

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, February 13, 2015

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, February 25, 2015. The order of business within the meeting is subject to change. The meeting details are as follows:

Meeting: Commission Meeting
Date: Wednesday, February 25, 2015
Time: 9:00 a.m. - 12:30 p.m.
Meeting Location: La Quinta Resort & Club
49499 Eisenhower Drive
La Quinta, California 92253
(760) 564-4111

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, February 25, 2015

9:00 a.m. – 12:30 p.m.

La Quinta Resort & Club
49499 Eisenhower Drive
La Quinta, California 92253
(760) 564-4111

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 September 9, 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
 - b. State Perspective on Tourism and the Economy
 - i. Administration Perspective and Policy Update
 - ii. Snow Update
 - iii. Measles Outbreak Update
 - c. Current Commission Operations, Action Items and Priorities
 - i. Dream Big Initiative Update
 - ii. New Committee Structure
 - iii. Outlook Forum Recap
 - d. Upcoming Visit California Events
 - i. ITB Berlin – March 4-8, 2015
 - ii. Discover America Scandinavia – March 2, 2015
 - iii. New York Media Event – March 10, 2015
 - iv. China Sales Mission – April 8-10, 2015
 - v. Japan/Korea Sales Mission – April 13-19, 2015
 - vi. Los Angeles Media Reception – April 21, 2015
 - vii. WTM Latin America – April 22-24, 2015
 - viii. Canada Sales & Media Days – May 5, 2015
 - ix. Arabian Travel Market – May 4-7, 2015
 - x. Visit California Spring Board Meeting (Lake Tahoe) – May 20-22, 2015
 - e. VIDEO: Visit California at Work
- IV. **Nominating Committee Update**
 - a. Open Discussion, Consideration and Vote on Recommendations and Nominations of Candidates to Fill Existing Vacancies on the Commission
 - b. Open Discussion, Consideration and Vote on Recommendations and Nominations of Candidates to Fill Existing Vacancies on the Executive Committee
 - c. Open Discussion, Consideration and Vote on Recommendations and Nominations of Candidates to Fill Vice Chair of Marketing
- V. **Public Affairs/Industry Relations**
 - a. Measles Outbreak Update
 - b. Legislative Outreach

- c. AMGEN Tour of California
- d. Cultural Cabinet Update

VI. Marketing Update

- a. Call to Order/Roll Call/Approval of October 2, 2015 Marketing Advisory Committee Meeting Minutes
- b. Opening Remarks
- c. CEO Marketing Report
 - i. Update on Marketing RFP's
 - 1. Content
 - 2. Brand
 - 3. Brazil
 - ii. International
 - 1. Global Office Reports/Perspective
 - 2. IPW Programming Update
 - 3. Discuss Middle East Presence
 - iii. Recap of Marketing Workshop
- d. Brand
 - i. Spring Media Recommendations
 - ii. Dream 365 and Creative Rollout
 - iii. New California Visitor's Guide
- e. Digital/Social
 - i. New Website Rollout
 - ii. New Social Media Support
- f. Marketing Partnerships - Bought, Earned, Owned
 - i. California Restaurant Month Update
 - ii. Bravo/"Top Chef" Update
 - iii. Update on Sponsorship Roadmap
 - iv. Celebrity Outreach and Strategy
 - v. Status of Partnership with Brand USA
 - vi. Bay Area Super Bowl 50 Update
- g. California Welcome Centers
- h. Present, Review and Discuss 2015-16 Marketing Plan
- i. Sponsor Speaker: Linsey Gallagher, Wine Institute
- j. Public Matters Note on the Agenda
- k. Agenda Items for Future Meetings
- l. Adjourn Marketing Advisory Committee Meeting

VII. Open Forum: Dream Big Dividend - Looking Ahead

VIII. Finance

- a. Present, Review and Vote on Financial Statements for Period Ending November 30, 2014

IX. Legal

- a. Discuss New Bagley-Keene Guidelines
- b. Discuss Conflict of Interest Code/FPPC
- c. Regulations Update

X. Public Comment on Matters Not on the Agenda

XI. Agenda Items for Future Meetings

XII. Adjournment