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 26, 2008

RE: PUBLIC NOTICE OF THE CTTC EXECUTIVE COMMITTEE MEETING

A meeting of the CTTC Executive Committee is scheduled to take place on Wednesday, October 8, 2008, from 7:30 a.m. to 9:30 a.m.

The meeting details are as follows:

Meeting:	Executive Committee Meeting
Date:	Wednesday, October 8, 2008
Time:	7:30 a.m. to 9:30 a.m.
Main Meeting Location:	Hotel Del Coronado 1500 Orange Ave. Coronado, CA 92118 (619) 435-6611

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, October 8, 2008
7:30 a.m. to 9:30 a.m.

Hotel Del Coronado
1500 Orange Ave.
Coronado, CA 92118
(619) 435-6611

AGENDA

I. Call to Order/Approval of Agenda and Minutes of the September 17, 2008, Executive Committee Meetings

II. Meeting Operating Procedure
   a. Discuss Meeting Protocol and Procedure
   b. Discuss and Determine Proposed Regulations for Meeting Participation

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. Staffing Update

V. Nominating Committee Report and Action
   a. Discuss and Vote on Vacancy Recommendations for Commissioners
   b. Discuss and Vote on Executive Committee Recommendations
   c. Discuss and Vote on Officer Recommendations
   d. Discussion and Review of Nomination and Recruiting Process

VI. Government Affairs Update
   a. State Policy Initiatives – Report on Pending Legislation
   b. Federal Update – Report on Pending and Possible Legislation and Administrative Action; TIA Leadership Summit; and Travel Promotion Act
   c. Discuss and Vote on 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 and Determine Bylaw Amendment Regarding Quorum and Commissioner Terms
d. Discuss Public Comment Policy and Determine Any Adjustments
e. Discuss Document Retention Policy
f. Discuss and Determine Web Site Posting Policy
g. Discuss Potential Regulations Regarding:
    1. Commissioner Terms and Qualifications
    2. Collection of Assessment Problems and Issues
    3. Definition of Assessed Business
h. 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).**
i. 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. Review and Approve Audited Financial Report for Year End June 30, 2008
b. Audit Committee Report
c. Review, Comment and Determination of Proposed 08-09 Operating Budget
d. Present, Discuss and Approve Financial Reports
e. Discuss and Determine Investment Authority

X. Marketing Advisory Committee Update

XI. Personnel Committee Report

a. Annual Review of Chief Executive Officer – **Closed Session Pursuant to Bagley-Keene Open Meeting Act, Section 11126(a)(4).**

XII. 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 – Dates TBD – Sacramento, CA
    3. April 2009 – Sacramento, CA (Dates and Location TBA)

XIII. Public Comment on items not on agenda

XIV. Adjournment