



**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, February 6, 2009

**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, February 17, 2009, from 1:30 p.m. to 3:30 p.m.

The meeting details are as follows:

<b>Meeting:</b>	Executive Committee Meeting	
<b>Date:</b>	Tuesday, February 17, 2009	
<b>Time:</b>	1:30 p.m. to 3:30 p.m.	
<b>Main Meeting Location:</b>	California Travel and Tourism Commission 980 Ninth Street, Suite 480 Sacramento, CA 95814 (916) 444-4429	
<b>Additional Conference Call Locations:</b>	SeaWorld San Diego 500 Sea World Drive San Diego, CA 92109 (619) 226-3802	Macy's West 50 O'Farrell Street San Francisco, CA 94108 (415) 954-6406
	Marriott Timber Lodge 4100 Lake Tahoe Boulevard South Lake Tahoe, CA 96150 (530) 542-6758	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](mailto: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](http://www.visitcalifornia.com/agendas)

**CTTC Executive Committee Meeting**

Tuesday, February 17, 2009

1:30 p.m. to 3:30 p.m.

California Travel and Tourism Commission

980 Ninth Street, Suite 480

Sacramento, CA 95814

(916) 444-4429

**AGENDA**

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- I. Call to Order/Approval of Agenda/Approval of January 27, 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
  - d. Commission Action Item Priorities
  - e. Summary of Previous Meeting Action Items
  - f. Future Industry Priorities
  - g. Cost Containment (Cash Flow)
- V. Government Affairs Update

- a. Discussion & Recommendations for Local Economic Initiatives and Infrastructure Funding
- b. State Policy Initiatives – Report on Pending Legislation & Policy Initiatives
- c. Federal Update – Report on Pending and Possible Legislation and Administrative Action; TIA Leadership Summit; and Travel Promotion Act
- d. Discuss and Vote on Government Affairs Committee Appointments
- e. Discuss and Vote on US Travel Association (formerly TIA) National Chair Appointment.

## VI. Marketing Committee Update

## VII. 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. Discuss and Approve Bylaw Amendment regarding Check Signing Authority.
- d. Review, Discuss and Approve Draft Regulations Regarding Assessment and Collection Process.
- e. Establish Personnel Committee Process and Agenda for Annual Evaluations.
- f. Discuss and Determine Document Retention Policy
- g. Discuss and Determine Bylaw Amendment Regarding Quorum and Commissioner Terms
- 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, Filed December 14, 2007 – **Closed Session Pursuant to Bagley-Keene Open Meeting Act, Section 11126(a)(1).**

## VIII. Financial Report

- a. Present, Discuss and Approve Financial Matters

## IX. 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

## X. Public Comment on Matters Not on the Agenda

## XI. Agenda Items for Future Meetings

## XII. Adjournment