



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: Monday, September 21, 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 October 1<sup>st</sup>, 2009.

The meeting details are as follows:

<b>Meeting:</b>	Executive Committee Meeting
<b>Date:</b>	Thursday, October 1, 2009
<b>Time:</b>	4:00pm - 6:00pm
<b>Main Meeting Location:</b>	The Lodge at Pebble Beach Stevenson Room 1700 17-Mile Drive Pebble Beach, CA 93953 831-647-7500

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**

Thursday, October 1, 2009

4:00pm to 6:00pm

The Lodge at Pebble Beach

Stevenson Room

1700 17-Mile Drive

Pebble Beach, CA 93953

831-647-7500

### **AGENDA**

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- I. Call to Order, Roll Call, Approval of Agenda/Approval of Minutes from April 27, 2009
- 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. Cash Flow
    2. Status of FY '09/10 Marketing Programs
    3. Election of New Board Leadership
  - e. Summary of Previous Meeting Action Items and Report
    1. Travel Leadership Summit
    2. Retrospective Video
  - f. Future Industry Priorities
    1. Sustainable Tourism
- IV. Government Affairs Update
  - a. Federal Update
    1. Meetings Mean Business
    2. Travel Promotion Act
  - b. State Policy Initiatives
    1. Bill SB 348
- V. Infrastructure
  - a. Discuss How Infrastructure Funds Will Be Spent to Support Tourism
  - b. Discuss Formation of Committee

## VI. Financial Report

- a. Discussion and Vote on Audit Report – Presentation of Auditor’s report for FY ‘08-‘09
- b. Discussion and Vote on Financial Reports for Year Ending June 30, 2009
- c. Discussion and Vote on Financial Report for Month Ending July 31, 2009
- d. Cash Flow Update
- e. Discussion and Vote on Allocation of Carry-Over Funds
- f. Discuss and Vote on Assessment Rate for FY 2010-2011

## VII. Nominating Committee Update

- a. Open Discussion, Consideration and Approval of Recommendations and Nominations of Candidates for the Commission, Executive Committee, Vice-Chair of Marketing, Vice Chair of Operations and Chief Financial Officer, and Committee Chairs
- b. Open Discussion, Consideration and Approval of Recommendations and Nominations for Gubernatorial Appointments

## VIII. Legal Issues

- a. Discuss and Approve Conflict of Interest Code.
- b. Discuss and Approve Bylaw Amendment Regarding Authority Over Commission Funds
- c. Discuss and Vote on Amendments to Marketing Committee Bylaws Regarding Membership and Appointment of Members
- d. 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).**
- e. 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).**
- f. Discuss Ethics Training, FPPC Rules, and Harassment Training

## IX. Marketing Committee Update

### X. Determine CTTC Meeting Dates for 2010

1. January 17 – 20, 2010 – Los Angeles
2. April 14 – 15, 2010 – Sacramento
3. October 2010 – Reno/Tahoe
4. January 2011 – Los Angeles

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

### XII. Agenda Items for Future Meetings

### XIII. Adjournment