

**CALL TO ORDER**

The California Travel and Tourism Commission (CTTC) Meeting was held in Beverly Hills, California at 9 a.m. PST on October 14, 2016 with Vice Chair Noreen Martin presiding.

**Attendance**

<i>Commissioner</i>	<i>Roll Call</i>	<i>Commissioner</i>	<i>Roll Call</i>	<i>Commissioner</i>	<i>Roll Call</i>
<i>Avdis, Panorea</i>	<i>Present</i>	<i>King, Jeff</i>	<i>Present</i>	<i>Plott, Cody</i>	<i>Present</i>
<i>Beck, Paula</i>	<i>Present</i>	<i>Klein, Tom</i>	<i>Absent</i>	<i>Schuster, Carl</i>	<i>Absent</i>
<i>Birmingham, James</i>	<i>Present</i>	<i>Knight, Joe</i>	<i>Absent</i>	<i>Senior, Jeff</i>	<i>Absent</i>
<i>Buffo, Gary</i>	<i>Present</i>	<i>Martin, Noreen</i>	<i>Present</i>	<i>Webster, Benjamin</i>	<i>Present</i>
<i>Burba, Jim</i>	<i>Present</i>	<i>Medina, Aaron</i>	<i>Absent</i>	<i>Wiley, Xiomara</i>	<i>Present</i>
<i>Colglazier, Michael</i>	<i>Present</i>	<i>Meisner, Jordan</i>	<i>Absent</i>	<i>Wirth, Andy</i>	<i>Absent</i>
<i>Fat, Kevin</i>	<i>Absent</i>	<i>Murray, Carla</i>	<i>Absent</i>	<i>Wooden, Ernest</i>	<i>Present</i>
<i>Kelliher, John</i>	<i>Present</i>	<i>Myers, Douglas</i>	<i>Absent</i>	<i>Zanger, Gene</i>	<i>Present</i>
<i>King, Brian</i>	<i>Absent</i>	<i>Patel, Sima</i>	<i>Present</i>		

Motion made by Commissioner Beck to approve the Commission Meeting minutes from the May 17, 2016 meeting held in Pebble Beach, California. Seconded by Commissioner Buffo. *Motion approved.*

<i>Commissioner</i>	<i>Vote (Y/N/A)</i>	<i>Commissioner</i>	<i>Vote (Y/N/A)</i>	<i>Commissioner</i>	<i>Vote (Y/N/A)</i>
<i>Avdis, Panorea</i>	<i>Yes</i>	<i>Colglazier, Michael</i>	<i>Yes</i>	<i>Plott, Cody</i>	<i>Yes</i>
<i>Beck, Paula</i>	<i>Yes</i>	<i>Kelliher, John</i>	<i>Yes</i>	<i>Webster, Benjamin</i>	<i>Yes</i>
<i>Birmingham, James</i>	<i>Yes</i>	<i>King, Jeff</i>	<i>Abstain</i>	<i>Wiley, Xiomara</i>	<i>Yes</i>
<i>Buffo, Gary</i>	<i>Yes</i>	<i>Martin, Noreen</i>	<i>Yes</i>	<i>Wooden, Ernest</i>	<i>Yes</i>
<i>Burba, Jim</i>	<i>Yes</i>	<i>Patel, Sima</i>	<i>Yes</i>	<i>Zanger, Gene</i>	<i>Yes</i>

**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:

- National perspective on tourism and the economy
- State perspective on tourism and the economy
- Current Commission Operations, Action Items and Priorities
  - Commissioner confirmation referendum timeline
- Dream Big Dividend Year 1 Activation – Status Report
- “Visit California at Work” highlights, May-October

Beteta introduced the following individuals on Visit California’s current referendum ballot

<b>Accommodations</b>	
Bobbie Singh-Allen EVP & COO California Lodging Industry Association	Michael Dunne Area Vice President of Operations, California Hilton Worldwide
Brian King (Re-election) Global Brand and Sales Officer Marriott International	Noreen Martin (Re-election) CEO Martin Resorts Inc.
John Arnett Vice President Operations Loews Hotels	Steve Arnold President & COO Pacific Hospitality Group
Michael Colglazier (Re-election) President, The Disneyland Resort Walt Disney Parks and Resorts	
<b>Attractions and Recreation</b>	<b>Passenger Rental Car</b>
Xiomara Wiley (Re-election) Senior Vice President of Marketing & Sales Universal Studios Hollywood	Susie Irwin Vice President Enterprise Rent-a-Car
<b>Restaurants and Retail</b>	<b>Transportation and Travel Services</b>

Carl Schuster (Re-election) President, CEO and Partner Wolfgang Puck Catering	Terry MacRae CEO Hornblower Cruises and Events
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## FINANCE

Chief Fiscal Officer and Treasurer Sima Patel presented the Financial Report.

Commissioner Buffo gave an update on the Audit Committee meeting held earlier on October 13, 2016.

Fahey, independent audit partner from RINA accountancy corporation, advised the 15/16 year-end audit results are unqualified - no issues identified. He also presented the Summary Statement of Activities and reviewed the Financial Statements for the 15/16 fiscal year (the Audit) and for the period ending August 31, 2016.

Lastly, Matthew Sabbatini and Sonja Spowart gave an update on Visit California's Reserve Fund Strategy.

**Motion made by Commissioner Bermingham to accept Audit Report for Fiscal Year Ending June 30, 2016. Seconded by Commissioner Plott. *Motion unanimously approved.***

<i>Commissioner</i>	<i>Vote (Y/N/A)</i>	<i>Commissioner</i>	<i>Vote (Y/N/A)</i>	<i>Commissioner</i>	<i>Vote (Y/N/A)</i>
<i>Avdis, Panorea</i>	<i>Yes</i>	<i>Colglazier, Michael</i>	<i>Yes</i>	<i>Plott, Cody</i>	<i>Yes</i>
<i>Beck, Paula</i>	<i>Yes</i>	<i>Kelliher, John</i>	<i>Yes</i>	<i>Webster, Benjamin</i>	<i>Yes</i>
<i>Bermingham, James</i>	<i>Yes</i>	<i>King, Jeff</i>	<i>Yes</i>	<i>Wiley, Xiomara</i>	<i>Yes</i>
<i>Buffo, Gary</i>	<i>Yes</i>	<i>Martin, Noreen</i>	<i>Yes</i>	<i>Wooden, Ernest</i>	<i>Yes</i>
<i>Burba, Jim</i>	<i>Yes</i>	<i>Patel, Sima</i>	<i>Yes</i>	<i>Zanger, Gene</i>	<i>Yes</i>

**Motion made by Commissioner Beck to accept the Financial Statements for Period Ending August 31, 2016. Seconded by Commissioner Kelliher. *Motion approved.***

<i>Commissioner</i>	<i>Vote (Y/N/A)</i>	<i>Commissioner</i>	<i>Vote (Y/N/A)</i>	<i>Commissioner</i>	<i>Vote (Y/N/A)</i>
<i>Avdis, Panorea</i>	<i>Yes</i>	<i>Colglazier, Michael</i>	<i>Yes</i>	<i>Plott, Cody</i>	<i>Yes</i>
<i>Beck, Paula</i>	<i>Yes</i>	<i>Kelliher, John</i>	<i>Yes</i>	<i>Webster, Benjamin</i>	<i>Yes</i>
<i>Birmingham, James</i>	<i>Yes</i>	<i>King, Jeff</i>	<i>Yes</i>	<i>Wiley, Xiomara</i>	<i>Yes</i>
<i>Buffo, Gary</i>	<i>Yes</i>	<i>Martin, Noreen</i>	<i>Yes</i>	<i>Wooden, Ernest</i>	<i>Yes</i>
<i>Burba, Jim</i>	<i>Abstain</i>	<i>Patel, Sima</i>	<i>Yes</i>	<i>Zanger, Gene</i>	<i>Yes</i>

**NOMINATING COMMITTEE UPDATE**

Vice Chair Martin delivered the Nominating Committee Update. There are currently 4 vacancies among the appointed Commissioner seats:

- Central Valley
- Deserts
- High Sierra
- San Diego

Martin opened the floor for discussion, consideration and vote on Sima Patel to fill the Commission Chair in accordance with Senate Bill 836, which revised Government Code section 13995.40(j) to read:

(1) The commissioners appointed pursuant to subparagraph (A) of paragraph (2) of subdivision (b) shall elect the chairperson

**Motion made by Commissioner Plott to elect Sima Patel as Chairperson. Seconded by Commissioner Wooden. Motion unanimously approved.**

<i>Commissioner</i>	<i>Vote (Y/N/A)</i>	<i>Commissioner</i>	<i>Vote (Y/N/A)</i>
<i>Avdis, Panorea</i>	<i>Yes</i>	<i>Patel, Sima</i>	<i>Abstain</i>
<i>Burba, Jim</i>	<i>Yes</i>	<i>Plott, Cody</i>	<i>Yes</i>
<i>Kelliher, John</i>	<i>Yes</i>	<i>Webster, Benjamin</i>	<i>Yes</i>
<i>King, Jeff</i>	<i>Yes</i>	<i>Wooden, Ernest</i>	<i>Yes</i>

With Commissioner Patel vacating the position to become Chair, Vice Chair Martin announced the Chief Fiscal Officer position will be filled in March 2017.

## PUBLIC AFFAIRS

Vice Chair Noreen Martin and Commissioner Bermingham reported on their Pathway to Prosperity. Commissioner Bermingham elaborated on ROI and Plan Activation while Vice Chair Martin focused on Travel Matters, Project: Time Off, and the Reserve Fund.

Beteta introduced David Latterman with Fall Line Analytics. Latterman presented on the outcomes of recent focus groups conducted on industry-facing messaging through the construct of the year and review focus group.

## LEGAL

There was nothing to report.

## OPEN DISCUSSION

There was no open discussion.

## OTHER MATTERS

Chair Patel briefly presented on the upcoming California Hall of Fame event on November 30, 2016 in addition to the following upcoming events:

- US Travel's Hall of Leaders Outlook Forum - November 16, 2016
- Winter Board Meeting / Silver Anniversary - May 2017

## 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 Kelliher? to adjourn the October Commission Meeting. Second by Commissioner Plott?. Motion unanimously approved.*

COMMISSION MEETING MINUTES

California Travel and Tourism Commission - October 14, 2016 - BEVERLY HILLS, CA

<i>Commissioner</i>	<i>Vote (Y/N/A)</i>	<i>Commissioner</i>	<i>Vote (Y/N/A)</i>	<i>Commissioner</i>	<i>Vote (Y/N/A)</i>
<i>Avdis, Panorea</i>	<i>Yes</i>	<i>Colglazier, Michael</i>	<i>Yes</i>	<i>Plott, Cody</i>	<i>Yes</i>
<i>Beck, Paula</i>	<i>Yes</i>	<i>Kelliher, John</i>	<i>Yes</i>	<i>Webster, Benjamin</i>	<i>Yes</i>
<i>Birmingham, James</i>	<i>Yes</i>	<i>King, Jeff</i>	<i>Yes</i>	<i>Wiley, Xiomara</i>	<i>Yes</i>
<i>Buffo, Gary</i>	<i>Yes</i>	<i>Martin, Noreen</i>	<i>Yes</i>	<i>Wooden, Ernest</i>	<i>Yes</i>
<i>Burba, Jim</i>	<i>Abstain</i>	<i>Patel, Sima</i>	<i>Yes</i>	<i>Zanger, Gene</i>	<i>Yes</i>

Meeting was adjourned at 1:00 p.m., October 14, 2016.