



TO: California Travel and Tourism Commission
Secretary of State
U.S. Travel Association
Members of the Public Who Have Requested Notification
(For informational purposes only)

FROM: Caroline Beteta, Chief Executive Officer

DATE: Friday, April 17, 2009

RE: PUBLIC NOTICE OF THE CTTC EXECUTIVE COMMITTEE MEETING

A meeting of the CTTC Executive Committee is scheduled to take place on Monday, April 27, 2009, from 4:00 p.m. to 6:00 p.m.

The meeting details are as follows:

Meeting: Executive Committee Meeting

Date: Monday, April 27, 2009

Time: 4:00 p.m. to 6:00 p.m.

Main Meeting Location: The Hyatt Regency Sacramento

1209 L Street
Sacramento, CA 95814
916.443.1234

The agenda is attached for your reference.

For Commissioners, Staff and Consultants:

Please RSVP (if you have not 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 9th 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

Monday, April 27, 2009

4:00 p.m. to 6:00 p.m.

The Hyatt Regency Sacramento

Room: Big Sur AB

1209 L Street

Sacramento, CA 95814

916.443.1234

AGENDA

- I. **Call to Order/Approval of Agenda/Approval of January 27 and February 17, 2009, Meeting Minutes**
- 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
 - d. Commission Action Item Priorities
 1. Rural-find amendments to plan
 2. China Office Opening
 3. CeBIT
 4. Amgen Tour of California
 5. Legislative Reception
 6. Cost Containment
 7. Cash Flow
 - e. Summary of Previous Meeting Action Items
 - f. Future Industry Priorities
- IV. **Government Affairs Update**
 - a. Federal Update - Report on Pending and Possible Legislation and Administrative Action; U.S. Travel Association Leadership Summit; and Travel Promotion Act
 - b. State Policy Initiatives - Report on Pending Legislation & Policy Initiatives
 - c. Hospitality Reception Update (Video Presentation)
- V. **Marketing Committee Update**
 - a. 2009-2010 Planning Highlights
 - b. Role of Rural/Co-op Programming

VI. 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. Establish and Appoint Personnel Committee Process and Agenda for Annual Evaluations.
- d. Discuss and Determine Document Retention Policy
- e. Discuss and Determine Bylaw Amendment Regarding Quorum and Commissioner Terms
- 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, Filed December 14, 2007 - **Closed Session Pursuant to Bagley-Keene Open Meeting Act, Section 11126(a)(1).**
- h. Discuss Ethics Training, FPPC Rules, and Harassment Training

VII. Financial Report

- a. Present, Discuss and Approve Financial Reports
- b. Audit Committee Recommendations

VIII. Determine CTTC Meeting Dates for 2009

1. October 2009 - Monterey, CA
2. January 2010 - Southern California

IX. Public Comment on Matters Not on the Agenda

X. Agenda Items for Future Meetings

XI. Adjournment