

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: June 17, 2021

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 June 28, 2021.

The meeting details are as follows:

<p><b>Meeting:</b> California Travel and Tourism Commission Meeting</p> <p><b>Date:</b> Monday, June 28, 2021</p> <p><b>Time:</b> 10:00 a.m. – 11:30 a.m.</p> <p><b>Meeting Location:</b> Virtual Meeting (No Physical Location) Call-in Details below</p>
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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, 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 call-in information and pertinent meeting materials reach you.

**Public Notice:**

In response to the Governor's Executive Order N-29-20 authorizing public bodies to take necessary action to protect the public from the spread of Coronavirus (COVID-19), the California Travel and Tourism Commission Meeting will not have a physical presence to follow state guidelines on social distancing until further notice. The meeting call-in details are open to the public on

<https://industry.visitcalifornia.com/events/current/summer-board-meeting-2021>.

Meeting minutes will be available for viewing at

[www.industry.visitcalifornia.com/about/public-meetings](http://www.industry.visitcalifornia.com/about/public-meetings).

Although there is no physical location for this meeting, any 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 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  
Monday, June 28, 2021  
10:00 a.m. – 11:30 a.m.

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

### 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 May 18, 2021 Meeting Minutes
- II. Chair Welcome and Opening Remarks
- III. CEO Report
  - a. National Perspective on Tourism and the Economy
  - b. State Perspective on Tourism and the Economy
- IV. Marketing Advisory Committee Meeting
  - a. Call to Order
    - i. Roll Call
    - ii. Approval of May 18, 2021 Meeting Minutes
  - b. Vice Chair of Marketing Opening Remarks
  - c. Recovery Marketing Plan Proposal
  - d. Present, Discuss, and Vote on Proposed Revised FY21/22 Marketing Plan/Budget
  - e. Public Comment on Matters Not on the Agenda
  - f. Agenda Items for Future Meetings
  - g. Adjourn Marketing Advisory Committee Meeting
- V. Finance
  - a. Present, Discuss, and Vote on Proposed Revised FY21/22 Marketing Plan/Budget
- VI. Public Comment on Matters Not on the Agenda
- VII. Agenda Items for Future Meetings
- VIII. Upcoming Meeting
  - a. Fall Board Meeting, Half Moon Bay — Oct. 12, 2021
  - b. Outlook Forum, San Francisco — Feb. 14-15, 2022
  - c. Winter Board Meeting, San Francisco — Feb. 16, 2022

## IX. Adjournment