



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, July 21, 2009

RE: PUBLIC NOTICE OF THE CTTC EXECUTIVE COMMITTEE MEETING

---

A meeting of the CTTC Executive Committee is scheduled to take place on July 31<sup>st</sup>, 2009.

The meeting details are as follows:

**Meeting:** Executive Committee Meeting

**Date:** Friday, July 31, 2009

**Time:** 11:00am - 1:00pm

**Main Meeting Location:** 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	Handlery Union Square Hotel
	500 Sea World Drive	351 Geary Street
	San Diego, CA 92109	San Francisco, CA 94102
	(619) 226-3802	(415) 781-7800

Heavenly Mountain Resort	CIM Group
3860 Saddle Road	6922 Hollywood Blvd., 9 <sup>th</sup> Floor
South Lake Tahoe, CA 96150	Los Angeles, CA 90028
(775) 586-4455	(323) 860-4995

Mammoth Mountain	Burba Hotel Network
1 Minaret Road	2900 Bristol Street, Suite D101
Mammoth Lakes, CA 93546	Costa Mesa, CA 92626
760-934-2571	(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**

Friday, July 31, 2009

11:00am to 1:00pm

California Travel and Tourism Commission

980 Ninth Street, Suite 480

Sacramento, CA 95814

(916) 444-4429

**AGENDA**

---

- I. Call to Order
- II. Opening Remarks
- III. CEO Report
  - a. National Perspective on Tourism and Industry/Public Affairs Outlook
  - b. California Perspective on Tourism and Industry/Public Affairs Outlook
  - c. Current Commission Operations and Priorities
- IV. Government Affairs Update
  - a. Federal Update - Report on Pending and Possible Legislation and Administrative Action; TIA Leadership Summit; and Travel Promotion Act
  - b. State Policy Initiatives - Report on Pending Legislation & Policy Initiatives

V. **Marketing Committee Update**

- a. 2009/2010 Planning Highlights
- b. Proposed changes to 5-Year Strategic Plan - Benchmarks

VI. **Legal Issues**

- a. Review and 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. Evaluation - **Closed Session Pursuant to Bagley Keene Open Meeting Act, Section 11126(a)(1)**
- d. Determine Revisions to Annual Review Process
- e. Determine and Decide of Extension of Chief Executive Officer's Employment Contract
- 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)**.
- j. Discuss Ethics Training, FPPC Rules, and Harassment Training
- k. Discuss and Determine Cooperative Advertising Policies

VII. **Financial Report**

- a. Discuss and Vote on the 2009/2010 Fiscal Year Operating Budget
- b. Discuss and Vote on Operating Reserve
- c. Discuss and Vote on Cash Flow Report and Analysis

VIII. **Determine CTTC Meeting Dates for 2009**

1. Oct 2009 - Monterey
2. January 2010 - Southern California

IX. **Public Comment on Matters Not on the Agenda**

X. **Agenda Items for Future Meetings**

XI. **Adjournment**