

CALL TO ORDER

The California Travel and Tourism Commission (CTTC) Executive Committee Meeting started at 10:06 a.m. PST on Dec. 20, 2021, virtually, with Chair Gene Zanger presiding.

Attendance

<i>Executive Committee</i>	<i>Roll Call</i>	<i>Executive Committee</i>	<i>Roll Call</i>
<i>Clarke, Jason</i>	<i>Present</i>	<i>Murray, Carla</i>	<i>Present</i>
<i>D'Alessandro, Joe (Chief Fiscal Officer)</i>	<i>Present</i>	<i>Myers, Dee Dee</i>	<i>Present</i>
<i>Fat, Kevin</i>	<i>Present</i>	<i>Patel, Sima</i>	<i>Absent</i>
<i>Gordon, Dan (Vice Chair)</i>	<i>Present</i>	<i>Zanger, Gene (Chair)</i>	<i>Present</i>
<i>Irwin, Karen (Vice Chair)</i>	<i>Absent</i>		

Also in attendance (committee meetings only):

Caroline Beteta (Visit California), Matthew Sabbatini (Visit California), Scott Plamondon (Visit California), Leona Reed (Visit California) and Stephanie DeVries (Visit California).

Two members of the public were also present. Michael Mendez (Disneyland Resorts) and Carlos Montenegro (Six Flags).

Motion made by Commissioner Kevin Fat to approve the Executive Committee minutes from the October 11, 2021, meeting. Seconded by Commissioner Dee Dee Myers. Motion unanimously approved.

<i>Executive Committee</i>	<i>Vote (Y/N/A)</i>	<i>Executive Committee</i>	<i>Vote (Y/N/A)</i>
<i>Clarke, Jason</i>	<i>Y</i>	<i>Murray, Carla</i>	<i>Y</i>
<i>D'Alessandro, Joe (Chief Fiscal Officer)</i>	<i>Y</i>	<i>Myers, Dee Dee</i>	<i>Y</i>
<i>Fat, Kevin</i>	<i>Y</i>	<i>Zanger, Gene (Chair)</i>	<i>Y</i>
<i>Gordon, Dan (Vice Chair)</i>	<i>Y</i>		

WELCOME AND OPENING REMARKS

Chair Zanger welcomed the committee and gave a quick update on the meeting objective.

PROPOSED U.K. BRAND CAMPAIGN

Chair Zanger passed the meeting to Visit California President and CEO Caroline Beteta who reported on the U.K. brand campaign opportunity.

Motion made by Chief Fiscal Officer Joe D'Alessandro to approve the U.K. Brand Campaign. Seconded by Commissioner Murray. Motion unanimously approved.

<i>Executive Committee</i>	<i>Vote (Y/N/A)</i>	<i>Executive Committee</i>	<i>Vote (Y/N/A)</i>
Clarke, Jason	Y	Murray, Carla	Y
D'Alessandro, Joe (Chief Fiscal Officer)	Y	Myers, Dee Dee	Y
Fat, Kevin	Y	Zanger, Gene (Chair)	Y
Gordon, Dan (Vice Chair)	Y		

AGENDA ITEMS FOR FUTURE MEETINGS

Chair Zanger opened the floor for future agenda items. There were none.

PUBLIC COMMENT

Chair Zanger opened the floor up for public comment.

Commissioner Myers gave a brief update on the Governor's efforts to combat organized retail crime.

ADJOURNMENT

Motion made by Vice Chair Gordon to adjourn the meeting. Seconded by Commissioner Fat. Motion unanimously approved.

<i>Executive Committee</i>	<i>Vote (Y/N/A)</i>	<i>Executive Committee</i>	<i>Vote (Y/N/A)</i>
Clarke, Jason	Y	Murray, Carla	Y
D'Alessandro, Joe (Chief Fiscal Officer)	Y	Myers, Dee Dee	Y
Fat, Kevin	Y	Zanger, Gene (Chair)	Y
Gordon, Dan (Vice Chair)	Y		

Meeting was adjourned at 10:50 a.m., Dec. 20, 2021.