

**CALL TO ORDER**

The California Travel and Tourism Commission (CTTC) Marketing Advisory Committee Meeting was held in Santa Barbara, California at 10:30 a.m. PST on March 1, 2017 with Vice Chair James Bermingham presiding.

**Attendance**

Marketing Advisory Committee	Roll Call	Marketing Advisory Committee	Roll Call
Kimberly Adams	Present	Joseph Knight	Absent
Steve Arnold	Present	Terry MacRae	Present
Panorea Avdis	Absent	Diane Mandeville	Present
Paula Beck	Present	Noreen Martin	Absent
James Bermingham	Present	Mary Ann McAlea	Absent
Tammy Blount	Absent	Aaron Medina	Absent
Gary Buffo	Present	Jordan Meisner	Present
Jim Burba	Present	Ted Molter	Present
Jay Burress	Absent	Carla Murray	Present
Lisa Cesaro	Absent	Doug Myers	Absent
Carol Chaplin	Absent	Sima Patel	Present
Andy Chapman	Present	Kathy Paver	Present
Michael Colglazier	Absent	Howard Pickett	Absent
Joe D'Alessandro	Absent	Cody Plott	Absent
Chuck Davison	Present	Carl Schuster	Absent
Sheldon Duncan	Present	Terry Selk	Absent
Michael Dunne	Present	Jeff Senior	Present
Kristen Esposito	Absent	Gary Sherwin	Absent
Kevin Fat	Present	Bobbie Singh-Allen	Present
Agnelo Fernandes	Absent	Joe Terzi	Absent
Ed Fuller	Present	Jon Urdi	Present
Scott Gediman	Absent	Jeff Van Langeveld	Present
Susan Irwin	Present	Ben Webster	Present
Kathy Janega-Dykes	Present	Scott White	Present
Kerri Kapich	Present	Xiomara Wiley	Present
John Kelliher	Present	Ernest Wooden	Present
Misti Kerns	Absent	Tim Zahner	Absent
Brian King	Present	Gene Zanger	Present
Jeff King	Present		
Tom Klein	Absent		

Motion made by Commissioner Jeff Senior to approve the Marketing Advisory Committee minutes from the Oct. 14, 2016 meeting held in Beverly Hills, California. Seconded by Commissioner Meisner. *Motion approved.*

Marketing Advisory Committee	Vote (Y/N/A)	Marketing Advisory Committee	Vote (Y/N/A)
Kimberly Adams	Yes	Jeff King	Yes
Steve Arnold	Yes	Terry MacRae	Yes
Paula Beck	Yes	Diane Mandeville	Yes
James Bermingham	Yes	Jordan Meisner	Yes
Gary Buffo	Yes	Ted Molter	Yes
Jim Burba	Yes	Carla Murray	Yes
Andy Chapman	Yes	Sima Patel	Yes
Chuck Davison	Yes	Kathy Paver	Yes
Sheldon Duncan	Yes	Jeff Senior	Yes
Michael Dunne	Yes	Bobbie Singh-Allen	Yes
Kevin Fat	Yes	Jon Urdi	Yes
Ed Fuller	Yes	Jeff Van Langeveld	Yes
Susan Irwin	Yes	Ben Webster	Yes
Kathy Janega-Dykes	Yes	Scott White	Yes
Kerri Kapich	Yes	Xiomara Wiley	Yes
John Kelliher	Yes	Ernest Wooden	Yes
Brian King	Yes	Gene Zanger	Yes

## VICE CHAIR REPORT

Vice Chair Bermingham recognized Visit California’s global office managing directors in attendance. Each managing director gave a brief update on tourism dynamics in their current market.

Bermingham provided an update on the 20 Marketing Advisory Committee meetings which have been held since February 2016. He also discussed the launch of the new editorial working group which was kicked off in February 2017.

## CEO MARKETING REPORT

Visit California CEO Caroline Beteta provided an update on the continuation of the Dream Big Dividend. She reminded the group the Marketing Work Plan approved at the May board meeting was a two-year plan, so some programs

are spanning fiscal years. Beteta highlighted key areas and elements of the program including:

- FY16/17 California brand update
- FY17/18 draft marketing plan update

**FY 16/17 GLOBAL PLAN DELIERY**

CEO Beteta presented a global media update.

Visit California Vice President of Marketing Lynn Carpenter reported on Visit California’s pillars including the super affluent luxury initiative and outdoor marketing activities. Carpenter also provided an overview of the California Grant Program.

Visit California Vice President of International Marketing, Leona Reed presented on international events including the International Luxury Forum in Cannes, France, and Raid Amazonas.

**FINANCE**

CEO Beteta presented on the FY16/17 Budget Revision including use of \$1 million from the reserve fund to support an ‘All Dreams Welcome’ Initiative.

**Motion made by Commissioner Zanger to accept the FY 16/17 Midyear Budget Revise. Seconded by Diane Mandeville. *Motion approved.***

Marketing Advisory Committee	Vote (Y/N/A)	Marketing Advisory Committee	Vote (Y/N/A)
Kimberly Adams	Yes	Jeff King	Yes
Steve Arnold	Yes	Terry MacRae	Yes
Paula Beck	Yes	Diane Mandeville	Yes
James Bermingham	Yes	Jordan Meisner	Yes
Gary Buffo	Yes	Ted Molter	Yes
Jim Burba	Yes	Carla Murray	Yes
Andy Chapman	Yes	Sima Patel	Yes
Chuck Davison	Yes	Kathy Paver	Yes
Sheldon Duncan	Yes	Jeff Senior	Yes
Michael Dunne	Yes	Bobbie Singh-Allen	Yes
Kevin Fat	Yes	Jon Urdi	Yes
Ed Fuller	Yes	Jeff Van Langeveld	Yes
Susan Irwin	Yes	Ben Webster	Yes
Kathy Janega-Dykes	Yes	Scott White	Abstain

Kerri Kapich	Yes	Xiomara Wiley	Yes
John Kelliher	Yes	Ernest Wooden	Yes
Brian King	Yes	Gene Zanger	Yes

CEO Beteta presented on the draft FY 17/18 Budget for further review and vote in May 2017.

#### AGENDA ITEMS FOR FUTURE MEETINGS

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

#### PUBLIC COMMENT

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

#### ADJOURNMENT

Motion made by Commissioner Irwin to adjourn the March Marketing Advisory Committee Meeting was seconded by Ted Molter. *Motion unanimously approved.*

Meeting was adjourned at 11:17 a.m., March 1, 2017.