



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

FROM: Caroline Beteta, Executive Director

DATE: Thursday, September 13, 2007

RE: PUBLIC NOTICE OF THE CTTC EXECUTIVE COMMITTEE MEETING

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A meeting of the California Travel and Tourism Commission Executive Committee is scheduled to take place on Monday, September 24, 2007 from 2:00 p.m. to 3:00 p.m.

Participation in this meeting is available via conference call. The meeting details are as follows:

Meeting:.....	<u>Executive Committee Meeting</u>
Date:.....	Monday, September 24, 2007
Time:.....	2:00 p.m. to 3:00 p.m.
Call-in Information:....	Phone 877.973.7507 / Pass code 518056
Meeting Location:	California Travel and Tourism Commission 980 Ninth Street, Suite 480 Sacramento, CA 95814

The agenda is attached for your reference.

Please R.S.V.P. (if you haven't already) to Matthew Sabbatini at 916.319.5401 or [msabbatini@visitcalifornia.com](mailto:msabbatini@visitcalifornia.com), if you are planning to participate so that we can ensure that pertinent meeting materials reach you.

Thank you.

CTTC Executive Committee Meeting  
Monday, September 24, 2007  
2:00 p.m. to 3:00 p.m.

California Travel and Tourism Commission  
980 Ninth Street, Suite 480  
Sacramento, CA 95814  
Dial-in 877-973-7507 / Pass code 518056

**AGENDA**

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*Any and all items on this Agenda are subject to discussion and vote*

- I. Call to Order / Roll Call
- II. Opening Remarks
- III. Executive Director Report
- IV. Approval of Ballot Language for 2007 Referendum
- V. Referendum Report/Assessment Update
  - A. Referendum Task Force Update
  - B. New Referendum DVD and Collateral Materials
- VI. Government Affairs Update
- VII. Nominating Committee Report
- VIII. Governance Committee Report
- IX. Marketing Advisory Committee Update
  - A. Update on FY 07-08 Marketing Plan
  - B. Wine/Culinary Co-Branding Campaign
  - C. Governor's Trade and Tourism Mission - India
  - D. New Advertising Campaign
- X. Financial Update
  - A. Financial Reports
  - B. Discuss Proposed Assessment Payments by Credit Card
  - C. Audit Committee Update/Recommendations and Approvals
  - D. Disaster Recovery Plan Update
  - E. Other Financial Matters
- XI. Legal Update
  - A. Status and Qualifications of Commissioners
- XII. Other Business
  - A. Staffing Update
  - B. 2007/2008 Commission Meeting Dates
  - C. TIA Travel Leadership Summit - September 2007
  - D. CTTC Annual Executive Director Review (Closed Session)
    - 1. Personnel Committee Report
    - 2. Process and Timeline
- XIII. Public Comment
- XIV. Adjournment