



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, Chief Executive Officer

DATE: Thursday, February 21, 2008

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 Thursday, March 6, 2008 from 10:00 a.m. to 12:00 p.m.

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

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| Meeting:..... <u>Executive Committee Meeting</u>  |
| Date:..... Thursday, March 6, 2008  |
| Time:..... 10:00 a.m. to 12:00 p.m  |
| Meeting Location:..... California Travel and Tourism<br>Commission<br>980 Ninth Street, Suite 480<br>Sacramento, CA 95814<br>916.444.4429 |
| Conference Call #.....1-877-973-7507 passcode 518056  |

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, 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. Any RSVP 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.

The meeting is accessible to the physically disabled. A person who needs disability-related accommodations or modifications in order to participate in the meeting shall make a request no later than five (5) working days before the meeting to the Board by contacting Matthew Sabbatini at (916) 319-5401 or sending a written request for that person at the CTTC address of 980 Ninth Street, Suite 480, Sacramento, California, 95814. Requests for further information should be directed to Matthew Sabbatini at the same address and telephone number.

The Agenda and Public Meeting Notice are available at <http://notices.visitcalifornia.com>

## CTTC Executive Committee Meeting

Thursday, March 6, 2008

10:00 a.m. to 12:00 p.m.

California Travel and Tourism Commission

980 Ninth Street, Suite 480

Sacramento, CA 95814

916.444.4429

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

### AGENDA

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- I. Call to Order / Roll Call / Approval of Agenda / Approval of October 23, 2007, December 14, 2007, and January 23, 2008 meeting minutes
- II. Opening Remarks
- III. Executive Director Report
- IV. Legal Update
  - a. Discuss and Determine Web Site Posting Policy
  - b. Discuss Potential Regulations regarding:
    - i. Commissioner terms and qualifications
    - ii. Collection issues
    - iii. Definition of assessed business
  - c. Confer with and receive 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)**
  - d. Confer with and receive legal counsel regarding Comiskey v. Avis, et al., filed December 14, 2007 – **closed session pursuant to Bagley-Keene Open Meeting Act, Section 11126(a)(1).**
  - e. Confer with and receive legal counsel regarding Cohen v. Avis, et al., filed December 14, 2007 – **closed session pursuant to Bagley-Keene Open Meeting Act, Section 11126(a)(1).**
  - f. Determine Agenda posting procedure and policy

- V. **Government Affairs Update**
  - a. Report on Senator Migden's Pending Legislation
  
- VI. **Nominating Committee Report**
  - a. Discuss, Recommend and Approve New Committee Chairs
    - i. Nominating Committee
    - ii. Ad/Coop Committee
    - iii. New Media Committee
    - iv. Publications/Fulfillment Committee
    - v. California Welcome Centers
    - vi. Rural Tourism Council
  
- VII. **Operations Update**
  - a. Review, Recommend and Approve Changes to the CTTC Contracts Policy
  - b. Review, Recommend and Approve Changes to the CTTC Travel Policy
  - c. Human Resources Update
  - d. Management Training Update
  
- VIII. **Financial Update**
  - a. Review, comment and determination of Proposed 08-09 Operating Budget
  - b. Financial Reports
  - c. Cash Flow Update Report
  - d. Review check signing policy and discuss bylaw amendment to Article X, Section 3 or related policies
  
- IX. **Marketing Advisory Committee Update**
  - a. Review, Discuss and Approve Recommendations of Incentive Task Force
  - b. Update on and Consideration of FY 07-08 Plan
  - c. Review, Comment and Determination of Proposed FY 08-09 Marketing Budget
  
- X. **Other Business**
  - a. Discuss and Determine Proposed New Meeting Structure and Protocol
  
- XI. **Public Comment**
  
- XII. **Adjournment**

## Locations of Teleconference Participants

|   |   |
|---|---|
| Damon Eberhart<br>Eberhart & Company<br>3300 Douglas Blvd Ste 350<br>Roseville, CA 95661-3844<br>(916) 783-9900 | Andrew Fichthorn<br>Seaworld Of California<br>500 Sea World Dr<br>San Diego, CA 92109<br>(619) 226-3802 |
| Jon Handlery<br>Handlery Union Square Hotel<br>351 Geary St<br>San Francisco, CA 94102-1801<br>(415) 781-7800   | Cormac O'Modhrain<br>20042 Beach Blvd., Suite 201<br>Huntington Beach, CA 92648<br>(323) 206-7362       |
| Terry Westrope<br>Ocean Park Hotels, LLC<br>1493 Higuera Street<br>San Luis Obispo, CA 93401<br>(805) 544-0815  |   |

## CTTC Executive Committee

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