

EXECUTIVE COMMITTEE MEETING MINUTES

California Travel and Tourism Commission – October 11, 2021 – The Ritz-Carlton Half Moon Bay

CALL TO ORDER

The California Travel and Tourism Commission (CTTC) Executive Committee Meeting was held at the Ritz-Carlton Half Moon Bay and started at 3:08 p.m. PST on October 11, 2021 with Chair 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>Present</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>Present</i>		

Also, in attendance (for committee meetings only):

Caroline Beteta (Visit California), Matthew Sabbatini (Visit California), Scott Plamondon (Visit California), Stephanie DeVries (Visit California), and Ed Fahey (RINA Accountancy LLP).

Motion made by Commissioner D'Alessandro to approve the Executive Committee minutes from the May 17, 2021 meeting. Seconded by Commissioner Irwin. *Motion 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>A (arrived late)</i>
<i>Fat, Kevin</i>	<i>Y</i>	<i>Patel, Sima</i>	<i>Y</i>
<i>Gordon, Dan (Vice Chair)</i>	<i>Y</i>	<i>Zanger, Gene (Chair)</i>	<i>Y</i>
<i>Irwin, Karen (Vice Chair)</i>	<i>Y</i>		

WELCOME AND OPENING REMARKS

Chair Zanger welcomed the committee and opened the floor to report on Executive Committee members' respective company updates.

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CEO REPORT

Visit California President & CEO Caroline Beteta reported on the state of the industry and Visit California's operations and marketing recovery efforts.

- a. National Perspective on Tourism and the Economy
 - i. International Reopening Announcement
 - ii. Federal Stimulus Update
 - iii. U.S. Travel and Tourism Advisory Board
- b. State Perspective on Tourism and the Economy
 - i. Economic Impact Update
 - ii. California Wildfire Update
 1. Research
 2. Industry collaboration
- c. Current Commission Operations, Action Items and Priorities

NOMINATING COMMITTEE UPDATE

Vice Chair Gordon reported on the Nominating Committee update.

Vice Chair Gordon opened the floor for discussion, consideration, and vote on the following candidate to fill an attractions vacancy.

- **Ron Cohen** President & COO, Mammoth and June Mountain Ski Resorts

Motion made by Commissioner Irwin to accept nominee Ron Cohen. 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>
<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>Patel, Sima</i>	<i>Y</i>
<i>Gordon, Dan (Vice Chair)</i>	<i>Y</i>	<i>Zanger, Gene (Chair)</i>	<i>Y</i>
<i>Irwin, Karen (Vice Chair)</i>	<i>Y</i>		

PUBLIC AFFAIRS/ "WHY TRAVEL MATTERS" UPDATE

Chair Zanger asked CEO Beteta to provide a quick public affairs update.

Visit California President & CEO Beteta reported on the recent Tourism Roundtable in Orange County and provided an update on the state stimulus.

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MARKETING ADVISORY COMMITTEE UPDATE

Vice Chair Irwin gave a topline report of the Marketing Advisory Committee agenda to be covered in detail during the October 12, 2021 Commission Meeting including:

- CEO Marketing Report
- An update on ROI progress.
- An update on the recovery marketing plan

FINANCE UPDATE

Chair Zanger asked Chief Fiscal Officer D'Alessandro to give an overview of Visit California's recent financials and audit report.

Ed Fahey from RINA Accountancy presented the audited financial statements through June 30 2021. Fahey reported that this was an unqualified audit with no management items.

Visit California Chief Operating Officer Matthew Sabbatini reported on budget variances through June 30, 2021.

Motion made by Commissioner Irwin to approve the June 30 2021 Audited Financial Statements. 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>
<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>Patel, Sima</i>	<i>Y</i>
<i>Gordon, Dan (Vice Chair)</i>	<i>Y</i>	<i>Zanger, Gene (Chair)</i>	<i>Y</i>
<i>Irwin, Karen (Vice Chair)</i>	<i>Y</i>		

Chief Fiscal Officer D'Alessandro turned it over to COO Sabbatini to discuss the reviewed financial statements for period ending August 31, 2021.

Motion made by Commissioner Murray to accept the Reviewed Financial Statements ending August 31, 2021. Seconded by Commissioner Myers. *Motion unanimously approved.*

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<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>Patel, Sima</i>	<i>Y</i>
<i>Gordon, Dan (Vice Chair)</i>	<i>Y</i>	<i>Zanger, Gene (Chair)</i>	<i>Y</i>
<i>Irwin, Karen (Vice Chair)</i>	<i>Y</i>		

Chief Fiscal Officer D'Alessandro asked CEO Beteta to discuss the proposed budget revision and operations funding.

Motion made by Commissioner Gordon to approve the budget revision and operations funding. Seconded by Commissioner Patel. *Motion 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>Patel, Sima</i>	<i>Y</i>
<i>Gordon, Dan (Vice Chair)</i>	<i>Y</i>	<i>Zanger, Gene (Chair)</i>	<i>N*</i>
<i>Irwin, Karen (Vice Chair)</i>	<i>Y</i>		

*At the time of the vote Chair Zanger indicated that he was not opposed to the budget revision and operations funding, but rather he was not in favor of obtaining a line of credit in order to bridge operations funding while the Commission waited for money which had been promised by the State and had been delayed in processing.

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. There were no public comments.

ADJOURNMENT

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Motion made by Commissioner Irwin 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>
<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>Patel, Sima</i>	<i>Y</i>
<i>Gordon, Dan (Vice Chair)</i>	<i>Y</i>	<i>Zanger, Gene (Chair)</i>	<i>Y</i>
<i>Irwin, Karen (Vice Chair)</i>	<i>Y</i>		

Meeting was adjourned at 5:05 p.m., October 11, 2021.