

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: September 29, 2023

RE: PUBLIC NOTICE OF CALIFORNIA TRAVEL AND TOURISM  
EXECUTIVE COMMITTEE MEETING

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A California Travel and Tourism Executive Committee meeting is scheduled to take place on October 9, 2023.

The meeting details are as follows:

<b>Meeting:</b>	California Travel and Tourism Executive Committee Meeting
<b>Date:</b>	Monday, October 9
<b>Time:</b>	3:00 p.m. – 5:00 p.m.
<b>Meeting Location:</b>	170 S Market St, San Jose, CA 95113
<b>Other Meeting Locations</b>	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 pertinent meeting materials reach you.

**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 Executive Committee Meeting  
Monday, October 9, 2023  
3:00 p.m. - 5:00 p.m.

170 S Market Street  
San Jose, CA 95113

#### 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
  - Roll Call and Approval of June 5, 2023 Meeting Minutes
- II. Chair Welcome and Opening Remarks
  - a. Proposed New Officer Platforms
- III. CEO Report
  - a. National Perspective on Tourism and the Economy
    - i. Federal Policy Update
    - ii. Travel & Tourism Advisory Board
      - 1. Sustainability Subcommittee
    - iii. Route 66 Centennial Commission
  - b. State Perspective on Tourism and the Economy
    - i. Visitor Spending Forecast
- IV. Nominating Committee Update
  - a. Discuss, Consider and Vote on Recommendations and Nominations to Fill Existing Commissioner Vacancies
  - b. Announce Referendum to Re-Elect Commissioners
- V. Public Affairs/"Why Travel Matters"
  - a. Legislative Update
  - b. Regional Plans Update
    - i. Steering Committee Progress
    - ii. Destination Readiness Index
- VI. Marketing Advisory Committee Update

- VII. Finance
  - a. Discuss, Consider and Vote on Audited Financial Statements for Period Ending June 30, 2023
  - b. Discuss the Budget Report for Period Ending August 31, 2023
- VIII. California Welcome Center Update
- IX. Discuss, Consider and Vote on Proposed New Officer Platforms
- X. Public Comment on Matters Not on the Agenda
- XI. Agenda Items for Future Meetings
- XII. Upcoming Meetings
  - a. Discussion Regarding Future Board Meeting Locations
  - b. Outlook Forum/Winter Board Meeting, Rancho Mirage — March 11-13, 2024
  - c. Spring Board Meeting, Newport Beach — June 11, 2024
- XIII. Adjournment