



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 COMMISSION MEETING

A meeting of the California Travel and Tourism Commission is scheduled to take place on Tuesday, April 28, 2009, beginning at 10:15 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: | Tuesday, April 28, 2009 |
| Time: | 10:15 a.m. to 12:00 p.m. - Commission/Marketing 12:00 p.m. to 12:30 p.m. - Lunch 12:30 p.m. to 3:15 p.m. - Commission/Marketing |
| Main Meeting Location: | The Hyatt Regency Sacramento 1209 L Street Sacramento, CA 95814 916.443.1234 |

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 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 Commission Meeting
Tuesday, April 28, 2009
10:15 a.m. to 3:15 p.m.

The Hyatt Regency Sacramento
1209 L Street
Sacramento, CA 95814
916.443.1234

AGENDA

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

- I. **Call to Order/Approval of Agenda/Approval of January 28, 2009, 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
 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

- V. **Special Guest Speaker: Allan Zaremborg, President & CEO, California Chamber of Commerce**

- VI. **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)

- VII. **Marketing Committee Update**
 - A. **Call to Order/Approval of Agenda and January 28, 2009, Marketing Advisory Committee Meeting Minutes**

 - B. **CEO Report**
 - 1. Commission Action Item Priorities
 - a. Recession Course Corrections
 - b. 09-10 Planning Process and Timeline
 - c. New PR Firm/RFP Update
 - d. New China Office
 - e. Amgen Tour of California

 - C. **Proposed FY 09-10 Annual Marketing Plan (\$50 Million)**
 - 1. Discuss and Vote

 - D. **Research Update**
 - 1. Fall 2008 Advertising Effectiveness
 - 2. Spring 2008 ROI
 - 3. UK Spring 2008 ROI
 - 4. Korea Consumer Research

 - E. **Guest Speaker: Dave Mering, CEO and Creative Director, MeringCarson**

 - F. **Domestic Advertising/Co-op Update**
 - 1. 09-10 Planning Direction
 - 2. Proposed New Creative
 - a. Work Spot/Broadcast
 - b. Spring Insert/New Print
 - a) CMG Co-op Insert

 - G. **Guest Speaker: Jim Magill, Vice President-Strategic Business Development, Sapient Corporation**

 - H. **Web/Interactive Update**
 - 1. 08-09 Programs Review
 - 2. Bridgetrack - eCRM
 - 3. 09-10 Planning Direction

 - I. **Discussion of Advertising and Web Interactive**

J. Communications

1. Communications Symposium Update
2. LA Media Event
3. PR Firm/RFP Update
4. Upcoming CTTC Engagements

K. 08-09 Welcome Center and Rural Update on Program Initiatives

1. Airstream Lifestyle Promotion
2. Communications, Welcome Centers, and Rural Updates

L. International Report

1. International Office Update: Report on Summit
 - a. China Report
 - b. South Korea Report
 - c. Germany Report
 - d. Australia Report
2. Other Initiatives
 - a. Pow Wow

M. Public Comment on Matters not on Agenda

N. Agenda Items for Future Meetings

O. Marketing Committee Adjournment

VIII. 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. 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

IX. Financial Report

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

- X. Determine CTTC Meeting Dates for 2009
 - 1. October 2009 – Monterey, CA
 - 2. January 2010 – Southern California
- XI. Public Comment on Matters Not on the Agenda
- XII. Agenda Items for Future Meetings
- XIII. Adjournment