, and to Set Rates for Each Industry Category

XI. Public Comment on Matters Not on the Agenda

XII. Agenda Items for Future Meetings

XIII. Adjournment