

**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, June 16, 2014

RE: PUBLIC NOTICE OF THE CALIFORNIA TRAVEL AND TOURISM COMMISSION, DREAM BIG INITIATIVE COMMITTEE

A meeting of the California Travel and Tourism Commission’s Dream Big Initiative Committee is scheduled to take place on Thursday, June 26, 2014. The order of business within the meeting is subject to change. The meeting details are as follows:

Meeting:	Dream Big Initiative Committee	
Date:	Thursday, June 26, 2014	
Time:	9:00 a.m. – 11:00 a.m.	
Meeting Location:	Office of the Governor State Capitol Sacramento, California 95814 (916) 445-2841	
Other Meeting Locations:	The Hertz Corporation 5733 Arbor Vine Street Los Angeles, California 90045 (310) 568-5154	Walt Disney Parks and Resorts 700 West Ball Road Anaheim, California 92802 (714) 781-7512
	Mammoth Mountain Ski Area 1 Minaret Road Mammoth Lakes, California 93546 (760) 934-0633	Martin Resorts 1201 Palm Street San Luis Obispo, California 93453 (805) 545-7900

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

Thursday, June 26, 2014

9:00 a.m. – 11:00 a.m.

Office of the Governor

State Capitol
Sacramento, California 95814
(916) 445-2841

AGENDA

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

- I. Call to Order/Roll Call**
- II. Opening Remarks**
- III. Task Force (appointed by the Chairman to Set Rates to Fund the Annual Marketing Plan) to Discuss the Visit California Competitiveness Initiative**
 - a. Discuss and prepare language reflecting the percentages of contribution, rates and other appropriate terms to fund the California Competitiveness Initiative
 - b. Prepare language for a referendum to be called by Chairman Rossi reflecting those terms and conditions
 - c. Discuss the preparation of regulations as necessary to implement the California Competitiveness Initiative
- IV. Public Comment on Matters Not on the Agenda**
- V. Agenda Items for Future Meetings**
- VI. Adjournment**