

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, September 22, 2014

**RE: PUBLIC NOTICE OF THE CALIFORNIA TRAVEL AND TOURISM  
COMMISSION MARKETING ADVISORY COMMITTEE MEETING**

A meeting of the California Travel and Tourism Commission Marketing Advisory Committee is scheduled to take place on Thursday, October 2, 2014. The order of business within the meeting is subject to change. The meeting details are as follows:

<b>Meeting:</b> Marketing Advisory Committee
<b>Date:</b> Thursday, October 2, 2014
<b>Time:</b> 10:00 a.m. - 1:00 p.m.
<b>Meeting Location:</b> The Lodge at Torrey Pines 11480 North Torrey Pines Road La Jolla, California 92037 (858) 453-4420

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](mailto: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](http://www.visitcalifornia.com/agendas)

# California Travel and Tourism Commission Marketing Advisory Committee

Thursday, October 2, 2014, 10:00 a.m. – 1:00 p.m.

The Lodge at Torrey Pines  
11480 North Torrey Pines Road, La Jolla, California 92037  
Phone: (858) 453-4420

## AGENDA

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*All times indicated and the order of business is approximate and subject to change*

- I. **Call to Order/Roll Call/Approval of Agenda**
- II. **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. Brown Administration Perspective and Policy Update
    - ii. Napa Valley Earthquake Update
    - iii. California Wildfires Update
  - c. Current Commission Operations, Action Items and Priorities
    - i. “Dream Big” Initiative Update
    - ii. California Welcome Center Update
  - d. Upcoming Visit California Events
    - i. Brand and Content Agency RFP’s – Released September 24
    - ii. China Sales Mission – October 19-24
    - iii. Canada Media Receptions – October 21-22
    - iv. Germany Sales Day – October 30-31
    - v. WTM – November 3-6
    - vi. Brazil Office RFP – November 17-21
    - vii. CITM Shanghai – November 14-16
  - e. VIDEO: Visit California at Work
- III. **Public Affairs/Industry Relations**
  - a. Legislative Affairs
    - i. Update on California Senate Bill 1119 (Leno) “California Travel and Tourism Commission”
    - ii. Update on California Assembly Bill 1839 (Gatto) “Income Taxes: Qualified Motion Pictures”
  - b. Governor’s Mexico Trade Mission
- IV. **Marketing Update**
- V. **SPONSOR SPEAKER: Dave Mering, MeringCarson**
- VI. **Finance**
  - a. Present, Discuss and Vote on 2014-15 Incremental Budget Expenditures
- VII. **Public Comment on Matters Not on the Agenda**
- VIII. **Agenda Items for Future Meetings**
- IX. **Adjournment**