

Commission Meeting
Monterey Plaza, Monterey, CA
October 2, 2009

The meeting was called to order at 9:45 a.m.

Roll was taken and the following Commission members were present:

Commissioner Anderson, Commissioner Burba, Commissioner Cohn, Commissioner Condie, Commissioner Conley, Commissioner D'Alessandro, CFO Fichthorn, Commissioner Gallagher, Commissioner Gregory, Commissioner Grier, Commissioner Handlery, Commissioner Jamison, Commissioner Klein, Commissioner Kurzweil, Commissioner Liberman, Commissioner Manchester, Commissioner Maurer, Commissioner Mohrfeld, Commissioner Muhs, Commissioner O'Modhrain, Commissioner Patel, Commissioner Plott, Commissioner Ritenour, Commissioner Turner, Vice Chair Wagnon, Commissioner Westrope and Commissioner Zucker.

Others Present:

Kathy Anderson, Karen Baker, Lori Bartle, Caroline Beteta, Steve C. Bone, Ted Burke, Lynn Carpenter, Andy Chapman, Shellie Cook, John Cox, Sue Coyle, Jan C. Decker, Damon Eberhart, Antonette Eckert, Marisa Engel, Amanda Esquivias, Mark Feary, Geoff M. Freeman, Linsey Gallagher, Peter Gerhauser, Pettit Gilwee, Malcolm Griffiths, Marilyn Hannes, Chris Hart, Tammy Haughey, Leonard Hoops, Heather Hudson, Ross Hutchings, Beth Javens, Jean Johnstone, Kerri Verbeke Kapich, Despina M. Kreatsoulas, Mike Kvarme, Nancy Light, Timothy Lowery, Jim Magill, Diane Mandeville, Carol Martinez, John Mergen, Dave Mering, Denise Miller, Daniel Mishell, Amanda Moreland, Barbara Newton, Kathy Paver, Woody Peek, Richard Peterson, Jeff Phillips, Howard Pickett, Leona Reed, Cynthia Reynolds, Matt Sabbatini, Don Skeoch, Gwynne Spann, Vicki Tackett, Teddy Wade, Bob Warren, Clinton White and Xiomara Wiley.

Motion by Commissioner Gregory to approve April Meeting Minutes. Second by Commissioner Westrope.

Vice Chair Wagnon reported on changes to the agenda. He discussed the Sustainable Tourism Summit that took place on October 1, and also recognized CEO Beteta's achievement as being named State Tourism Director of the Year.

CEO Report

CEO Beteta reported on public affairs, the spring referendum, cost-containment, CTTC's advertising plan and California Welcome Centers (CWCs). Nominating recommendations and carryover funds were also discussed.

The group then heard a presentation by Geoff Freeman, Vice President of Strategic Planning for the U.S. Travel Association.

CEO Beteta reported on state government affairs, as well as the Travel Leadership Summit and CTTC's joint reception with VISIT FLORIDA, held in Washington, D.C., during September. Kvarme reported on the status of SB 348.

Nominating Committee

Vice Chair Wagnon reported on the recommendations of the Nominating Committee and reviewed the approved recommendations.

Motion by Commissioner Muhs to approve Rusty Gregory for Vice Chair of Operations. Second by Commissioner Cohn. Motion unanimously approved.

Motion by Commissioner Muhs to approve Mike Gallagher for Vice Chair of Marketing. Second by Commissioner Cohn. Motion unanimously approved.

Motion by Commissioner Muhs to re-elect Commissioner Fichthorn to serve a second term as CFO. Second by Commissioner Cohn. Motion unanimously approved.

Motion by Commissioner Muhs to approve Mark Liberman to the Executive Committee. Second by Commissioner Cohn. Motion unanimously approved.

Motion by Commissioner Muhs to approve Cody Plott to the Executive Committee. Second by Commissioner Cohn. Motion unanimously approved.

Motion by Commissioner Muhs to approve Jot Condie to the Executive Committee. Second by Commissioner Cohn. Motion unanimously approved.

Motion by Commissioner Muhs to approve Kathy Turner to the Executive Committee. Second by Commissioner Cohn. Motion unanimously approved.

Motion by Commissioner Muhs to approve Mike Gallagher to the Executive Committee. Second by Commissioner Cohn. Motion unanimously approved.

Motion by Commissioner Muhs to approve Joe D'Allesandro to the Executive Committee. Second by Commissioner Cohn. Motion unanimously approved.

Motion by Commissioner Muhs to approve Charles Coniglio to the Commission. Second by Commissioner Cohn. Motion unanimously approved.

Motion by Commissioner Muhs to approve Rusty Gregory to the Commission. Second by Commissioner Cohn. Motion unanimously approved.

Motion by Commissioner Muhs to approve Jonna Saberoff to the Commission. Second by Commissioner Cohn. Motion unanimously approved.

Finance Report

Commissioner Westrope reported on the audit completed by Rina Accountancy Firm.

Motion by Commissioner Gregory to approve the audit for the fiscal year ending June 30, 2009. Second by Commissioner Klein. Motion unanimously approved.

CFO Fichthorn reported on the financial reports for June 30, 2009, and July 31, 2009, as presented in the Commission binder.

Motion by Commissioner Gregory to approve the financial statements from June 30, 2009, as presented. Second by Commissioner Muhs. Motion unanimously approved.

Motion by Commissioner Burba to approve the financial statements from July 31, 2009, as presented. Second by Commissioner Anderson. Motion unanimously approved.

CFO Fichthorn reported that Eberhart and Company will no longer represent CTTC. A RFP for a new accounting firm is in process.

Tom Klein presented on behalf of the Wine institute.

Legal Report

Bob Muhs and Kathy Turner left the meeting.

Kvarme stated that the Conflict of Interest Code will be presented to the Commission; no public comment was made, and has gone to the FPPC. This will make all consultants required to file a Form 700.

Marketing Committee bylaws were discussed, specifically regarding the authorization of Commissioners to designate a Commission Meeting attendee. This is not provisioned in the bylaws.

Closed Session

Kvarme reported on the status of the pending litigation with counsel during the closed session.

Other Items

Dates for upcoming meetings were reviewed.

Public Comment

None

Adjournment

**Motion by Commissioner Anderson to adjourn the Commission meeting at 2:25 p.m.
Second by Commissioner Gregory. Meeting adjourned.**