

**CALL TO ORDER**

The California Travel and Tourism Commission (CTTC) meeting started at 10:06 a.m. on June 6, 2023, virtually, with Chair Zanger presiding.

**Attendance**

<b>Commissioner</b>	<b>Roll Call</b>	<b>Commissioner</b>	<b>Roll Call</b>
<i>Bass, Kevin</i>	<i>Present</i>	<i>MacRae, Terry</i>	<i>Absent</i>
<i>Bulhan, Shuaib</i>	<i>Absent</i>	<i>Melhado, Ripton</i>	<i>Absent</i>
<i>Burba, Jim</i>	<i>Present</i>	<i>Murray, Carla</i>	<i>Present</i>
<i>Clarke, Peter</i>	<i>Present</i>	<i>Myers, Dee Dee</i>	<i>Present</i>
<i>Cohen, Ron</i>	<i>Present</i>	<i>Patel, Sima (Chief Fiscal Officer)</i>	<i>Present</i>
<i>Coker, Julie</i>	<i>Present</i>	<i>Potrock, Ken</i>	<i>Present</i>
<i>D’Alessandro, Joe (Vice Chair, Marketing)</i>	<i>Present</i>	<i>Sheperdson, John</i>	<i>Present</i>
<i>Dunne, Michael</i>	<i>Absent</i>	<i>Singh-Allen, Bobbie</i>	<i>Present</i>
<i>Fat, Kevin</i>	<i>Present</i>	<i>Stocks, Kurt</i>	<i>Absent</i>
<i>Gleason, Robert</i>	<i>Present</i>	<i>Strobl, Scott</i>	<i>Present</i>
<i>Gordon, Dan (Vice Chair, Operations)</i>	<i>Present</i>	<i>Tormey, Paul</i>	<i>Absent</i>
<i>Kandalaft, Reed</i>	<i>Present</i>	<i>Webster, Benjamin</i>	<i>Present</i>
<i>Kelliher, John</i>	<i>Present</i>	<i>White, Scott</i>	<i>Present</i>
<i>Klein, Tom</i>	<i>Absent</i>	<i>Zanger, Gene (Chair)</i>	<i>Present</i>
<i>Loughran, Will</i>	<i>Present</i>		

**Motion made by Commissioner Singh-Allen to approve the Commission meeting minutes from the March 9, 2023, meeting. Seconded by Chief Fiscal Officer Patel. Motion approved.\***

<b>Commissioner</b>	<b>Vote (Y/N/A)</b>	<b>Commissioner</b>	<b>Vote (Y/N/A)</b>
<i>Bass, Kevin</i>	<i>Y</i>	<i>Loughran, Will</i>	<i>A</i>
<i>Burba, Jim</i>	<i>A</i>	<i>Murray, Carla</i>	<i>Y</i>
<i>Clarke, Peter</i>	<i>A</i>	<i>Myers, Dee Dee</i>	<i>Y</i>
<i>Cohen, Ron</i>	<i>Y</i>	<i>Patel, Sima (Chief Fiscal Officer)</i>	<i>Y</i>
<i>Coker, Julie</i>	<i>Y</i>	<i>Potrock, Ken</i>	<i>Y</i>
<i>D’Alessandro, Joe (Vice Chair, Marketing)</i>	<i>Y</i>	<i>Sheperdson, John</i>	<i>Y</i>
<i>Fat, Kevin</i>	<i>Y</i>	<i>Singh-Allen, Bobbie</i>	<i>Y</i>
<i>Gleason, Robert</i>	<i>Y</i>	<i>Strobl, Scott</i>	<i>Y</i>

<b>Commissioner</b>	<b>Vote (Y/N/A)</b>	<b>Commissioner</b>	<b>Vote (Y/N/A)</b>
<i>Gordon, Dan (Vice Chair, Operations)</i>	Y	<i>Webster, Benjamin</i>	Y
<i>Kandalaft, Reed</i>	Y	<i>White, Scott</i>	Y
<i>Kelliher, John</i>	Y	<i>Zanger, Gene (Chair)</i>	Y

\*There were some abstentions due to committee members needing to leave the call early.

### CHAIR WELCOME AND OPENING REMARKS

Chair Zanger outlined the main agenda highlights, including:

- A CEO report on the state of and forecast of the industry
- Voting on a revised FY23/24 marketing plan and budget
- The Feb. 28 reviewed financials

Chair Zanger also reported on the Lieutenant Governor/GO-Biz Trade Mission to Japan.

### CEO REPORT

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

- I. National perspective on tourism and the economy
  - A. Policy update
  - B. Route 66 Commission
- II. State perspective on tourism and the economy
  - A. California Tourism Month
  - B. 2022 Economic Impact of Travel
  - C. 2023 Visitor Spending Forecast
- III. Regional plans update
- IV. Current Commission operations, action items and priorities

Corporate Counsel Scott Plamondon provided a legislative update and update on AB1382, which would require Visit California and the Arts Council to work together to promote state-designated cultural districts as tourism destinations.

### GUEST SPEAKER

Colleen Bell, executive director of the California Film Commission provided an update on the California film industry.

**FINANCIAL REPORT**

Vice Chair Gordon provided a finance update. The proposed FY 23/24 Marketing plan and Budget was presented.

Vice Chair Gordon called for a vote for the FY23/24 Marketing Plan/Budget.

**Motion made by Commissioner Gleason to approve the proposed FY23/24 Marketing Plan and Budget. Seconded by Commissioner Fat. Motion approved.\***

<i>Commissioner</i>	<i>Vote (Y/N/A)</i>	<i>Commissioner</i>	<i>Vote (Y/N/A)</i>
<i>Bass, Kevin</i>	<i>Y</i>	<i>Loughran, Will</i>	<i>A</i>
<i>Burba, Jim</i>	<i>A</i>	<i>Murray, Carla</i>	<i>Y</i>
<i>Clarke, Peter</i>	<i>A</i>	<i>Myers, Dee Dee</i>	<i>Y</i>
<i>Cohen, Ron</i>	<i>Y</i>	<i>Patel, Sima (Chief Fiscal Officer)</i>	<i>A</i>
<i>Coker, Julie</i>	<i>Y</i>	<i>Potrock, Ken</i>	<i>Y</i>
<i>D’Alessandro, Joe (Vice Chair, Marketing)</i>	<i>Y</i>	<i>Sheperdson, John</i>	<i>Y</i>
<i>Fat, Kevin</i>	<i>Y</i>	<i>Singh-Allen, Bobbie</i>	<i>Y</i>
<i>Gleason, Robert</i>	<i>Y</i>	<i>Strobl, Scott</i>	<i>A</i>
<i>Gordon, Dan (Vice Chair, Operations)</i>	<i>Y</i>	<i>Webster, Benjamin</i>	<i>Y</i>
<i>Kandalaft, Reed</i>	<i>Y</i>	<i>White, Scott</i>	<i>Y</i>
<i>Kelliher, John</i>	<i>Y</i>	<i>Zanger, Gene (Chair)</i>	<i>Y</i>

\*There were some abstentions due to committee members needing to leave the call early.

Ed Fahey from Aprio accountancy presented the reviewed financial statements through Feb. 28, 2023.

Visit California Chief Operating Officer Matthew Sabbatini gave a budget report.

**Motion made by Commissioner Fat to approve the reviewed financial statements ending Feb. 28, 2023. Seconded by Commissioner Gleason. Motion approved.\***

<i>Commissioner</i>	<i>Vote (Y/N/A)</i>	<i>Commissioner</i>	<i>Vote (Y/N/A)</i>
<i>Bass, Kevin</i>	<i>Y</i>	<i>Loughran, Will</i>	<i>A</i>
<i>Burba, Jim</i>	<i>A</i>	<i>Murray, Carla</i>	<i>A</i>
<i>Clarke, Peter</i>	<i>A</i>	<i>Myers, Dee Dee</i>	<i>Y</i>
<i>Cohen, Ron</i>	<i>Y</i>	<i>Patel, Sima (Chief Fiscal Officer)</i>	<i>A</i>
<i>Coker, Julie</i>	<i>Y</i>	<i>Potrock, Ken</i>	<i>Y</i>

<b>Commissioner</b>	<b>Vote (Y/N/A)</b>	<b>Commissioner</b>	<b>Vote (Y/N/A)</b>
<i>D'Alessandro, Joe (Vice Chair, Marketing)</i>	Y	<i>Sheperdson, John</i>	Y
<i>Fat, Kevin</i>	Y	<i>Singh-Allen, Bobbie</i>	Y
<i>Gleason, Robert</i>	Y	<i>Strobl, Scott</i>	A
<i>Gordon, Dan (Vice Chair, Operations)</i>	Y	<i>Webster, Benjamin</i>	Y
<i>Kandalajt, Reed</i>	Y	<i>White, Scott</i>	Y
<i>Kelliher, John</i>	Y	<i>Zanger, Gene (Chair)</i>	Y

\*There were some abstentions due to committee members needing to leave the call early.

#### OTHER MATTERS

Chair Zanger opened the floor up for other matters. There were none.

#### AGENDA ITEMS FOR FUTURE MEETINGS

Chair Zanger opened the floor up for future agenda items. There were no future agenda items.

#### PUBLIC COMMENT

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

#### ADJOURNMENT

**Motion by Commissioner Potrock to adjourn the commission meeting. Seconded by Commissioner Webster. Motion approved.\***

<b>Commissioner</b>	<b>Vote (Y/N/A)</b>	<b>Commissioner</b>	<b>Vote (Y/N/A)</b>
<i>Bass, Kevin</i>	Y	<i>Loughran, Will</i>	A
<i>Burba, Jim</i>	A	<i>Murray, Carla</i>	A
<i>Clarke, Peter</i>	A	<i>Myers, Dee Dee</i>	Y
<i>Cohen, Ron</i>	Y	<i>Patel, Sima (Chief Fiscal Officer)</i>	A
<i>Coker, Julie</i>	Y	<i>Potrock, Ken</i>	Y
<i>D'Alessandro, Joe (Vice Chair, Marketing)</i>	Y	<i>Sheperdson, John</i>	Y
<i>Fat, Kevin</i>	Y	<i>Singh-Allen, Bobbie</i>	Y
<i>Gleason, Robert</i>	Y	<i>Strobl, Scott</i>	A
<i>Gordon, Dan (Vice Chair, Operations)</i>	Y	<i>Webster, Benjamin</i>	Y

COMMISSION MEETING MINUTES

California Travel and Tourism Commission – June 6, 2023 – Virtual

<b>Commissioner</b>	<b>Vote (Y/N/A)</b>	<b>Commissioner</b>	<b>Vote (Y/N/A)</b>
<i>Kandalaft, Reed</i>	Y	<i>White, Scott</i>	Y
<i>Kelliher, John</i>	Y	<i>Zanger, Gene (Chair)</i>	Y

\*There were some abstentions due to committee members needing to leave the call early.

Meeting was adjourned at 12:33 p.m. June 6, 2023.