



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: Friday, May 9, 2008

RE: PUBLIC NOTICE OF THE CTTC EXECUTIVE COMMITTEE MEETING

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A meeting of the CTTC Executive Committee is scheduled to take place on Tuesday, May 20, 2008 from 8:00 a.m. to 10:00 a.m.

The meeting details are as follows:

Meeting:	Executive Committee Meeting
Date:	Tuesday, May 20, 2008
Time:	8:00 a.m. to 10:00 a.m.
Main Meeting Location:	Omni Hotel Los Angeles 251 South Olive Street Los Angeles, CA 90012 (213) 617-3300

The agenda is attached for your reference.

**For Commissioners, Staff and Consultants:**

Please RSVP (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 RSVP, 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 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 [www.visitcalifornia.com/agendas](http://www.visitcalifornia.com/agendas)

### **CTTC Executive Committee Meeting**

Tuesday, May 20, 2008

8:00 a.m. to 10:00 a.m.

Omni Hotel Los Angeles

251 South Olive Street

Los Angeles, CA 90012

(213) 617-3300

### **AGENDA**

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- I. **Call to Order/Approval of Agenda and Minutes of the January 23, 2008 and March 6, 2008 Executive Committee Meetings**
- II. **Meeting Operating Procedure**
- III. **Opening Remarks**
- IV. **CEO Report**
  - a. Current Commission Operations
  - b. Commission Action Item Priorities
  - c. Summary of Previous Meeting Action Items
  - d. Future Industry Priorities
  - e. Briefing on Current Tourism Industry Developments
  - f. Briefing on TIA Leadership Summit and Federal Legal Developments
  - g. Discuss Recovery Plan
- V. **Nominating Committee Report and Action**
  - a. Report on Vacancies and Review of Nomination and Recruiting Process
- VI. **Government Affairs Update**
  - a. State Policy Initiatives – Report on S.B. 1057 and Pending Legislation
  - b. Federal Update – Report on Pending and Possible Legislation and Administrative Action; TIA Leadership Summit; and Travel Promotion Act
  - c. Governmental Affairs Options and Determinations
  - d. Direction not to Collaborate with and/or Fund CalTIA
  - e. Discuss and Determine Resource Allocation and Liaison with Industry Groups
  - f. Discuss and Determine Government Affairs Committee Initiatives
  - g. Discuss and Determine Government Affairs Committee Appointments

## VII. Governance Committee Report

- a. Consider and Determine Necessity for or Application of Residency Requirements
- b. Consider and Determine Adjustments to Executive Committee Size and Bylaw Amendment
- c. Discuss Term Limits for Commissioners and Length of Time Before Eligible for Reinstatement
- d. Consider and Determine Bylaw Amendment for Commission and Committee Meetings Quorum Requirements

## VIII. Legal Issues

- a. Discuss Meeting Protocol and Determine any Adjustments
- b. Discuss Public Comment and Determine and Adjustments
- c. Discuss Document Retention Policy
- d. Discuss and determine Web Site Posting Policy
- e. Discuss Potential Regulations Regarding:
  1. Commissioner Terms and Qualifications
  2. Collection of Assessment Problems and Issues
  3. Definition of Assessed Business
- f. Confer with and receive legal counsel regarding Shames, et al., v. Hertz corporation, et al., filed November 14, 2007 and re-filed May 1, 2008 – **closed session pursuant to Bagley-Keene Open Meeting Act, Section 11126(a)(1).**
- g. 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).**
- h. 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).**

## IX. Financial Report

- a. Present and Discuss Audit Plan for 08/09
- b. Review, comment and determination of Proposed 08-09 Operating Budget
- c. Present and Discuss Financial Reports
- d. Present and Discuss Cash Flow Update Report

## X. Marketing Advisory Committee Update

- a. **Proposed FY 08-09 Annual Marketing Plan (\$50 Million) – Discussion and Approval of Plan**
- b. **Domestic Advertising/Co-op Update**
  1. Report on Mainstream Brand Advertising (Working Title: “Work”)
  2. Wine and Food
    - i. Discuss New Earned Media Proposal
  3. Winter Campaign Update – Discuss New Creative
  4. Discuss and Vote on Proposed Cooperative Marketing Program Restructure

**c. International Report**

1. International Office Update: Report on Activities and Initiatives
  - i. United Kingdom Report
  - ii. Japan Report
  - iii. Germany Report
  - iv. Australia Report
  - v. Mexico Report
  - vi. Canada Report
2. Secondary/Emerging Market Update
  - i. South Korea RFP
  - ii. China RFP

**d. Technology/Web site/Publications/Fulfillment - Discussion**

1. Web 2.0 Statistical Report
2. Web 2.x Plan
3. Content Submission Report and Determination of Policy
4. California Road Trips
5. Interactive RFP

**e. 08-09 Welcome Center and Rural Update on Program Initiatives**

**XI. Other Business**

- a. Discuss and Determine Role of Incentive Travel within CTTC
- b. Determine CTTC Meeting Dates for 2009

**XII. Public Comment**

**XIII. Adjournment**