

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

Commissioner MacRae called the meeting to order at 4:49 p.m. Roll was taken and the following Commissioners were present: Commissioners Bilby, Handlery, Koeberer, Lawrance, MacRae and Meunier. Others present included: Executive Director Caroline Beteta, Lynn Carpenter, Sue Coyle, Tracy Garrett, Ross Hutchings, Mike Kvarme, Jennifer Jasper, Matt Sabbatini and Terri Toohey.

Executive Director Report

Executive Director Beteta reported that there are currently 31 confirmed Representatives from the California delegation and six from the Congressional Travel and Tourism Caucus who will be attending for the California Congressional Leadership reception. She reported that she will try to confirm Speaker Nancy Pelosi's attendance at the reception in Washington, D.C., on September 26, 2007.

Approval of Ballot Language

Executive Director Beteta reported that staff has called a special Commission conference call to approve the referendum resolution and slate of Commission candidates. She reported that the referendum ballot listed the assessment rates of \$650 and \$750 per million. Mike Kvarme reported that the passenger rental car industry would get different language pursuant to its rate structure.

Motion by Commissioner Koeberer to approved the referendum resolution and accompanying ballot language for full Commission approval. Second by Commissioner Meunier. Motion unanimously approved.

Referendum Assessment Update

Executive Director Beteta reported that staff has sent a copy of upcoming speaking engagements for review. She reported that links to the new b2b Referendum and *Insights Year In Review* portals were also included for review. She reported that a new referendum DVD has been created and will be sent out later in the week, along with a full referendum tri-fold collateral piece. She stated that the marketing representatives are attending all speaking engagements and obtaining names of voters for the ballots.

Nominating Committee Update

Commissioner Lawrance reported that the Nominating Committee has recommended John Manzoni of Hilton to fill the vacant accommodations slot and asked that his nomination be brought forward for full Commission approval.

Governance Committee Update

Executive Director Beteta reported that staff would be scheduling a Nominating and Governance Committee meeting for October 19, 2007.

Marketing Update

Commissioner Bilby reported that the new 30-second spot is close to completion. She reported that she has spent time working with staff to complete a final international plan to be presented at the October Commission meeting.

Executive Director Beteta reported on the new staffing plan and stated that CTTC has filled four of the high-level with top candidates.

She also reported that the Governor's office has postponed the India Trade and Tourism Mission until the beginning of next year. She reported that the Wine and Food campaign is up and running and that a five-year MOU has been signed with the California Wine Institute to produce a 30-second spot that will be rotated into the media schedule in the spring.

Financial Update

Tracy Garrett reported that the CTTC is in the middle of an annual audit and that there will be a full report for the October Commission meeting. Status of credit card payments for assessments is scheduled for the January meeting.

Legal Update

Mike Kvarme reported that he will be working with staff to clearly define what constitutes an assessed business and will also be working on a number of legislative changes.

Other Business

Jennifer Jasper stated staff is working on setting dates for upcoming Commission meetings, which will be announced at the October Commission meeting. She reported that the January meeting in Sacramento would be a one-day format, with an Executive Committee meeting the night before.

Mike Kvarme reported that he is waiting for a meeting with Secretary Bonner to approve the recommendations made by the Personnel Review Committee for Executive Director Beteta's contract.

Public Comment

No public comment.

Adjournment

Motion by Commissioner Meunier to adjourn meeting. Second by Commissioner Handlery. Meeting adjourned at 2:54 p.m.