

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, President & Chief Executive Officer

DATE: Friday, May 6, 2016

RE: PUBLIC NOTICE OF CALIFORNIA TRAVEL AND TOURISM COMMISSION MEETING

California Travel and Tourism Commission meeting is scheduled to take place on May 16, 2016. The order of business within the meeting is subject to change.

The meeting details are as follows:

Meeting:	Executive Committee Meeting
Date:	Monday, May 16, 2016
Time:	3 p.m - 5 p.m.
Meeting Location:	The Inn at Spanish Bay 2700 17 Mile Drive Pebble Beach, California 93953 (831) 574-5605

Other Meeting Locations:	None
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The agenda is attached for your reference.

For Commissioners, Staff and Consultants:

If you haven't already, please RSVP to Diane Grewe at (916) 319-5409 or dgrewe@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 Diane Grewe at (916) 319-5409 or dgrewe@visitcalifornia.com 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 Diane Grewe at the same address and telephone number.

The Agenda and Public Meeting Notice are available at industry.visitcalifornia.com/agendas

California Travel and Tourism Commission
Monday, May 16, 2016
3 p.m. - 5 p.m.

The Inn at Spanish Bay
2700 17 Mile Drive
Pebble Beach, California 93953
(831) 574-5605

AGENDA

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

- I. Call to Order
 - a. Roll Call
 - b. Approval of February 23, 2016 Meeting Minutes

- II. Opening Remarks
 - a. Industry/Vice Chair Leadership Platforms - Building a Bridge to 2019
 - i. Project Time Off
 - ii. ROI

- 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. Updated economic impact numbers
 - ii. Administration Perspective and Policy Update
 - c. Current Commission Operations, Action Items and Priorities
 - i. Visit California Anniversary Planning
 - d. Headlines from the Industry
 1. Product Round Up
 2. Investment
 - e. "Visit California at Work"

- IV. Nominating Committee Update
 - a. Open Discussion, Consideration and Vote on Recommendations and Nominations of Candidates to Fill Existing Vacancies for Referendum
 - 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 Chair and Vice Chair of CEO Destination Council

- V. Public Affairs/Why Travel Matters
 - a. National Travel & Tourism Week
 - b. California Tourism Month Resolution
 - c. CALED Annual Conference
 - d. "National Parks Adventure" Screening and Legislative Reception

- e. Crisis Communications
 - i. Drought/Snow Report
 - ii. Los Angeles Brownouts
- VI. Marketing Advisory Committee
 - a. FY16/17 Marketing Plan
 - b. FY15/16 Marketing Program Highlights
 - c. FY15/16 Public Relations Highlights
 - i. Time Editors Dinner/New York Media Event
 - ii. Experience California Boot Camp (Austin)
 - d. Present and Discuss FY16/17 Budget
- VII. Finance
 - a. Present, Discuss and Vote on Reviewed Financial Statements for Period Ending February 29, 2016
 - b. Present, Discuss and Vote on FY16/17 Budget
 - c. Discussion regarding potential staffing changes to reflect technology advances which allow for electronic collection of assessment, and possible vote regarding same
- VIII. Upcoming Visit California Events
 - a. AMGEN Tour of California - May 2016
 - b. China CEO Mission – May 2016
 - c. IPW - June 20 - 24, 2016
 - i. Road to 2019 IPW Anaheim
 - d. Australia Sales & Media Mission - August 21 - 27, 2016
 - e. Los Angeles Media Event - September 2016
 - f. IFTM (Paris, France) - September 20 -23, 2016
 - g. JATA Tourism Expo (Tokyo, Japan) - September 24 - 26, 2016
 - h. Deep Dive India Trade Retreat - September 24 - 26, 2016
 - i. Visit California Fall Board Meeting - October 14, 2016 (Beverly Hills)
 - j. Visit California Outlook Forum - February 27-28, 2017 (Santa Barbara)
 - k. Visit California Winter Board Meeting - March 1, 2017 (Santa Barbara)
- IX. Public Comment on Matters Not on the Agenda
- X. Agenda Items for Future Meetings
- XI. Adjournment