

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: May 26, 2023

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 June 6, 2023 virtually.

The meeting details are as follows:

<b>Meeting:</b>	California Travel and Tourism Commission Meeting
<b>Date:</b>	Tuesday, June 6
<b>Time:</b>	10:00 a.m. – 12:00 p.m.
<b>Meeting Location:</b>	Virtual Meeting (No Physical Location) Call-in Details below
<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 call-in information and 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 California Travel and Tourism Commission Meeting will not have a

physical presence. The meeting call-in details are open to the public on <https://industry.visitcalifornia.com/springboard23>.

Although there is no physical location for this meeting, any 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 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](https://industry.visitcalifornia.com/agendas)

California Travel and Tourism Commission Meeting  
Tuesday, June 6, 2023  
10:00 a.m. – 12:00 p.m.

Visit California  
555 Capitol Mall, STE 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 March 9, 2023 Meeting Minutes
- II. Chair Welcome and Opening Remarks
  - a. Lt. Governor/GO-Biz Trade Mission to Japan
- III. CEO Report
  - a. National Perspective on Tourism and the Economy
    - i. Policy Update
    - ii. Route 66 Commission
  - b. State Perspective on Tourism and the Economy
    - i. California Tourism Month
    - ii. 2022 Economic Impact of Travel
    - iii. 2023 Visitor Spending Forecast
  - c. Regional Plans Update
- IV. Guest Speaker: Colleen Bell, Executive Director, California Film Commission
- V. Marketing Advisory Committee Meeting

- a. Call to Order
    - i. Roll Call and Approval of March 9, 2023 Meeting Minutes
  - b. Vice Chair of Marketing Opening Remarks
    - i. CEO Mission to Europe
  - c. CEO Marketing Report
    - i. FY23/24 Marketing Work Plan Summary
    - ii. Brand Architecture Update
      - 1. New Brand Campaign
      - 2. Family Campaign (“Childhood Rules”) Update/Performance
      - 3. Road Trips Guide Launch
  - d. Program Highlights
    - i. Brand Update
      - 1. FY23/24 Global and Domestic Media
      - 2. Strategic Brand Partnerships
    - ii. International Update
      - 1. International Market Tiers
      - 2. IPW 2023 Wrap-up/IPW 2024 – Los Angeles
      - 3. International FAMs/Press Trips
      - 4. Global Trade Show Calendar
    - iii. Professional Meetings & Events Creative Update
  - e. Discuss, Consider and Vote on Proposed FY23/24 Marketing Plan/Budget
  - f. Public Comment on Matters Not on the Agenda
  - g. Agenda Items for Future Meetings
  - h. Adjourn Marketing Advisory Committee Meeting
- VI. Finance
- a. Discuss, Consider and Vote on Proposed FY23/24 Marketing Plan/Budget
  - b. Discuss, Consider and Vote on Reviewed Financial Statements for Period ending Feb. 28, 2023
- VII. Public Comment on Matters Not on the Agenda
- VIII. Agenda Items for Future Meetings
- IX. Upcoming Meetings
- a. Fall Board Meeting, San Jose — October 10, 2023
  - b. Outlook Forum, Palm Springs — March 11-12, 2024
  - c. Winter Board Meeting, Palm Springs — March 13, 2024
  - d. Spring Board Meeting — June 11, 2024
- X. Adjournment