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, January 16, 2009**

RE: **PUBLIC NOTICE OF THE CTTC COMMISSION MEETING**

A meeting of the California Travel and Tourism Commission is scheduled to take place on Wednesday, January 28, 2008, beginning at 9:00 a.m., in conjunction with the CTTC Marketing Advisory Committee meeting. Due to the joint nature of these meetings, the meeting times are approximate. The order of business within the meeting is subject to change.

The meeting details are as follows:

Meeting:	Commission Meeting
Date:	Wednesday, January 28, 2009
Time:	9:00 a.m. to 12:00 p.m. – Commission/Marketing 12:00 p.m. to 12:30 pm. – Lunch 12:30 p.m. to 2:00 p.m. – Commission/Marketing
Main Meeting Location:	**St. Regis San Francisco** 125 Third Street San Francisco, CA 94103 415.284.4000

The agenda is attached for your reference. Anyone interested in attending only one of the meetings should plan accordingly.

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 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 Commission Meeting
Wednesday, January 28, 2009
9:00 a.m. to 2:00 p.m.

St. Regis San Francisco
125 Third Street
San Francisco, CA 94103
415.284.4000

AGENDA

All times indicated and the order of business is approximate and subject to change

I. Call to Order/Approval of Agenda/Approval of October 8, 2008, Meeting Minutes

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

III. Opening Remarks

IV. 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
- g. Cost Containment (Cash Flow)

V. Special Guest Speaker, Rusty Gregory, Chairman & Chief Executive Officer, Mammoth Mountain Ski Area, LLC

VI. Nominating Committee Report and Action
- a. Discuss and Vote on Vacancy Recommendations for Commissioners
- b. Discuss and Vote on Executive Committee Recommendations
- c. Discussion and Review of Nomination and Recruiting Process
- d. Discuss and Vote on New CFO Recommendation

VII. Government Affairs Update

a. State Policy Initiatives – Report on Pending Legislation& Policy Initiatives
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

VIII. Marketing Committee Update

a. CEO Report – Staffing Update
    1. Commission Action Item Priorities
        a) Recession Course Corrections
        b) 09/10 Planning Process and Timeline
        c) International Summit
        d) New China Office
        e) BBC/British Airways Program Update
        f) Amgen Tour of California

    2. Proposed FY 09-10 Annual Marketing Plan ($50 Million)

    3. International Report
        a) International Office Update: Report on Summit
            1. United Kingdom Report
            2. Japan Report
            3. Germany Report
            4. Australia Report
            5. Mexico Report
            6. Canada Report
            7. South Korea Report
            8. China Report
        b) Other Initiatives
            1. Pow Wow
            2. Incentive Travel Update
        c) Research Update
            1. Fall 2008 Advertising Effectiveness
            2. Spring 2008 ROI
            3. UK Spring 2008 ROI
            4. Korea Consumer Research
        d) Domestic Advertising/Co-op Update
            1. Review 08-09 Program Course Corrections
            2. New Creative
                1. Work Spot/Broadcast
                2. Spring Insert/New Print
                3. Spot Market Retail TV Spot
                4. CMG Fall Co-op Insert
            3. 09/10 Planning Direction
        e) Web/Interactive Update
        f) 08/09 Programs
        g) Bridge track – eCRM
        h) 09/10 Planning Direction
    4. Discussion of Advertising and Web Interactive

    5. Content/Publications/Fulfillment – 09/10 Planning Direction

a) 2009 CVG Guide

6. Communications
   a) New Communications Committee
   b) New York Media Event – February 3, 2009
   c) Digital Assets Program Update
   d) Report on Communications Plan

7. 08-09 Welcome Center and Rural Update on Program Initiatives
   a) Ratify Rural Tourism Proposal Regarding Rural Boundaries
   b) Amgen Tour of California Lifestyle Event
8. Discuss and Vote on Proposed FY 09-10 Annual Marketing Plan ($50 Million)

IX. Legal Issues

a. Review; Take Public Comment on and Preliminary Approval of Conflict of Interest Code Amendment.
b. Discuss and Approve Bylaw Amendment Regarding Authority Over Commission Funds.
c. Review, Discuss and Approve Draft Regulations Regarding Assessment and Collection Process.
d. Establish Personnel Committee Process and Agenda For Annual Evaluations.
e. Discuss and Determine Document Retention Policy
f. Discuss and Determine Bylaw Amendment Regarding Quorum and Commissioner Terms
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, Filed December 14, 2007 – **Closed Session Pursuant to Bagley-Keene Open Meeting Act, Section 11126(a)(1).**

X. Financial Report

a. Present, Discuss and Approve Financial Reports
b. Audit Committee Status, Recommendation and Vote on New Committee Members.

XI. Determine CTTC Meeting Dates for 2009

1. Spring 2009 – Co-op and Legislative Reception – April 28, 2009 – Sacramento, CA
2. April 27-28, 2009 – Hyatt Regency, Sacramento, CA – Commission/Marketing Committee Meeting with New Public Affairs Initiative

XII. Public Comment on Matters Not on the Agenda

XIII. Agenda Items for Future Meetings

XIV. Adjournment