

**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, August 29, 2014

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 Tuesday, September 9, 2014. The order of business within the meeting is subject to change. The meeting details are as follows:

Meeting:	Commission Meeting	
Date:	Tuesday, September 9, 2014	
Time:	12:00 p.m. – 1:00 p.m.	
Meeting Location:	Visit California 555 Capitol Mall Suite 1100 Sacramento, CA 95814 (916) 444-4429	
Other Meeting Locations:	San Francisco Travel One Front Street, Suite 2900 San Francisco, CA 94111 (415) 227-2606	Martin Resorts 1201 Palm Street San Luis Obispo, CA 93401 (805) 547-2700
	Mammoth Mountain Ski Area 1 Minaret Road Mammoth Lakes, CA 93546 (760) 934-0731	Auto Club Speedway 9300 Cherry Avenue Fontana, CA 92335 (909) 429-5504
	The Hertz Corporation 5733 Arbor Vitae Street Los Angeles, CA 90045 (310) 568-5154	Walt Disney Parks & Resorts 700 West Ball Road Anaheim, CA 92802 (714) 781-7512
	Pebble Beach Company 1700 17-Mile Drive Pebble Beach, CA 93953 (831) 624-3811	Shorenstein 235 Montgomery Street, 16 th Floor San Francisco, CA 94104 (415) 772-7000
	San Diego Tourism Authority 750 B Street, Suite 1500 San Diego, CA 92101 (619) 236-1212	

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

Tuesday, September 9, 2014

12:00 p.m. – 1:00 p.m.

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555 Capitol Mall
Suite 1100
Sacramento, California 95814
(916) 444-4429

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 the May 14, 2014 Commission Meeting Minutes**
- II. Opening Remarks**
- III. Dream Big Dividend**
 - a. Present, Discuss and Vote on Revised Fall Referendum Timeline
 - b. Present, Discuss and Vote on New Recommended Assessment Rates
- IV. Public Comment on Matters Not on the Agenda**
- V. Agenda Items for Future Meetings**
- VI. Adjournment**