

CALL TO ORDER

The California Travel and Tourism Commission (CTTC) Meeting was held in Santa Barbara, California at 9 a.m. PST on March 1, 2017 with Chair Sima Patel presiding.

Attendance

Commissioner	Roll Call	Commissioner	Roll Call
<i>Arnold, Steve</i>	<i>Present</i>	<i>Martin, Noreen</i>	<i>Absent</i>
<i>Avdis, Panorea</i>	<i>Absent</i>	<i>Medina, Aaron</i>	<i>Absent</i>
<i>Beck, Paula</i>	<i>Present</i>	<i>Meisner, Jordan</i>	<i>Present</i>
<i>Birmingham, James</i>	<i>Present</i>	<i>Murray, Carla</i>	<i>Present</i>
<i>Buffo, Gary</i>	<i>Present</i>	<i>Myers, Doug</i>	<i>Absent</i>
<i>Burba, Jim</i>	<i>Present</i>	<i>Plott, Cody</i>	<i>Absent</i>
<i>Colglazier, Michael</i>	<i>Absent</i>	<i>Patel, Sima</i>	<i>Present</i>
<i>Dunne, Michael</i>	<i>Present</i>	<i>Schuster, Carl</i>	<i>Absent</i>
<i>Fat, Kevin</i>	<i>Present</i>	<i>Senior, Jeff</i>	<i>Present</i>
<i>Irwin, Susan</i>	<i>Present</i>	<i>Singh-Allen, Bobbie</i>	<i>Present</i>
<i>Kelliher, John</i>	<i>Present</i>	<i>Webster, Ben</i>	<i>Present</i>
<i>King, Brian</i>	<i>Present</i>	<i>Wiley, Xiomara</i>	<i>Present</i>
<i>King, Jeff</i>	<i>Present</i>	<i>Wirth, Andy</i>	<i>Absent</i>
<i>Klein, Tom</i>	<i>Absent</i>	<i>Wooden, Ernest</i>	<i>Present</i>
<i>Knight, Joseph</i>	<i>Absent</i>	<i>Zanger, Gene</i>	<i>Present</i>
<i>MacRae, Terry</i>	<i>Present</i>		

Motion made by Commissioner Wooden to approve the Commission Meeting minutes from the Oct. 14, 2016 meeting held in Beverly Hills, California. Seconded by Commissioner Meisner. *Motion approved.*

Commissioner	Vote (Y/N/A)	Commissioner	Vote (Y/N/A)
<i>Arnold, Steve</i>	<i>Yes</i>	<i>MacRae, Terry</i>	<i>Yes</i>
<i>Beck, Paula</i>	<i>Yes</i>	<i>Meisner, Jordan</i>	<i>Yes</i>
<i>Birmingham, James</i>	<i>Yes</i>	<i>Murray, Carla</i>	<i>Yes</i>
<i>Buffo, Gary</i>	<i>Yes</i>	<i>Patel, Sima</i>	<i>Yes</i>

<i>Burba, Jim</i>	<i>Yes</i>	<i>Senior, Jeff</i>	<i>Yes</i>
<i>Dunne, Michael</i>	<i>Yes</i>	<i>Singh-Allen, Bobbie</i>	<i>Yes</i>
<i>Fat, Kevin</i>	<i>Yes</i>	<i>Webster, Ben</i>	<i>Yes</i>
<i>Irwin, Susan</i>	<i>Yes</i>	<i>Wiley, Xiomara</i>	<i>Yes</i>
<i>Kelliher, John</i>	<i>Yes</i>	<i>Wooden, Ernest</i>	<i>Yes</i>
<i>King, Brian</i>	<i>Yes</i>	<i>Zanger, Gene</i>	<i>Yes</i>
<i>King, Jeff</i>	<i>Yes</i>		

Chair Patel gave an overview of Visit California’s Outlook Forum event and recognized the members of the Outlook Forum Task Force.

CEO REPORT

Visit California CEO Caroline Beteta reported on the success of California’s tourism industry and provided updates on current and upcoming activities, including:

- Outlook Forum recap
- National perspective on tourism and the economy
- State perspective on tourism and the economy
- Current Commission operations, action items and priorities
- Video: 2016 Marketing Highlights

Beteta introduced guest speaker Casey Wasserman, Chairman of the LA 2024 Olympic Bid.

Dave Mering and Greg Carson with MeringCarson presented a Golden State partner update.

NOMINATING COMMITTEE UPDATE

Chair Patel delivered the Nominating Committee update.

There are currently four vacancies among the appointed Commissioner seats:

- Central Valley
- Deserts
- High Sierra
- San Diego

There are currently two elected vacancies among the elected Commissioner seats:

- Accommodations

- Restaurants and Retail

Patel opened the floor for discussion, consideration and vote on Gary Buffo to fill the Commission Chief Fiscal Officer position.

Motion made by Commissioner Fat to elect Gary Buffo as Chief Fiscal Officer. Seconded by Commissioner Wooden. *Motion unanimously approved.*

Commissioner	Vote (Y/N/A)	Commissioner	Vote (Y/N/A)
<i>Arnold, Steve</i>	<i>Yes</i>	<i>MacRae, Terry</i>	<i>Yes</i>
<i>Beck, Paula</i>	<i>Yes</i>	<i>Meisner, Jordan</i>	<i>Yes</i>
<i>Birmingham, James</i>	<i>Yes</i>	<i>Murray, Carla</i>	<i>Yes</i>
<i>Buffo, Gary</i>	<i>Abstain</i>	<i>Patel, Sima</i>	<i>Yes</i>
<i>Burba, Jim</i>	<i>Yes</i>	<i>Senior, Jeff</i>	<i>Yes</i>
<i>Dunne, Michael</i>	<i>Yes</i>	<i>Singh-Allen, Bobbie</i>	<i>Yes</i>
<i>Fat, Kevin</i>	<i>Yes</i>	<i>Webster, Ben</i>	<i>Yes</i>
<i>Irwin, Susan</i>	<i>Yes</i>	<i>Wiley, Xiomara</i>	<i>Yes</i>
<i>Kelliher, John</i>	<i>Yes</i>	<i>Wooden, Ernest</i>	<i>Yes</i>
<i>King, Brian</i>	<i>Yes</i>	<i>Zanger, Gene</i>	<i>Yes</i>
<i>King, Jeff</i>	<i>Yes</i>		

PUBLIC AFFAIRS/ WHY TRAVEL MATTERS

Visit California Vice President of Communications Ryan Becker reported on Visit California’s Silver Anniversary Event, the RAND study release and Project:Time Off’s National Plan Your Vacation Day.

CALIFORNIA WELCOME CENTERS

CEO Beteta provided an update on the California Welcome Centers and recognized San Francisco Welcome Center’s 20th anniversary.

FINANCE

Ed Fahey, an independent audit partner from RINA accountancy corporation, presented on the Financial statements for fiscal year ending Nov. 30, 2016.

Visit California Chief Operating Officer Matthew Sabbatini reported on detailed significant budget to actual variances year to date though Nov. 30, 2016.

Motion made by Commissioner Wiley to accept Financial Statements for fiscal year ending Nov. 30, 2016. Seconded by Commissioner Burba. *Motion unanimously approved.*

Commissioner	Vote (Y/N/A)	Commissioner	Vote (Y/N/A)
<i>Arnold, Steve</i>	<i>Yes</i>	<i>MacRae, Terry</i>	<i>Yes</i>
<i>Beck, Paula</i>	<i>Yes</i>	<i>Meisner, Jordan</i>	<i>Yes</i>
<i>Birmingham, James</i>	<i>Yes</i>	<i>Murray, Carla</i>	<i>Yes</i>
<i>Buffo, Gary</i>	<i>Yes</i>	<i>Patel, Sima</i>	<i>Yes</i>
<i>Burba, Jim</i>	<i>Yes</i>	<i>Senior, Jeff</i>	<i>Yes</i>
<i>Dunne, Michael</i>	<i>Yes</i>	<i>Singh-Allen, Bobbie</i>	<i>Yes</i>
<i>Fat, Kevin</i>	<i>Yes</i>	<i>Webster, Ben</i>	<i>Yes</i>
<i>Irwin, Susan</i>	<i>Yes</i>	<i>Wiley, Xiomara</i>	<i>Yes</i>
<i>Kelliher, John</i>	<i>Yes</i>	<i>Wooden, Ernest</i>	<i>Yes</i>
<i>King, Brian</i>	<i>Yes</i>	<i>Zanger, Gene</i>	<i>Yes</i>
<i>King, Jeff</i>	<i>Yes</i>		

Sabbatini presented on the FY16/17 midyear budget revise including use of \$1 million from the reserve fund to support the ‘All Dreams Welcome’ initiative.

Motion made by Commissioner King to accept the FY16/17 Midyear Budget Revise. Seconded by Commissioner Meisner. *Motion approved.*

Commissioner	Vote (Y/N/A)	Commissioner	Vote (Y/N/A)
<i>Arnold, Steve</i>	<i>Yes</i>	<i>MacRae, Terry</i>	<i>Yes</i>
<i>Beck, Paula</i>	<i>Yes</i>	<i>Meisner, Jordan</i>	<i>Yes</i>
<i>Birmingham, James</i>	<i>Yes</i>	<i>Murray, Carla</i>	<i>Yes</i>
<i>Buffo, Gary</i>	<i>Yes</i>	<i>Patel, Sima</i>	<i>Yes</i>
<i>Burba, Jim</i>	<i>Yes</i>	<i>Senior, Jeff</i>	<i>Yes</i>

<i>Dunne, Michael</i>	<i>Yes</i>	<i>Singh-Allen, Bobbie</i>	<i>Yes</i>
<i>Fat, Kevin</i>	<i>Yes</i>	<i>Webster, Ben</i>	<i>Yes</i>
<i>Irwin, Susan</i>	<i>Yes</i>	<i>Wiley, Xiomara</i>	<i>Yes</i>
<i>Kelliher, John</i>	<i>Yes</i>	<i>Wooden, Ernest</i>	<i>Yes</i>
<i>King, Brian</i>	<i>Yes</i>	<i>Zanger, Gene</i>	<i>Yes</i>
<i>King, Jeff</i>	<i>Yes</i>		

LEGAL

Visit California Legal Counsel Scott Plamondon discussed proposed changes to the Commission Bylaws.

Motion was made by Commissioner MacRae to approve the revised bylaws. Seconded by Commissioner Beck. *Motion unanimously approved.*

Commissioner	Vote (Y/N/A)	Commissioner	Vote (Y/N/A)
<i>Arnold, Steve</i>	<i>Yes</i>	<i>MacRae, Terry</i>	<i>Yes</i>
<i>Beck, Paula</i>	<i>Yes</i>	<i>Meisner, Jordan</i>	<i>Yes</i>
<i>Birmingham, James</i>	<i>Yes</i>	<i>Murray, Carla</i>	<i>Abstain</i>
<i>Buffo, Gary</i>	<i>Yes</i>	<i>Patel, Sima</i>	<i>Yes</i>
<i>Burba, Jim</i>	<i>Yes</i>	<i>Senior, Jeff</i>	<i>Yes</i>
<i>Dunne, Michael</i>	<i>Yes</i>	<i>Singh-Allen, Bobbie</i>	<i>Yes</i>
<i>Fat, Kevin</i>	<i>Yes</i>	<i>Webster, Ben</i>	<i>Yes</i>
<i>Irwin, Susan</i>	<i>Yes</i>	<i>Wiley, Xiomara</i>	<i>Yes</i>
<i>Kelliher, John</i>	<i>Yes</i>	<i>Wooden, Ernest</i>	<i>Yes</i>
<i>King, Brian</i>	<i>Yes</i>	<i>Zanger, Gene</i>	<i>Yes</i>
<i>King, Jeff</i>	<i>Yes</i>		

OPEN DISCUSSION

There was no open discussion.

OTHER MATTERS

There were none.

AGENDA ITEMS FOR FUTURE MEETINGS

Chair Patel opened the floor up for future agenda items. There were none.

PUBLIC COMMENT

Chair Patel opened the floor up for public comment. There was none.

ADJOURNMENT

**Motion by Commissioner Zanger to adjourn the March Commission Meeting.
Second by Commissioner Kelliher. *Motion unanimously approved.***

Meeting was adjourned at 12:24 p.m., March 1, 2017.