

**CALL TO ORDER**

The California Travel and Tourism Commission (CTTC) Executive Committee meeting was held virtually at 3:06 p.m. on June 5, 2023, with Chair Gene Zanger presiding.

**Attendance**

<i>Executive Committee</i>	<i>Roll Call</i>	<i>Executive Committee</i>	<i>Roll Call</i>
<i>Coker, Julie</i>	<i>Present</i>	<i>Murray, Carla</i>	<i>Present</i>
<i>D’Alessandro, Joe (Vice Chair of Marketing)</i>	<i>Present</i>	<i>Myers, Dee Dee</i>	<i>Present</i>
<i>Fat, Kevin</i>	<i>Present</i>	<i>Patel, Sima (Chief Fiscal Officer)</i>	<i>Present</i>
<i>Gordon, Dan (Vice Chair of Operations)</i>	<i>Present</i>	<i>Zanger, Gene (Chair)</i>	<i>Present</i>

Also in attendance:

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

**Motion made by Commissioner Myers to approve the Executive Committee minutes from the March 8, 2023 meeting. 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>Coker, Julie</i>	<i>Y</i>	<i>Murray, Carla</i>	<i>Y</i>
<i>D’Alessandro, Joe (Vice Chair of Marketing)</i>	<i>Y</i>	<i>Myers, Dee Dee</i>	<i>Y</i>
<i>Fat, Kevin</i>	<i>Y</i>	<i>Patel, Sima (Chief Fiscal Officer)</i>	<i>Y</i>
<i>Gordon, Dan (Vice Chair of Operations)</i>	<i>Y</i>	<i>Zanger, Gene (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.

**CEO REPORT**

Visit California President and CEO Caroline Beteta reported on the state of the industry, as well as on Visit California’s operations and marketing recovery 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

**PUBLIC AFFAIRS / Policy Update**

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

CEO Beteta provided a legislative update since the last meeting and reported on AB1382.

**MARKETING ADVISORY COMMITTEE UPDATE**

Vice Chair D’Alessandro gave a topline report of the Marketing Advisory Committee agenda to be covered in detail during the June 6, 2023 Commission meeting:

- Presenting the new committee leadership
- Reviewing and voting on the proposed FY23/24 Marketing Plan and budget
- Discussing marketing program highlights

**FINANCE UPDATE**

Chief Fiscal Officer Sima Patel gave an overview of Visit California’s recent financials.

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 Vice Chair Gordon to approve the reviewed financial statements ending Feb. 28, 2023. Seconded by Commissioner Myers. Motion unanimously approved.**

<i>Executive Committee</i>	<i>Vote (Y/N/A)</i>	<i>Executive Committee</i>	<i>Vote (Y/N/A)</i>
<i>Coker, Julie</i>	<i>Y</i>	<i>Murray, Carla</i>	<i>Y</i>
<i>D’Alessandro, Joe (Vice Chair of Marketing)</i>	<i>Y</i>	<i>Myers, Dee Dee</i>	<i>Y</i>
<i>Fat, Kevin</i>	<i>Y</i>	<i>Patel, Sima (Chief Fiscal Officer)</i>	<i>Y</i>
<i>Gordon, Dan (Vice Chair of Operations)</i>	<i>Y</i>	<i>Zanger, Gene (Chair)</i>	<i>Y</i>

Chief Fiscal Officer Patel asked COO Sabbatini to discuss the FY23/24 proposed budget.

COO Sabbatini presented the proposed FY 23/24 Marketing Plan and Budget along with the FY 23/24 Operations Budget

**Motion made by Vice Chair D’Alessandro to approve the proposed FY23/24 Marketing Plan and Budget along with the FY 23/24 Operations Budget. Seconded by Commissioner Coker. Motion unanimously approved.**

<i>Executive Committee</i>	<i>Vote (Y/N/A)</i>	<i>Executive Committee</i>	<i>Vote (Y/N/A)</i>
<i>Coker, Julie</i>	<i>Y</i>	<i>Murray, Carla</i>	<i>Y</i>
<i>D’Alessandro, Joe (Vice Chair of Marketing)</i>	<i>Y</i>	<i>Myers, Dee Dee</i>	<i>Y</i>
<i>Fat, Kevin</i>	<i>Y</i>	<i>Patel, Sima (Chief Fiscal Officer)</i>	<i>Y</i>
<i>Gordon, Dan (Vice Chair of Operations)</i>	<i>Y</i>	<i>Zanger, Gene (Chair)</i>	<i>Y</i>

#### 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

**Motion made by Commissioner Murray to adjourn the meeting. Seconded by Chief Fiscal Officer Patel. Motion unanimously approved.**

<i>Executive Committee</i>	<i>Vote (Y/N/A)</i>	<i>Executive Committee</i>	<i>Vote (Y/N/A)</i>
<i>Coker, Julie</i>	<i>Y</i>	<i>Murray, Carla</i>	<i>Y</i>
<i>D’Alessandro, Joe (Vice Chair of Marketing)</i>	<i>Y</i>	<i>Myers, Dee Dee</i>	<i>Y</i>
<i>Fat, Kevin</i>	<i>Y</i>	<i>Patel, Sima (Chief Fiscal Officer)</i>	<i>Y</i>
<i>Gordon, Dan (Vice Chair of Operations)</i>	<i>Y</i>	<i>Zanger, Gene (Chair)</i>	<i>Y</i>

Meeting was adjourned at 4:33 p.m. June 5, 2023.