



**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, September 5, 2008

RE: PUBLIC NOTICE OF THE CTTC EXECUTIVE COMMITTEE MEETING

A meeting of the CTTC Executive Committee is scheduled to take place on Wednesday, September 17, 2008 from 10:00a.m. to 12:00 p.m.

The meeting details are as follows:

Meeting: Executive Committee Meeting

Date: Wednesday, September 17, 2008

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

Main Meeting Location: California Travel and Tourism Commission

980 9th Street, Suite 480
Sacramento, CA 95814
(916) 444-4429

Additional Meeting Locations: SeaWorld San Diego
500 Sea World Drive
San Diego, California 92109
(619) 226-3802

Heavenly Mountain Resort
3860 Saddle Rd.
South Lake Tahoe, CA 96150
(775) 586-4455

Handlery Union Square Hotel
351 Geary St
San Francisco, CA 94102
(415) 781-7800

Hilton Hotel
300 Almaden Boulevard
San Jose, CA 95110
(408) 287-2100

Doubletree
2050 Gateway Place
San Jose, CA 95110
(408) 453-4000

The agenda is attached for your reference.

For Commissioners, Staff and Consultants:

Please RSVP (if you haven't already) to Rebecca McCafferty at 916-319-5420 or rmccafferty@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 Rebecca McCafferty at (916) 319-5420 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 Rebecca McCafferty at the same address and telephone number.

The Agenda and Public Meeting Notice are available at www.visitcalifornia.com/agendas

CTTC Executive Committee Meeting

Wednesday, September 17, 2008

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

California Travel and Tourism Commission
980 9th Street, Suite 480
Sacramento, CA 95814
(916) 444-4429

AGENDA

- I. Call to Order/Approval of Agenda and Minutes of the May 20, 2008 and June 25, 2008 Executive Committee Meeting**
- 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 Legislative Developments
 - g. Discuss CTTC Disaster Recovery Plan
- V. Nominating Committee Report and Action**
 - a. Report on Vacancies and Review of Nomination and Recruiting Process
 - b. Report and Vote on Co-op Advertising Committee co-chair

- 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. Discuss and Determine Resource Allocation and Liaison with Industry Groups
 - e. Discuss and Determine Government Affairs Committee Initiatives
 - f. Discuss and Determine Government Affairs Committee Appointments

- VII. Governance Committee Report**
 - a. Options under consideration and discussion of recommended changes

- VIII. Legal Issues**
 - a. Approval of Marketing Advisory Committee Bylaws Revisions
 - b. Discuss Meeting Protocol and Determine any Adjustments
 - c. Discuss Public Comment and Determine any Adjustments
 - d. Discuss Document Retention Policy
 - e. Discuss and determine Web Site Posting Policy
 - f. Discuss Potential Regulations Regarding:
 - 1. Commissioner Terms and Qualifications
 - 2. Collection of Assessment Problems and Issues
 - 3. Definition of Assessed Business
 - g. 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).**
 - h. Confer with and receive legal counsel regarding In Re Tourism Assessment Fee Litigation, filed March 18, 2008 – **closed session pursuant to Bagley-Keene Open Meeting Act, Section 11126(a)(1).**

- IX. Financial Report**
 - a. Financial update

- X. Marketing Advisory Committee Update**
 - a. Proposed FY 08-09 Annual Marketing Plan (\$50 Million) – Accomplishment Report
 - b. Interactive RFP Update
 - c. Report on International Office appointments

- XI. Other Business**
 - a. Determine CTTC Meeting Dates for 2009:
 - 1. January 26-29, 2009 – International Summit and Commission meeting, St. Regis, San Francisco, CA
 - 2. Spring 2009 – Co-op and Legislative Reception - Date TBD – Sacramento, CA
 - b. October Commission Meeting Structure

- XII. Public Comment**

- XIII. Adjournment**