

CALL TO ORDER

The California Travel and Tourism Commission (CTTC) Marketing Advisory Committee meeting was held at 10:10 a.m. PST on Oct. 12, 2021, at The Ritz-Carlton Half Moon Bay with Vice Chair Karen Irwin presiding.

Attendance

Marketing Advisory Committee	Roll Call	Marketing Advisory Committee	Roll Call
Adams, Kimberly	Absent	Klein, Tom	Absent
Allor, Brett	Present	Loughran, William	Present
Baker, Laurie	Present	Lynch, Joani	Absent
Brennan, Jocelyn	Absent	MacRae, Terry	Absent
Buffo, Gary	Present	Meisner, Jordan	Absent
Burba, Jim	Present	Miller, Kelly	Absent
Burke, Adam	Present	Morris, Jeff	Present
Burress, Jay	Present	Murray, Carla	Present
Butler, Ilsa	Present	Myers, Dee Dee	Present
Clarke, Peter	Present	Orfield, Gary	Absent
Clarke, Jason	Present	Patel, Sima	Present
Coker, Julie	Present	Peterson, Matt	Absent
Crum, Sybil	Absent	Pickett, Howard	Present
D'Alessandro, Joe	Present	Potrock, Ken	Present
Davison, Chuck	Absent	Quinn, Dennis	Absent
Dunne, Michael	Absent	Rhea, Wes	Absent
Duncan, Sheldon	Absent	Rodriguez, Jennifer	Absent
Eisenbarth, Jeff	Present	Skeoch, Don	Absent
Fat, Kevin	Present	Shallanberger, Cheryl	Absent
Fuller, Ed	Absent	Sherwin, Gary	Absent
Gallagher, Linsey	Present	Singh-Allen, Bobbie	Present
Gleason, Robert	Present	Stocks, Kurt	Absent
Goggins, Joshua	Absent	Testa, Mike	Absent
Gordon, Dan	Present	Tormey, Paul	Absent
Harvey, Dan	Absent	Urdi, John	Absent
Hiltebrand, Ariane	Absent	Vaughn, Brigitt	Absent
Irwin, Karen	Present	Vecchio, Claudia	Absent
Janega-Dykes, Kathy	Absent	Wagner, Julie	Absent
Kapich, Kerri	Absent	Webster, Benjamin	Absent
Kelliher, John	Absent	White, Scott	Present
Kerns, Misti	Absent	Zanger, Gene	Present
Kiely, Tom	Absent		

Motion made by Commissioner Jeff Eisenbarth to approve the Marketing Advisory Committee minutes from the June 28, 2021, meeting. Seconded by Commissioner Carla Murray. *Motion approved.*

Marketing Advisory Committee	Vote (Y/N/A)	Marketing Advisory Committee	Vote (Y/N/A)
<i>Allor, Brett</i>	Y	<i>Gleason, Robert</i>	Y
<i>Baker, Laurie</i>	Y	<i>Gordon, Dan</i>	Y
<i>Buffo, Gary</i>	Y	<i>Irwin, Karen</i>	Y
<i>Burba, Jim</i>	Y	<i>Loughran, William</i>	Y
<i>Burke, Adam</i>	Y	<i>Morris, Jeff</i>	Y
<i>Burress, Jay</i>	Y	<i>Murray, Carla</i>	Y
<i>Butler, Ilsa</i>	Y	<i>Myers, Dee Dee</i>	Y
<i>Clarke, Peter</i>	Y	<i>Patel, Sima</i>	Y
<i>Clarke, Jason</i>	Y	<i>Pickett, Howard</i>	Y
<i>Coker, Julie</i>	Y	<i>Potrock, Ken</i>	Y
<i>D'Alessandro, Joe</i>	Y	<i>Singh-Allen, Bobbie</i>	Y
<i>Eisenbarth, Jeff</i>	Y	<i>White, Scott</i>	Y
<i>Fat, Kevin</i>	Y	<i>Zanger, Gene</i>	Y
<i>Gallagher, Linsey</i>	Y		

VICE CHAIR OPENING REMARKS

Vice Chair Irwin gave an update on industry touchpoints and collaborations and discussed the current market share.

CEO MARKETING REPORT

Visit California President and CEO Caroline Beteta reported on the marketing environment and the status of the marketing recovery plan.

Vice President of Marketing Lynn Carpenter provided an update on Visit California's brand plans and owned channels.

Associate Vice President of Global Marketing Leona Reed provided an update on international recovery strategy.

Vice President of Communications Ryan Becker provided an update on earned media.

AGENDA ITEMS FOR FUTURE MEETINGS

Vice Chair Irwin opened the floor up for future agenda items. There were none.

PUBLIC COMMENT

Vice Chair Irwin opened the floor up for public comment. There were no public comments.

ADJOURNMENT

Motion made by Commissioner Kevin Fat to adjourn the Marketing Advisory Committee meeting. Seconded by Commissioner Jason Clarke. *Motion unanimously approved.*

<i>Marketing Advisory Committee</i>	<i>Vote (Y/N/A)</i>	<i>Marketing Advisory Committee</i>	<i>Vote (Y/N/A)</i>
<i>Allor, Brett</i>	Y	<i>Gleason, Robert</i>	Y
<i>Baker, Laurie</i>	Y	<i>Gordon, Dan</i>	Y
<i>Buffo, Gary</i>	Y	<i>Irwin, Karen</i>	Y
<i>Burba, Jim</i>	Y	<i>Loughran, William</i>	Y
<i>Burke, Adam</i>	Y	<i>Morris, Jeff</i>	Y
<i>Burress, Jay</i>	Y	<i>Murray, Carla</i>	Y
<i>Butler, Ilsa</i>	Y	<i>Myers, Dee Dee</i>	Y
<i>Clarke, Peter</i>	Y	<i>Patel, Sima</i>	Y
<i>Clarke, Jason</i>	Y	<i>Pickett, Howard</i>	Y
<i>Coker, Julie</i>	Y	<i>Potrock, Ken</i>	Y
<i>D'Alessandro, Joe</i>	Y	<i>Singh-Allen, Bobbie</i>	Y
<i>Eisenbarth, Jeff</i>	Y	<i>White, Scott</i>	Y
<i>Fat, Kevin</i>	Y	<i>Zanger, Gene</i>	Y
<i>Gallagher, Linsey</i>	Y		

Meeting was adjourned at 11:46 a.m., Oct. 12, 2021.