



TO: California Travel and Tourism Commission  
Secretary of State  
U.S. Travel Association  
Members of the Public Who Have Requested Notification  
(For informational purposes only)

FROM: Caroline Beteta, Chief Executive Officer

DATE: Friday, January 8, 2010

RE: PUBLIC NOTICE OF THE CTTC COMMISSION MEETING

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A meeting of the California Travel and Tourism Commission is scheduled to take place on Thursday, January 21, 2010, beginning at 8:30 a.m., in conjunction with the CTTC Marketing Advisory Committee meeting. Due to the joint nature of these meetings, the meeting times are approximate. The order of business within the meeting is subject to change.

The meeting details are as follows:

Meeting:	Commission Meeting
Date:	Thursday, January 21, 2010
Time:	8:30 a.m. to 11:20 a.m. - Commission/Marketing 11:20 a.m. to 12:00 p.m. - Lunch 12:00 p.m. to 2:30 p.m. - Commission/Marketing
Main Meeting	<b>The Roosevelt Hotel</b>
Location:	7000 Hollywood Boulevard Hollywood, CA 90028 (323) 466-7000

The agenda is attached for your reference. Anyone interested in attending only one of the meetings should plan accordingly.

**For Commissioners, Staff and Consultants:**

Please RSVP (if you have not already) to Matthew Sabbatini at (916) 319-5401 or [msabbatini@visitcalifornia.com](mailto:msabbatini@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 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 Matthew Sabbatini at (916) 319-5401 or sending a written request for that person at the CTTC address of 980 Ninth Street, Suite 480, Sacramento, California, 95814. Requests for further information should be directed to Matthew Sabbatini 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)

### **CTTC Commission Meeting**

Thursday, January 21, 2010

8:30 a.m. to 2:30 p.m.

### **The Roosevelt Hotel**

7000 Hollywood Boulevard

Hollywood, CA 90028

(323) 466-7000

## **AGENDA**

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

- I. Call to Order/Approval of Agenda/Roll Call/Approval of October 2, 2009, Meeting Minutes
- II. Meeting Operating Procedure Discussion
  - a. Discuss Meeting Protocol and Procedures
- III. Opening Remarks
- IV. CEO Report
  - a. National Perspective on Tourism and Economy
  - b. California Perspective on Tourism and Economy
  - c. Current Commission Operations and Priorities
  - d. Commission Action Item Priorities
    1. Cash Flow
    2. Status of FY '09/10 Marketing Programs
    3. Election of New Board Leadership
  - e. Summary of Previous Meeting Action Items and Report
    1. Destination Day
    2. Retrospective Video
  - f. Future Industry Priorities
- V. Special Guest Speaker: TBD

- VI. **Nominating Committee Update**
  - a. Open Discussion, Consideration, and Approval of Recommendations and Nominations of Candidates for the Commission
  
- VII. **Financial Report and Update**
  - a. Introduction of New Accounting Firm
  - b. Discuss and Vote on Financial Statements as of November 30, 2009
  - c. Cash Flow Update
  - d. Discuss and Vote on Operational Reserve
  - e. Discuss and Vote on Assessment Rate for Fiscal Year 2010-2011
  
- VIII. **Government Affairs Update**
  - a. Federal Update
  - b. State Policy Initiatives
  
- IX. **Legal Issues**
  - a. Confer with and Receive Legal Counsel Regarding Shames, et al., v. Hertz Corporation, et al., Filed November 14, 2007, and Re-filed May 1, 2008 – **Closed Session Pursuant to Bagley-Keene Open Meeting Act, Section 11126(a)(1).**
  - b. Confer with and Receive Legal Counsel Regarding In Re Tourism Assessment, Filed December 14, 2007 – **Closed Session Pursuant to Bagley-Keene Open Meeting Act, Section 11126(a)(1).**
  - c. Discuss Ethics Training, FPPC Rules, and Harassment Training
  - d. Discuss and Determine Government Affairs and Lobbying Policies.
  - e. Discuss and Determine Process for Developing Regulations and Appointment of Committee for Revised Regulations.
  
- X. **Marketing Committee Update**
  - A. **Call to Order/Approval of Agenda and October 2, 2009 Marketing Advisory Committee Meeting Minutes**
  
  - B. **CEO Report**
    - 1. Commission Action Item Priorities
  
  - C. **Guest Speaker: TBD, Custom Marketing Group (CMG)**
  
  - D. **Communications Update**
    - 1. Social Media
    - 2. New York Media Blitz
    - 3. Dine Platform
  
  - E. **International Update**
    - 1. International Office Update & Summit Report
      - a. United Kingdom Report
      - b. Japan Report
      - c. Germany Report

- d. Australia Report
- e. Mexico Report
- f. South Korea Report
- g. China Report

**F. Domestic Advertising/Co-op Update**

1. Southwest Airlines Update
2. Creative (Print)
3. Allocation of Funds Spent – Media

**G. Web/Interactive/Publications Update**

1. Allocation of Funds Spent – (cont'd)
2. New 2010 California Visitors Guide
3. OTA Program Update

**H. Web/Interactive Update**

1. OTA Results
2. Ad Banner Creative
3. Media Campaign (SEM and Display)
4. Maps Site Enhancement

**I. Budget**

1. Discuss and Approve Fiscal Year 2009/2010 Budget Allocation Adjustments
2. Approval of Preliminary Fiscal Year 2010/2011 Budget

**J. Public Comment on Matters not on Agenda**

**K. Agenda Items for Future Meetings**

**L. Marketing Committee Adjournment**

**XI. Announce CTTC Milestone Upcoming Events**

**XII. Announce CTTC Meeting Dates for 2010**

1. April 14-15, 2010 – Sacramento
2. October 13-14, 2010 – Reno/Tahoe
3. February 2011 – Los Angeles
4. May 2011 – Sacramento

**XIII. Public Comment on Matters Not on the Agenda**

**XIV. Agenda Items for Future Meetings**

**XV. Adjournment**