

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: Monday, May 11, 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 Friday, May 22, 2015. The order of business within the meeting is subject to change. The meeting details are as follows:

Meeting: Commission Meeting
Date: Friday, May 22, 2015
Time: 9:00 a.m. – 2.00 p.m.
Meeting Location: The Ritz-Carlton, Lake Tahoe
Location: 13031 Ritz-Carlton Highlands Court Truckee, California 96161 (530) 562-3030

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

Friday, May 22, 2015

9:00 a.m. – 2:00 p.m.

The Ritz-Carlton, Lake Tahoe
13031 Ritz-Carlton Highlands Court
Truckee, California 96161
(530) 562-3030

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 February 25, 2015 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. Travel and Tourism Legislative Bill Update
 - c. Current Commission Operations, Action Items and Priorities
 - i. Dream Big Initiative Update
 - d. Upcoming Visit California Events
 - i. IPW: May 30-June 4, 2015
 - ii. Visit California UK Sales Mission: July 2-7, 2015
 - iii. Visit California Fall Board Meeting: October 22-23, 2015 (Dana Point, California)
 - e. VIDEO: Visit California at Work
- IV. Guest Speaker: Roger Dow, U.S. Travel Association
- V. Nominating Committee Update
 - a. Open Discussion, Consideration and Vote on Recommendations and Nominations of Candidates to Fill Existing Vacancies on the Commission
- VI. Public Affairs
 - a. California's Drought Crisis
 - b. Policies and Procedures
 - c. Other Business
- VII. Marketing Advisory Committee

- a. Call to Order/Roll Call/Approval of February 25, 2015 Marketing Advisory Committee Meeting Minutes
- b. Opening Remarks
- c. CEO Marketing Report
 - i. Marketing Plan Timeline and Distribution
 - 1. International
 - ii. Recap of All Leadership Meeting
- d. Marketing Committee Update
 - i. Research/ROI Committee
 - 1. Recommended Market Allocation
 - ii. International Committee
 - 1. Country Market Snapshots
 - iii. Brand/Content Committee
 - 1. Creative and Dream365 program, content pipeline
 - iv. Public Relations Committee
 - 1. Earned media
 - v. Sponsorship & Co-operative Marketing Committee
 - vi. Rural Committee
 - vii. Snow Committee
- e. Marketing Partnerships – Bought, Earned, Owned
- f. Breakout Sessions: Dream Big Dividend – Looking Ahead
 - i. Public Affairs/Travel Impacts
 - ii. Market Prioritization and Planning
 - iii. Three-Year Market Planning Framework
- g. Review, Discuss and Vote on 2015-16 Marketing Plan
- h. Public Matters Not on the Agenda
- i. Items for Future Meetings
- j. Adjourn Marketing Advisory Committee Meeting

VIII. Finance

- a. Present, Review and Vote on Financial Statements for Period Ending February 28, 2015

IX. Legal

- a. Regulations Update

X. Public Comment on Matters Not on the Agenda

XI. Agenda Items for Future Meetings

XII. Adjournment