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: Friday, October 12, 2007

RE: PUBLIC NOTICE OF THE CTTC EXECUTIVE COMMITTEE MEETING

A meeting of the California Travel and Tourism Commission Executive Committee is scheduled to take place on Tuesday, October 23, 2007 from 4:00 p.m. to 5:30 p.m.

The meeting details are as follows:

Meeting:.....	Executive Committee Meeting
Date:.....	Tuesday, October 23, 2007
Time:.....	4:00 p.m. to 5:30 p.m.
Meeting Location:	The Balboa Bay Club & Resort 1221 W. Coast Highway Newport Beach, CA 92663 (949) 645-5000

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, if you are planning to participate so that we can ensure that pertinent meeting materials reach you.

Thank you.

CTTC Executive Committee Meeting
Tuesday, October 23, 2007
4:00 p.m. to 5:30 p.m.

The Balboa Bay Club & Resort
1221 W. Coast Highway
Newport Beach, CA 92663

AGENDA

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

I. Call to Order / Roll Call / Approval of Agenda and September 24, 2007 Meeting Minutes

II. Opening Remarks

III. Executive Director Report

IV. Referendum Report/Assessment Update
   A. Referendum Task Force Update
   B. New Referendum DVD and Collateral Materials

V. Government Affairs Update

VI. Nominating Committee Report

VII. Governance Committee Report

VIII. Marketing Advisory Committee Update
   A. Update on FY 07-08 Marketing Plan
   B. Wine & Food Co-Branding Campaign
   C. Governor's Trade and Tourism Mission – India
   D. New Advertising Campaign

IX. Financial Update
   A. Audit Committee Report – Presentation of Auditor's Report for FY 06-07
   B. Financial Reports
   C. Cash Flow Update
   D. Disaster Recovery Plan Update
   E. Other Financial Matters

X. Legal Update
   A. Web Site Posting Policy
   B. Potential Regulations regarding:
      1. Commission terms and qualifications
      2. Collection issues
      3. Definition of assessed business
   C. Consideration of Ethics Policy and Conflict of Interest Policy
   D. Commissioner Qualifications under revised statute
   E. Open Meeting Act Policy regarding public comment
   F. Personnel Committee Report on Executive Director Contract - closed session

XI. Other Business

XII. Public Comment

XIII. Adjournment