

## EXECUTIVE COMMITTEE MEETING MINUTES

California Travel and Tourism Commission – October 9, 2023 – Signia by Hilton San Jose

### CALL TO ORDER

The California Travel and Tourism Commission (CTTC) Executive Committee meeting was held at the Signia by Hilton San Jose at 3:04 p.m. on Oct. 9, 2023, with Chair Dan Gordon presiding.

### Attendance

<i>Executive Committee</i>	<i>Roll Call</i>	<i>Executive Committee</i>	<i>Roll Call</i>
<i>Bulhan, Shuaib</i>	<i>Present</i>	<i>Gordon, Dan (Chair)</i>	<i>Present</i>
<i>Clarke, Peter</i>	<i>Absent</i>	<i>Murray, Carla (Vice Chair of Operations)</i>	<i>Present</i>
<i>Coker, Julie (Vice Chair of Marketing)</i>	<i>Present</i>	<i>Myers, Dee Dee</i>	<i>Present</i>
<i>Fat, Kevin (Chief Fiscal Officer)</i>	<i>Present</i>	<i>Potrock, Ken</i>	<i>Present</i>
<i>Gleason, Robert</i>	<i>Present</i>		

Also in attendance:

Caroline Beteta (Visit California), Matthew Sabbatini (Visit California), Scott Plamondon (Visit California), Stephanie DeVries (Visit California), Aracely Campa Ramirez (GO Biz) and Ed Fahey (Aprio, LLP).

Motion made by Vice Chair Murray to approve the Executive Committee minutes from the June 5, 2023, meeting. Seconded by Vice Chair 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>Bulhan, Shuaib</i>	<i>Y</i>	<i>Gordon, Dan (Chair)</i>	<i>Y</i>
<i>Coker, Julie (Vice Chair of Marketing)</i>	<i>Y</i>	<i>Murray, Carla (Vice Chair of Operations)</i>	<i>Y</i>
<i>Fat, Kevin (Chief Fiscal Officer)</i>	<i>Y</i>	<i>Myers, Dee Dee</i>	<i>Y</i>
<i>Gleason, Robert</i>	<i>Y</i>	<i>Potrock, Ken</i>	<i>Y</i>

### WELCOME AND OPENING REMARKS

Chair Gordon 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 efforts.

- I. NATIONAL PERSPECTIVE ON TOURISM AND THE ECONOMY
  - A. Federal policy update
  - B. U.S. Travel and Tourism Advisory Board
    - 1. Sustainability Subcommittee
  - C. Route 66 Centennial Commission
- II. STATE PERSPECTIVE ON TOURISM AND THE ECONOMY
  - A. Visitor spending forecast

## NOMINATING COMMITTEE

Chair Gordon asked Vice Chair Murray to provide a nominating committee update.

Vice Chair Murray reported on the Nominating Committee update.

Vice Chair Murray opened the floor for discussion, consideration and a vote on the following candidate to fill an accommodations vacancy due to Paul Tormey's departure:

**Ted Selogie**, regional vice president & general manager of Fairmont Century Plaza in Los Angeles, Accor Hotels

**Motion made by Commissioner Myers to accept nominee Ted Selogie. Seconded by Chief Fiscal Officer Fat. *Motion unanimously approved.***

<i>Executive Committee</i>	<i>Vote (Y/N/A)</i>	<i>Executive Committee</i>	<i>Vote (Y/N/A)</i>
<i>Bulhan, Shuaib</i>	<i>Y</i>	<i>Gordon, Dan (Chair)</i>	<i>Y</i>
<i>Coker, Julie (Vice Chair of Marketing)</i>	<i>Y</i>	<i>Murray, Carla (Vice Chair of Operations)</i>	<i>Y</i>
<i>Fat, Kevin (Chief Fiscal Officer)</i>	<i>Y</i>	<i>Myers, Dee Dee</i>	<i>Y</i>
<i>Gleason, Robert</i>	<i>Y</i>	<i>Potrock, Ken</i>	<i>Y</i>

Vice Chair Murray opened the floor for discussion, consideration and a vote on the following candidate to fill a restaurant/retail vacancy left from Carl Schuster's departure:

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**Sandra Fletcher**, president of Simco Restaurants Group

Motion made by Chief Fiscal Officer Fat to accept nominee Sandra Fletcher. Seconded by Commissioner Gleason. *Motion unanimously approved.*

<i>Executive Committee</i>	<i>Vote (Y/N/A)</i>	<i>Executive Committee</i>	<i>Vote (Y/N/A)</i>
<i>Bulhan, Shuaib</i>	Y	<i>Gordon, Dan (Chair)</i>	Y
<i>Coker, Julie (Vice Chair of Marketing)</i>	Y	<i>Murray, Carla (Vice Chair of Operations)</i>	Y
<i>Fat, Kevin (Chief Fiscal Officer)</i>	Y	<i>Myers, Dee Dee</i>	Y
<i>Gleason, Robert</i>	Y	<i>Potrock, Ken</i>	Y

Vice Chair Murray provided an update on the commissioner re-election referendum taking place in spring 2024.

### PUBLIC AFFAIRS / “WHY TRAVEL MATTERS” UPDATE

Chair Gordon asked Visit California President and CEO Beteta to provide a quick public affairs update.

CEO Beteta provided a legislative update and previewed the regional plans update to be covered during the Oct. 10, 2023, Commission meeting.

### MARKETING ADVISORY COMMITTEE UPDATE

Vice Chair Coker gave a topline report of the Marketing Advisory Committee agenda to be covered in detail during the Oct. 10, 2023, Commission meeting:

1. A look at global advertising effectiveness
2. A preview of the new Ultimate Playground creative
3. An update on China, including the recent trade mission from this summer
4. And updates on the upcoming IPW 2024 in Los Angeles

### FINANCE UPDATE

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

Ed Fahey from Aprio, LLP accountancy presented the audited financial statements through June 30, 2023.

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

Motion made by Commissioner Potrock to approve the audited financial statements ending June 30, 2023. Seconded by Vice Chair 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>Bulhan, Shuaib</i>	<i>Y</i>	<i>Gordon, Dan (Chair)</i>	<i>Y</i>
<i>Coker, Julie (Vice Chair of Marketing)</i>	<i>Y</i>	<i>Murray, Carla (Vice Chair of Operations)</i>	<i>Y</i>
<i>Fat, Kevin (Chief Fiscal Officer)</i>	<i>Y</i>	<i>Myers, Dee Dee</i>	<i>Y</i>
<i>Gleason, Robert</i>	<i>Y</i>	<i>Potrock, Ken</i>	<i>Y</i>

Chief Fiscal Officer Fat asked COO Sabbatini to discuss the budget report ending Aug. 30, 2023.

### CALIFORNIA WELCOME CENTER UPDATE

Visit California Chief Operating Officer Matthew Sabbatini gave a brief update on the California Welcome Center Program, including the opening of two new locations in Modesto and Ukiah.

### OFFICER PLATFORM

Chair Gordon presented the new officer platform and opened the floor for discussion.

#### Postpandemic Recovery

- Domestic leisure program
- International visitation
- Professional meetings and events

#### Referendum 2025

- Building the foundation

#### Destination Stewardship/ Sustainability and Regional Planning

- Future-proofing the industry

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Motion made by Commissioner Gleason to approve the new officer platforms. Seconded by Vice Chair 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>Bulhan, Shuaib</i>	<i>Y</i>	<i>Gordon, Dan (Chair)</i>	<i>Y</i>
<i>Coker, Julie (Vice Chair of Marketing)</i>	<i>Y</i>	<i>Murray, Carla (Vice Chair of Operations)</i>	<i>Y</i>
<i>Fat, Kevin (Chief Fiscal Officer)</i>	<i>Y</i>	<i>Myers, Dee Dee</i>	<i>Y</i>
<i>Gleason, Robert</i>	<i>Y</i>	<i>Potrock, Ken</i>	<i>Y</i>

### AGENDA ITEMS FOR FUTURE MEETINGS

Chair Gordon opened the floor for future agenda items. There were none.

### PUBLIC COMMENT

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

### ADJOURNMENT

Motion made by Vice Chair Murray to adjourn the meeting. 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>Bulhan, Shuaib</i>	<i>Y</i>	<i>Gordon, Dan (Chair)</i>	<i>Y</i>
<i>Coker, Julie (Vice Chair of Marketing)</i>	<i>Y</i>	<i>Murray, Carla (Vice Chair of Operations)</i>	<i>Y</i>
<i>Fat, Kevin (Chief Fiscal Officer)</i>	<i>Y</i>	<i>Myers, Dee Dee</i>	<i>Y</i>
<i>Gleason, Robert</i>	<i>Y</i>	<i>Potrock, Ken</i>	<i>Y</i>

Meeting was adjourned at 4:35 p.m. Oct. 9, 2023.