



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: Monday, December 03, 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 Friday, December 14, 2007 from 10:00 a.m. to 11:30 a.m.

The meeting details are as follows:

Meeting: ..... <u>Executive Committee Meeting</u>
Date: ..... Friday, December 14, 2007
Time: ..... 10:00 a.m. to 11:30 a.m.
Meeting Location: ..... California Travel & Tourism Commission 980 Ninth Street, Suite 480 Sacramento, CA 95814 916-444-4429

The agenda is attached for your reference.

**For Commissioners, Staff and Consultants:**

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.

**Public Notice:**

No R.S.V.P., 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 this document 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.

Agenda and Public Meeting Notice is available at [www.visitcalifornia.com/agendas](http://www.visitcalifornia.com/agendas)

Thank you.

**CTTC Executive Committee Meeting**

Friday, December 14, 2007

10:00 a.m. to 11:30 a.m.

California Travel and Tourism Commission

980 Ninth Street, Suite 480

Sacramento, CA 95814

Teleconference: 1-877-973-7507 pass code 518056

Locations of Teleconference Participants below

**AGENDA**

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

- I. Call to Order / Roll Call / Approval of Agenda
- 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
  - B. Financial Reports
  - C. Cash Flow Update
  - D. 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 and decision on contract renewal - **closed session pursuant to Bagley-Keene Open Meeting Act Section 11126(a)(1)**
  - G. Confer with and receive from legal counsel regarding Shames, et al. v. Hertz Corporation, et al. filed November 14, 2007, **Closed session pursuant to Bagley-Keene Open Meeting Act Section 11126(e)(1).**
- XI. Other Business
- XII. Public Comment
- XIII. Adjournment

Locations of Teleconference Participants

<p>Claire Bilby Walt Disney Parks &amp; Resorts 1150 W Magic Way Fl 3 Anaheim, CA 92802-2247 (714) 956-6839</p>	<p>Dale Bonner Business, Transportation and Housing Agency 980 Ninth Street, Suite 2450 Sacramento, CA 95814 (916) 323-5400</p>
<p>Jim Burba Burba Hotel Network 2900 Bristol St Ste D101 Costa Mesa, CA 92626-5939 (714) 540-9300</p>	<p>Damon Eberhart Eberhart &amp; Company 3300 Douglas Blvd Ste 350 Roseville, CA 95661-3844 (916) 783-9900</p>
<p>Jon Handlery Handlery Union Square Hotel 351 Geary St San Francisco, CA 94102-1801 (415) 781-7800</p>	<p>Bob Muhs Avis/Budget Group, Inc. 6 Sylvan Way Parsippany, NJ 07054-3826 (973) 496-3532</p>
<p>Terry MacRae Hornblower Cruises and Events Pier 3 San Francisco, CA 94111-2027 (415) 983-8230</p>	