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 COMMISSION MEETING

A meeting of the California Travel and Tourism Commission is scheduled to take place on Friday, October 2nd, 2009, beginning at 9:30 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:	Friday, October 2nd, 2009
Time:	9:30 a.m. to 11:20 a.m. – Commission/Marketing 11:20 a.m. to 12:00 p.m. – Lunch 12:00 p.m. to 2:30 p.m. – Commission/Marketing
Main Meeting Location:	Monterey Plaza Hotel 400 Cannery Row Monterey, CA 93940 831-646-1700

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 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

CTTC Commission Meeting
Friday, October 2nd, 2009
9:30 a.m. to 2:30 p.m.

Monterey Plaza Hotel
400 Cannery Row
Monterey, CA 93940
831-646-1700

AGENDA

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

I. Call to Order/Approval of Agenda/Roll Call/Approval of April 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. 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

V. Special Guest Speaker: Geoff Freeman
Senior Vice President Public Affairs
US Travel Association

VI. Government Affairs Update
a. Federal Update
1. Meetings Mean Business
2. Travel Promotion Act
b. State Policy Initiatives
1. Bill SB 348

VII. Infrastructure
a. Discuss How Infrastructure Funds Will Be Spent to Support Tourism
b. Discuss Formation of Committee

VIII. 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

IX. 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

X. Legal Issues
a. Discuss and Vote on 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).

XI. Marketing Committee Update

A. Call to Order/Approval of Agenda and April 28, 2009, Marketing Advisory Committee Meeting Minutes

B. Marketing Response to Sustainability Program

C. CEO Report
   1. Commission Action Item Priorities
      a. Allocation of Carry Over Funds
      b. Refresh of Advertising Campaign/Creative

D. Research Update
   1. Research Summary, Implications, Actions Taken

E. Guest Speaker: Barb Newton
President
Sunset Publishing Corporation

F. Domestic Advertising/Co-op Update
   1. Review of FY '09/10 Media Plan
   2. Review Fall/Winter Print Creative
   3. CMG Insert Creative
   4. Snow Strategy
   5. Co-op Deals Strategy

G. Guest Speaker: TBD

H. California Wine and Food Update
   1. California Wine Month Press Release

I. Web/Interactive Update
   1. Online Travel Agency Partnerships Results
   2. Ad Banner Creative
   3. Media Campaign (SEM and Display)
   4. Maps Site Enhancement
   5. Core Content Research
      a. International Visitation Figures

J. Welcome Center and Rural Update on Program Initiatives
   1. Communications, Welcome Centers, and Rural Updates
      a. Rural: New Funding Allocation, Accountability, Proposals for Regional Co-op
      b. Welcome Centers
         1. Proposals for New Welcome Center Sites
         2. Presentation of Draft Ten-Year Plan

K. Communications
   1. Media Events: San Francisco and New York
   2. Roll Out of Famuel and Upcoming Fams

3. Year In Review
4. Digital Asset Management System

L. International Report
1. International Office Update:
a. United Kingdom & Ireland
b. Japan
c. Germany
d. South Korea
e. China
f. Australia & New Zealand
g. Mexico

M. Public Comment on Matters not on Agenda

N. Agenda Items for Future Meetings

O. Marketing Committee Adjournment

XII. Announce CTTC Milestone Upcoming Events

XIII. Announce 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

XIV. Public Comment on Matters Not on the Agenda

XV. Agenda Items for Future Meetings

XVI. Adjournment