

California Travel and Tourism Commission  
555 Capitol Mall  
Suite 1100  
Sacramento, CA 95814

**TO:** California Travel and Tourism Commission  
Secretary of State  
Travel Industry Association  
Members of the Public Who Have Requested Notification

**FROM:** Caroline Beteta, President & Chief Executive Officer

**DATE:** February 4, 2022

**RE:** PUBLIC NOTICE OF CALIFORNIA TRAVEL AND TOURISM COMMISSION MEETING

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A California Travel and Tourism Commission meeting is scheduled to take place on February 16, 2021.

The meeting details are as follows:

<b>Meeting:</b>	California Travel and Tourism Commission Meeting
<b>Date:</b>	Wednesday, February 16
<b>Time:</b>	9:00 a.m. – 1:00 p.m.
<b>Meeting Location:</b>	Hilton San Francisco Union Square 333 O'Farrell St, San Francisco, CA 94102
<b>Other Meeting Locations</b>	None

The agenda is attached for your reference. Subject to the discretion of the Chair, the order of business within the meeting may be heard out of sequence.

**For Commissioners, Industry, Staff and Consultants:**

If you haven't already, please RSVP to Stephanie DeVries at (916) 319-5409 or [sdevries@visitcalifornia.com](mailto:sdevries@visitcalifornia.com), if you are planning to participate so we can ensure the pertinent meeting materials reach you. [San Francisco regulations](#) require that all attendees show proof of an "Up to Date" vaccine, which may require a booster dose to qualify. A negative COVID-19 test is also an option. Please note the regulations are subject to change should the San Francisco Department of Public Health modify again. For information on how to comply, visit <https://industry.visitcalifornia.com/marketing-communications/outlook-forum-health-pass-faq>.

**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 California Travel and Tourism

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 Stephanie DeVries at (916) 319-5409 or [sdevries@visitcalifornia.com](mailto:sdevries@visitcalifornia.com), or by sending a written request on behalf of that individual to the California Travel and Tourism Commission address at 555 Capitol Mall, Suite 1100, Sacramento, CA 95814. Requests for further information should be directed to Stephanie DeVries at the same address and telephone number.

The Agenda and Public Meeting Notice are available at [industry.visitcalifornia.com/agendas](http://industry.visitcalifornia.com/agendas).

California Travel and Tourism Commission Meeting  
Wednesday, February 16, 2022  
9:00 a.m. – 1:00 p.m.

Visit California  
555 Capitol Mall, Suite 1100  
Sacramento, CA 95814

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AGENDA

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All times indicated and the order of business are approximate and subject to change.  
Subject to the discretion of the Chair, agenda items may be heard out of sequence.

- I. Call to Order
  - a. Roll Call
  - b. Approval of October 12, 2021 Meeting Minutes
- II. Chair Welcome and Opening Remarks
  - a. Outlook Forum 2022 Recap
- III. CEO Report
  - a. National Perspective on Tourism and the Economy
    - i. U.S. Capitol Christmas Tree
    - ii. Federal Policy Update
  - b. State Perspective on Tourism and the Economy
    - i. State Policy Update
    - ii. Economic Impact Update
  - c. Current Commission Operations, Action Items and Priorities
  - d. Video: "Visit California 2021 Marketing Highlights"
- IV. Nominating Committee Update
  - a. Discuss, Consider and Vote on Recommendations and Nominations to Fill Existing Commissioner Vacancies

- b. Discuss, Consider and Vote on Recommendations on Officers and Executive Committee
  - c. Announce Referendum to Re-Elect Commissioners
- V. Public Affairs/"Why Travel Matters"
  - a. Committee on Arts, Entertainment Sports, Tourism, & Internet Media
  - b. Snow Summit
  - c. California Tourism Month Preview
- VI. Regional Planning Kickoff Workshop
- VII. Marketing Advisory Committee Meeting
  - a. Call to Order
    - i. Roll Call
    - ii. Approval of October 12, 2021 Meeting Minutes
  - b. Vice Chair of Marketing Opening Remarks
  - c. CEO Marketing Report
    - i. FY22/23 Strategic Framework
    - ii. New Creative
      - 1. "Am I Dreaming"
    - iii. Professional Meetings and Events Update
    - iv. The Best of California/California Visitors Guide
    - v. UK Gateway Initiative
  - d. FY22/23 Marketing Plan Proposal
    - i. FY22/23 Preliminary Budget
  - e. Public Comment on Matters Not on the Agenda
  - f. Agenda Items for Future Meetings
  - g. Adjourn Marketing Advisory Committee Meeting
- VIII. Finance
  - a. Present, Discuss, and Vote on FY21/22 Midyear Budget Revise
  - b. Discuss, Consider and Vote on Reviewed Financial Statements for Period Ending November 30, 2021
- IX. Public Comment on Matters Not on the Agenda
- X. Agenda Items for Future Meetings
- XI. Upcoming Meetings
  - a. Spring Board Meeting, San Diego — May 17, 2022
  - b. Fall Board Meeting, Anaheim — October 18, 2022
  - c. Outlook Forum – March 7-8, 2023
  - d. Winter Board Meeting – March 9, 2023
- XII. Adjournment