



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: Tuesday, December 9, 2008

RE: PUBLIC NOTICE OF THE CTTC EXECUTIVE COMMITTEE MEETING

A meeting of the CTTC Executive Committee is scheduled to take place on Thursday, December 18, 2008, from 1:00 p.m. to 3:00 p.m.

The meeting details are as follows:

Meeting: Executive Committee Meeting

Date: Thursday, December 18, 2008

Time: 1:00 p.m. to 3:00 p.m.

Main Meeting Location: California Travel and Tourism Commission

980 Ninth 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 Road
South Lake Tahoe, CA 96150
(775) 586-4455

CIM Group
6922 Hollywood Blvd Fl 9
Los Angeles, CA 90028
(323) 860-4995

Macy's West
50 O'Farrell Street
San Francisco, CA 94108
(415) 954-6406

Ocean Park Hotels, Inc.
710 Fiero Lane
San Luis Obispo, CA 93401
(805) 544-0815

Burba Hotel Network
2900 Bristol Street, Suite D101
Costa Mesa, CA 92626
(714) 540-9300

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, 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

CTTC Executive Committee Meeting

Thursday, December 18, 2008

1:00 p.m. to 3:00 p.m.

California Travel and Tourism Commission

980 Ninth Street, Suite 480

Sacramento, CA 95814

AGENDA

- I. **Call to Order/Approval of Agenda and Minutes of the October 8, 2008 Executive Committee Meetings**
- II. **Opening Remarks**
- III. **CEO Report**
 - a. National Perspective on Tourism and Economy
 - b. California Perspective on Tourism and Economy
 - c. Current Commission Operations and Priorities
 1. Commission Meeting Survey Results
 - d. Commission Action Item Priorities
 - e. Summary of Previous Meeting Action Items
 - f. Future Industry Priorities

IV. **Nominating Committee Report Update**

- a. Proposed January Meeting
- b. Discussion of Vacancies
 1. Commission
 2. Executive Committee
 3. Committee Chairs

V. **Government Affairs Update**

- a. State Policy Initiatives – Governor’s Proposed Entertainment Tax
- b. Federal Update – US Travel Association Pact

VI. **Governance Committee Update**

VII. **Legal Issues**

- a. Discuss and Approve FPPC Conflict of Interest Code
- b. Discuss and Approve Bylaw Changes regarding Finance and Contract Authority.
- 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 In Re Tourism Assessment Fee Litigation, Filed March 18, 2008 – **Closed Session Pursuant to Bagley-Keene Open Meeting Act, Section 11126(a)(1).**

VIII. **Financial Report**

- a. Financial Update
- b. Cash Flow Report
- c. Report by Staff on New Cost Containment Initiative

IX. **Marketing Advisory Committee Update**

- a. New Marketing Advisory Committee Bylaws and Restructuring
 1. Members and Terms
- b. RFP Updates
- c. January Commission Meeting
- d. Discuss and Consider Budget Revisions

X. **Other Business**

- a. 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 27-28, 2009 – Sacramento, CA – Commission/Marketing Committee Meeting with New Public Affairs Initiative (Dates and Location TBA)

xI. Public Comment on items not on agenda

XII. Adjournment