

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:** October 1, 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 October 12, 2021.

The meeting details are as follows:

**Meeting:** California Travel and Tourism Commission Meeting

**Date:** Tuesday, October 12

**Time:** 9 a.m. – 1 p.m.

**Meeting Location:** The Ritz-Carlton Half Moon Bay  
1 Miramontes Point Road  
Half Moon Bay, CA 94019

**Other Meeting Locations:** 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 call-in information and pertinent meeting materials reach you. All attendees will be required to show proof of having received a CDC-approved vaccination or a negative COVID-19 test result, administered by a medical professional and taken within 72 hours of participation in on-site meeting activities. For information on how to comply, visit <https://industry.visitcalifornia.com/marketing-communications/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  
Tuesday, October 12, 2021  
9 a.m. – 1 p.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 and Approval of June 28, 2021 Meeting Minutes
- II. Chair Welcome and Opening Remarks
- III. CEO Report
  - 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
  - d. Video: "Visit California at Work" May-September 2021
- IV. Nominating Committee Update
  - a. Discuss, Consider and Vote on Recommendations and Nominations to Fill Existing Commissioner Vacancies

- V. Public Affairs/ "Why Travel Matters"
  - a. Tourism Roundtable
  - b. State Stimulus Update
    - i. California Comeback Task Force
  - c. Destination Stewardship Update
- VI. Marketing Advisory Committee Meeting
  - a. Call to Order
    - i. Roll Call and Approval of June 28, 2021 Meeting Minutes
  - b. Vice Chair of Marketing Opening Remarks
  - c. CEO Marketing Report
    - i. Media Strategy Update
    - ii. Group Meetings Recovery Plan
    - iii. International Strategy Overview
  - d. Recovery Leisure Marketing Plan Update
    - i. Brand Discussion
      - 1. Creative Review
      - 2. Dream Big Creative 2.0
    - ii. California Now Network Update
      - 1. California Road Trips
      - 2. California Visitor's Guide
      - 3. California Now Travel Stories
    - iii. Collaborative Framework Review
      - 1. Leveraged Media Co-op
    - iv. International Update
      - 1. IPW Recap
    - v. PR Update
      - 1. Results and Measurement Update
      - 2. California Reopening Initiative
      - 3. Issues Management
  - e. Public Comment on Matters Not on the Agenda
  - f. Agenda Items for Future Meetings
  - g. Adjourn Marketing Advisory Committee Meeting
- VII. Finance
  - a. Discuss, Consider and Vote on Audited Financial Statements for Period ending June 30, 2021
  - b. Discuss, Consider and Vote on Reviewed Financial Statements for Period ending August 31, 2021
- VIII. California Welcome Center Update
- IX. Discuss, Consider and Vote on Officer Leadership Platforms
- X. Public Comment on Matters Not on the Agenda
- XI. Agenda Items for Future Meetings

XII. Upcoming Meetings

- a. Outlook Forum, San Francisco — Feb. 14-15, 2022
- b. Poppy Awards, San Francisco — Feb. 15, 2022
- c. Winter Board Meeting, San Francisco — Feb. 16, 2022
- d. Spring Board Meeting, San Diego — May 17, 2022
- e. Fall Board Meeting, Anaheim — October 18, 2022

XIII. Adjournment