

Spring Board Meeting

Virtual | June 6, 2023

March – May 2023 Program Reports

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From the CEO

Dear Board Members,

Visit California's virtual board meeting comes on the heels of a successful California Tourism Month — the annual month-long celebration of our industry's importance to the state and all Californians.

California's tourism industry grew by 32% in 2022 and is poised to set new records for visitor spending, employment, and tax generation this year. Travel spending in 2022 increased to \$134.4 billion across California, a 31.7% increase over 2021 that brought spending 93% of the way to pre-pandemic levels. California's travel sector added 157,000 jobs in 2022, supporting a total 1.1 million workers across the state. Visitor-generated tax revenue for state and local government increased by 21.6% to \$11.9 billion — saving each household \$906 in taxes.

International visitors are returning to California in greater numbers, though the \$17 billion they spent in 2022 is still just 60% of the pre-pandemic peak of \$28 billion. Forecasts indicate international visitor spending will return to 2019 levels by 2025 — a full year earlier than initial projections.

The global marketing program has been focused on continuing to accelerate international recovery. Visit California has been busy reactivating relationships and investing in 13 international markets this spring. Recent months have included a sales and media mission to Canada, a gathering of key buyers from 72 countries at IPW 2023, and a powerhouse group of 13 California travel industry CEOs joined a 100-member delegation for the California Japan Trade Mission, co-led by Lt. Gov. Eleni Kounalakis and Senior Advisor to the Governor and Director of Governor's Office of Business and Economic Development Dee Dee Myers.

Key discussion items and decisions at our meeting include:

Proposed FY23/24 Marketing Work Plan and Budget

The proposed plan explains Visit California's strategy and data-driven allocations, which help DMOs and partners maximize their ROI across the state. The board will consider the FY23/24 budget, including increased international investments to accelerate the lagging recovery.

Ultimate Playground

The board will review an updated conceptual execution leveraging the new brand positioning of California as "The Ultimate Playground."

Colleen Bell

We'll welcome special guest speaker to the meeting — Executive Director of the California Film Commission Colleen Bell — to share insights and ties between the film industry and tourism.

I look forward to seeing you soon.

Dream Big!



Caroline Beteta

President & CEO
Visit California



Minutes

COMMISSION MEETING MINUTES

California Travel and Tourism Commission - March 9, 2023 - SAFE Credit Union Convention Center, Sacramento

CALL TO ORDER

The California Travel and Tourism Commission (CTTC) meeting started at 9:05 a.m. on March 9, 2023, at the SAFE Credit Union Convention Center, Sacramento, with Chair Zanger presiding.

Attendance

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

Motion made by Commissioner Fat to approve the Commission meeting minutes from the Oct. 18, 2022, meeting. Seconded by Commissioner Myers. *Motion unanimously 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>Murray, Carla</i>	<i>Y</i>
<i>Bulhan, Shuaib</i>	<i>Y</i>	<i>Myers, Dee Dee</i>	<i>Y</i>
<i>Burba, Jim</i>	<i>Y</i>	<i>Patel, Sima (Chief Fiscal Officer)</i>	<i>Y</i>
<i>D'Alessandro, Joe (Vice Chair, Marketing)</i>	<i>Y</i>	<i>Potrock, Ken</i>	<i>Y</i>
<i>Dunne, Michael</i>	<i>Y</i>	<i>Singh-Allen, Bobbie</i>	<i>Y</i>
<i>Fat, Kevin</i>	<i>Y</i>	<i>Stocks, Kurt</i>	<i>Y</i>
<i>Gordon, Dan (Vice Chair, Operations)</i>	<i>Y</i>	<i>Strobl, Scott</i>	<i>Y</i>

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<i>Kelliher, John</i>	<i>Y</i>	<i>Tormey, Paul</i>	<i>Y</i>
<i>Loughran, Will</i>	<i>Y</i>	<i>Webster, Benjamin</i>	<i>Y</i>
<i>MacRae, Terry</i>	<i>Y</i>	<i>Zanger, Gene (Chair)</i>	<i>Y</i>
<i>Melhado, Ripton</i>	<i>Y</i>		

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.
- Updates on marketing initiatives and insights from our 12 international market directors.
- Electing new commissioners and board officers.
- A midyear budget revise.
- The Nov. 30 reviewed financials.

Chair Zanger invited Commissioner Fat, chief executive officer of Fat Family Restaurant Group, to provide a destination welcome.

CEO REPORT

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

- I. National Perspective on Tourism and the Economy
 - A. New Federal Deputy Secretary for Travel
 - B. U.S. Travel Association Executive Committee
 - C. Route 66 Centennial Commission
 - D. National Plan for Vacation Day
- II. State Perspective on Tourism and the Economy
 - A. Economic Impact Update
 - B. EDA Subgrants
- III. Current Commission Operations, Action Items and Priorities

GUEST SPEAKER

Chris Thompson, president and CEO of Brand USA, provided a national update.

NOMINATING COMMITTEE UPDATE

Vice Chair Gordon gave a Nominating Committee update.

Vice Chair Gordon opened the floor for discussion, consideration and a vote on the following candidate to fill a passenger rental car vacancy:

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John Sheperdson, senior vice president Operations-West of Avis Budget Group.

Motion made by Commissioner Fat to accept nominee John Sheperdson. Seconded by Commissioner Murray. Motion unanimously 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>Murray, Carla</i>	<i>Y</i>
<i>Bulhan, Shuaib</i>	<i>Y</i>	<i>Myers, Dee Dee</i>	<i>Y</i>
<i>Burba, Jim</i>	<i>Y</i>	<i>Patel, Sima (Chief Fiscal Officer)</i>	<i>Y</i>
<i>D'Alessandro, Joe (Vice Chair, Marketing)</i>	<i>Y</i>	<i>Potrock, Ken</i>	<i>Y</i>
<i>Dunne, Michael</i>	<i>Y</i>	<i>Singh-Allen, Bobbie</i>	<i>Y</i>
<i>Fat, Kevin</i>	<i>Y</i>	<i>Stocks, Kurt</i>	<i>Y</i>
<i>Gordon, Dan (Vice Chair, Operations)</i>	<i>Y</i>	<i>Strobl, Scott</i>	<i>Y</i>
<i>Kelliher, John</i>	<i>Y</i>	<i>Tormey, Paul</i>	<i>Y</i>
<i>Loughran, Will</i>	<i>Y</i>	<i>Webster, Benjamin</i>	<i>Y</i>
<i>MacRae, Terry</i>	<i>Y</i>	<i>Zanger, Gene (Chair)</i>	<i>Y</i>
<i>Melhado, Ripton</i>	<i>Y</i>		

Vice Chair Gordon opened the floor for discussion, consideration and a vote on the following candidate to fill an accommodations vacancy left by Peter Humig's departure:

Reed Kandalaft, regional vice president and general manager of Four Seasons Hotels and Resorts/The Beverly Wilshire.

Motion made by Commissioner Singh-Allen to accept nominee Reed Kandalaft. Seconded by Commissioner Murray. Motion unanimously 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>Murray, Carla</i>	<i>Y</i>
<i>Bulhan, Shuaib</i>	<i>Y</i>	<i>Myers, Dee Dee</i>	<i>Y</i>
<i>Burba, Jim</i>	<i>Y</i>	<i>Patel, Sima (Chief Fiscal Officer)</i>	<i>Y</i>
<i>D'Alessandro, Joe (Vice Chair, Marketing)</i>	<i>Y</i>	<i>Potrock, Ken</i>	<i>Y</i>
<i>Dunne, Michael</i>	<i>Y</i>	<i>Singh-Allen, Bobbie</i>	<i>Y</i>

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<i>Fat, Kevin</i>	<i>Y</i>	<i>Stocks, Kurt</i>	<i>Y</i>
<i>Gordon, Dan (Vice Chair, Operations)</i>	<i>Y</i>	<i>Strobl, Scott</i>	<i>Y</i>
<i>Kelliher, John</i>	<i>Y</i>	<i>Tormey, Paul</i>	<i>Y</i>
<i>Loughran, Will</i>	<i>Y</i>	<i>Webster, Benjamin</i>	<i>Y</i>
<i>MacRae, Terry</i>	<i>Y</i>	<i>Zanger, Gene (Chair)</i>	<i>Y</i>
<i>Melhado, Ripton</i>	<i>Y</i>		

Vice Chair Gordon opened the floor for discussion, consideration and a vote on the following candidates to fill the Executive Committee vacancies:

- **Shuaib Bulhan** of The Hertz Corporation.
- **Peter Clarke** of InterContinental Hotels Group.
- **Robert Gleason** of Evans Hotels.
- **Ken Potrock** of Disneyland Resorts.

Motion made by Commissioner Kelliher to accept all Executive Committee nominees. Seconded by Commissioner Murray. 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>Murray, Carla</i>	<i>Y</i>
<i>Bulhan, Shuaib</i>	<i>A</i>	<i>Myers, Dee Dee</i>	<i>Y</i>
<i>Burba, Jim</i>	<i>Y</i>	<i>Patel, Sima (Chief Fiscal Officer)</i>	<i>Y</i>
<i>D'Alessandro, Joe (Vice Chair, Marketing)</i>	<i>Y</i>	<i>Potrock, Ken</i>	<i>A</i>
<i>Dunne, Michael</i>	<i>Y</i>	<i>Singh-Allen, Bobbie</i>	<i>Y</i>
<i>Fat, Kevin</i>	<i>Y</i>	<i>Stocks, Kurt</i>	<i>Y</i>
<i>Gordon, Dan (Vice Chair, Operations)</i>	<i>Y</i>	<i>Strobl, Scott</i>	<i>Y</i>
<i>Kelliher, John</i>	<i>Y</i>	<i>Tormey, Paul</i>	<i>Y</i>
<i>Loughran, Will</i>	<i>Y</i>	<i>Webster, Benjamin</i>	<i>Y</i>
<i>MacRae, Terry</i>	<i>Y</i>	<i>Zanger, Gene (Chair)</i>	<i>Y</i>
<i>Melhado, Ripton</i>	<i>Y</i>		

Vice Chair Gordon opened the floor for discussion, consideration and a vote on the following candidates to fill the officer vacancies:

- **Julie Coker** of San Diego Tourism Authority for vice chair of Marketing.
- **Kevin Fat** of Fat Family Restaurant Group for chief fiscal officer.

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- **Carla Murray** of Marriott International for vice chair of Operations.

Motion made by Commissioner Kelliher to accept all Executive Committee nominees. Seconded by Commissioner Webster. 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>Murray, Carla</i>	<i>A</i>
<i>Bulhan, Shuaib</i>	<i>Y</i>	<i>Myers, Dee Dee</i>	<i>Y</i>
<i>Burba, Jim</i>	<i>Y</i>	<i>Patel, Sima (Chief Fiscal Officer)</i>	<i>Y</i>
<i>D'Alessandro, Joe (Vice Chair, Marketing)</i>	<i>Y</i>	<i>Potrock, Ken</i>	<i>Y</i>
<i>Dunne, Michael</i>	<i>Y</i>	<i>Singh-Allen, Bobbie</i>	<i>Y</i>
<i>Fat, Kevin</i>	<i>A</i>	<i>Stocks, Kurt</i>	<i>Y</i>
<i>Gordon, Dan (Vice Chair, Operations)</i>	<i>Y</i>	<i>Strobl, Scott</i>	<i>Y</i>
<i>Kelliher, John</i>	<i>Y</i>	<i>Tormey, Paul</i>	<i>Y</i>
<i>Loughran, Will</i>	<i>Y</i>	<i>Webster, Benjamin</i>	<i>Y</i>
<i>MacRae, Terry</i>	<i>Y</i>	<i>Zanger, Gene (Chair)</i>	<i>Y</i>
<i>Melhado, Ripton</i>	<i>Y</i>		

Vice Chair Gordon passed the meeting over to Chair Zanger for the last agenda item.

Chair Zanger opened the floor for discussion, consideration and a vote on the following candidate to fill the chair vacancy by the appointed commissioners:

- **Dan Gordon**, CEO of Gordon Biersch.

Motion made by Chief Fiscal Officer Patel to accept the chair candidate nominee. Seconded by Commissioner Coker. Motion approved.

<i>Commissioner</i>	<i>Vote (Y/N/A)</i>	<i>Commissioner</i>	<i>Vote (Y/N/A)</i>
<i>Burba, Jim</i>	<i>Y</i>	<i>Kelliher, John</i>	<i>Y</i>
<i>D'Alessandro, Joe (Vice Chair, Marketing)</i>	<i>Y</i>	<i>Myers, Dee Dee</i>	<i>Y</i>
<i>Fat, Kevin</i>	<i>Y</i>	<i>Webster, Benjamin</i>	<i>Y</i>

The new officers and Executive Committee terms start July 1, 2023.

PUBLIC AFFAIRS/ 'WHY TRAVEL MATTERS' UPDATE

COMMISSION MEETING MINUTES

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Chair Zanger asked Visit California president and CEO Beteta to provide a public affairs update.

Beteta reported on the following topics:

- I. Legislative Update
- II. Committee on Arts, Entertainment, Sports, Tourism & Internet Media
- III. Snow Summit
- IV. California Tribal Nations Summit
- V. California Tourism Month Preview
- VI. Regional Plans Update

GUEST SPEAKER

Dan Fenton, executive vice president and director of Global Tourism and Destination Development Services for JLL, provided an update on the regional tourism plans.

FINANCIAL REPORT

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

Ed Fahey from Aprio accountancy presented the reviewed financial statements through Nov. 30, 2022.

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

Motion made by Commissioner Potrock to approve the reviewed financial statements ending Nov. 30, 2022. Seconded by Commissioner Murray. 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>Murray, Carla</i>	<i>Y</i>
<i>Bulhan, Shuaib</i>	<i>Y</i>	<i>Myers, Dee Dee</i>	<i>Y</i>
<i>Burba, Jim</i>	<i>Y</i>	<i>Patel, Sima (Chief Fiscal Officer)</i>	<i>Y</i>
<i>D'Alessandro, Joe (Vice Chair, Marketing)</i>	<i>Y</i>	<i>Potrock, Ken</i>	<i>Y</i>
<i>Dunne, Michael</i>	<i>A</i>	<i>Singh-Allen, Bobbie</i>	<i>Y</i>
<i>Fat, Kevin</i>	<i>Y</i>	<i>Stocks, Kurt</i>	<i>Y</i>
<i>Gordon, Dan (Vice Chair, Operations)</i>	<i>Y</i>	<i>Strobl, Scott</i>	<i>Y</i>
<i>Kelliher, John</i>	<i>Y</i>	<i>Tormey, Paul</i>	<i>Y</i>
<i>Loughran, Will</i>	<i>Y</i>	<i>Webster, Benjamin</i>	<i>Y</i>
<i>MacRae, Terry</i>	<i>Y</i>	<i>Zanger, Gene</i>	<i>Y</i>

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		(Chair)	
Melhado, Ripton	Y		

Vice Chair Gordon asked COO Sabbatini to discuss the FY 2022-23 midyear budget revise.

Motion made by Commissioner Murray to approve the proposed FY 2022-23 budget revise. Seconded by Commissioner Kelliher. Motion approved.

Commissioner	Vote (Y/N/A)	Commissioner	Vote (Y/N/A)
Bass, Kevin	Y	Murray, Carla	Y
Bulhan, Shuaib	Y	Myers, Dee Dee	Y
Burba, Jim	Y	Patel, Sima (Chief Fiscal Officer)	Y
D'Alessandro, Joe (Vice Chair, Marketing)	Y	Potrock, Ken	Y
Dunne, Michael	A	Singh-Allen, Bobbie	Y
Fat, Kevin	Y	Stocks, Kurt	Y
Gordon, Dan (Vice Chair, Operations)	Y	Strobl, Scott	Y
Kelliher, John	Y	Tormey, Paul	Y
Loughran, Will	Y	Webster, Benjamin	Y
MacRae, Terry	Y	Zanger, Gene (Chair)	Y
Melhado, Ripton	Y		

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 Vice Chair D'Alessandro. Motion approved.

Commissioner	Vote	Commissioner	Vote
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COMMISSION MEETING MINUTES

California Travel and Tourism Commission - March 9, 2023 - SAFE Credit Union Convention Center, Sacramento

	(Y/N/A)		(Y/N/A)
<i>Bass, Kevin</i>	Y	<i>Murray, Carla</i>	Y
<i>Bulhan, Shuaib</i>	Y	<i>Myers, Dee Dee</i>	Y
<i>Burba, Jim</i>	Y	<i>Patel, Sima (Chief Fiscal Officer)</i>	Y
<i>D'Alessandro, Joe (Vice Chair)</i>	Y	<i>Potrock, Ken</i>	Y
<i>Dunne, Michael</i>	A	<i>Singh-Allen, Bobbie</i>	Y
<i>Fat, Kevin</i>	Y	<i>Stocks, Kurt</i>	Y
<i>Gordon, Dan (Vice Chair)</i>	Y	<i>Strobl, Scott</i>	Y
<i>Kelliher, John</i>	Y	<i>Tormey, Paul</i>	Y
<i>Loughran, Will</i>	Y	<i>Webster, Benjamin</i>	Y
<i>MacRae, Terry</i>	Y	<i>Zanger, Gene (Chair)</i>	Y
<i>Melhado, Ripton</i>	Y		

Meeting was adjourned at 12:45 p.m. March 9, 2023.

MARKETING ADVISORY COMMITTEE MEETING MINUTES

California Travel and Tourism Commission – March 9, 2023 – SAFE Credit Union Convention Center, Sacramento

CALL TO ORDER

The California Travel and Tourism Commission (CTTC) Marketing Advisory Committee meeting was held at 10:43 a.m. on March 9, 2023, at the SAFE Credit Union Convention Center, Sacramento, with Vice Chair Joe D'Alessandro presiding.

Attendance

Marketing Advisory Committee	Roll Call	Marketing Advisory Committee	Roll Call
Allor, Brett	Absent	MacRae, Terry	Present
Baker, Laurie	Absent	Martin, Noreen	Present
Bruni-Perkins, Lynn	Present	Melhado, Ripton	Present
Burba, Jim	Present	Miller, Kelly	Absent
Bulhan, Shuaib	Present	Morris, Jeff	Absent
Burke, Adam	Absent	Murray, Carla	Present
Burress, Jay	Absent	Myers, Dee Dee	Present
Butler, Ilsa	Present	O'Keefe, Rob	Absent
Clarke, Peter	Absent	Orfield, Gary	Absent
Cohen, Ron	Present	Patel, Sima (Chief Fiscal Officer)	Present
Coker, Julie	Absent	Peterson, Matt	Absent
Crum, Sybil	Absent	Potrock, Ken	Present
D'Alessandro, Joe (Vice Chair Marketing)	Present	Quinn, Dennis	Absent
Davison, Chuck	Absent	Rhea, Wes	Absent
Duncan, Sheldon	Present	Rodriguez, Jennifer	Absent
Dunne, Michael	Present	Sherwin, Gary	Absent
Fat, Kevin	Present	Singh-Allen, Bobbie	Present
Fuller, Ed	Absent	Skeoch, Don	Absent
Gallagher, Linsey	Present	Stocks, Kurt	Present
Gamez, Peter	Present	Strobl, Scott	Present
Gleason, Robert	Absent	Testa, Mike	Absent
Gordon, Dan (Vice Chair Operations)	Present	Tormey, Paul	Present
Humig, Peter	Absent	Urdu, John	Present
Janega-Dykes, Kathy	Absent	Vaughn, Birgitt	Absent
Kapich, Kerri	Present	Vecchio, Claudia	Absent
Kelliher, John	Present	Wagner, Julie	Absent
Kerns, Misti	Absent	Webster, Benjamin	Present
Kiely, Tom	Absent	White, Scott	Absent
Klein, Tom	Absent	Wilson, Scott	Absent
LaFortune, John	Present	Wright, Brian	Present
Loughran, Will	Present	Zanger, Gene (Chair)	Present

MARKETING ADVISORY COMMITTEE MEETING MINUTES
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Marketing Advisory Committee	Roll Call	Marketing Advisory Committee	Roll Call
<i>Lynch, Joani</i>	<i>Absent</i>		

Motion made by Commissioner Kelliher to approve the Marketing Advisory Committee minutes from the Oct. 18, 2022, meeting. Seconded by Commissioner Fat. *Motion unanimously approved.*

Marketing Advisory Committee	Vote (Y/N/A)	Marketing Advisory Committee	Vote (Y/N/A)
<i>Bruni-Perkins, Lynn</i>	Y	<i>MacRae, Terry</i>	Y
<i>Burba, Jim</i>	Y	<i>Martin, Noreen</i>	Y
<i>Bulhan, Shuaib</i>	Y	<i>Melhado, Ripton</i>	Y
<i>Butler, Ilsa</i>	Y	<i>Murray, Carla</i>	Y
<i>Cohen, Ron</i>	Y	<i>Myers, Dee Dee</i>	Y
<i>D'Alessandro, Joe (Vice Chair)</i>	Y	<i>Patel, Sima (Chief Fiscal Officer)</i>	Y
<i>Duncan, Sheldon</i>	Y	<i>Potrock, Ken</i>	Y
<i>Dunne, Michael</i>	Y	<i>Singh-Allen, Bobbie</i>	Y
<i>Fat, Kevin</i>	Y	<i>Stocks, Kurt</i>	Y
<i>Gallagher, Linsey</i>	Y	<i>Strobl, Scott</i>	Y
<i>Gamez, Peter</i>	Y	<i>Tormey, Paul</i>	Y
<i>Gordon, Dan (Vice Chair)</i>	Y	<i>Urdu, John</i>	Y
<i>Kapich, Kerri</i>	Y	<i>Webster, Benjamin</i>	Y
<i>Kelliher, John</i>	Y	<i>Wright, Brian</i>	Y
<i>LaFortune, John</i>	Y	<i>Zanger, Gene (Chair)</i>	Y
<i>Loughran, Will</i>	Y		

CEO MARKETING REPORT

Vice Chair D'Alessandro gave an update on industry touchpoints and collaborations. He reminded the committee of the officer platforms and provided an update on Visit California's global brand budget.

Visit California President and CEO Caroline Beteta reported on the marketing environment and gave an update on the FY23/24 Strategic Framework, the upcoming Japan Trade Mission and brand tarnish.

The managing directors of Visit California's international offices provided market-specific updates.

Visit California Vice President of Marketing Lynn Carpenter provided a global media update, including updates on the new family and road trip spots and the new "California Road Trips" guide.

MARKETING ADVISORY COMMITTEE MEETING MINUTES

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Visit California Associate Vice President of Global Marketing Leona Reed provided a travel trade update, including updates on 2023 IPW, Road to IPW 2024 in Los Angeles and Visit California's Professional Meetings and Events strategy.

Visit California Vice President of Communications Ryan Becker provided an earned media update, including updates on Visit California's influencer strategy, Visit Native California video series and upcoming broadcast integrations.

Finally, CEO Beteta presented the 23/24 preliminary marketing plan and budget. Vice Chair D'Alessandro opened it up for questions/comments on the plan and there were none.

AGENDA ITEMS FOR FUTURE MEETINGS

Vice Chair D'Alessandro opened the floor up for future agenda items. There were none.

PUBLIC COMMENT

Vice Chair D'Alessandro opened the floor up for public comment. There were no public comments.

ADJOURNMENT

Motion made by Commissioner Murray to adjourn the Marketing Advisory Committee meeting. Seconded by Commissioner Potrock. *Motion unanimously approved.*

Marketing Advisory Committee	Vote (Y/N/A)	Marketing Advisory Committee	Vote (Y/N/A)
<i>Bruni-Perkins, Lynn</i>	Y	<i>MacRae, Terry</i>	Y
<i>Burba, Jim</i>	Y	<i>Martin, Noreen</i>	Y
<i>Bulhan, Shuaib</i>	Y	<i>Melhado, Ripton</i>	Y
<i>Butler, Ilsa</i>	Y	<i>Murray, Carla</i>	Y
<i>Cohen, Ron</i>	Y	<i>Myers, Dee Dee</i>	Y
<i>D'Alessandro, Joe (Vice Chair)</i>	Y	<i>Patel, Sima (Chief Fiscal Officer)</i>	Y
<i>Duncan, Sheldon</i>	Y	<i>Potrock, Ken</i>	Y
<i>Dunne, Michael</i>	Y	<i>Singh-Allen, Bobbie</i>	Y
<i>Fat, Kevin</i>	Y	<i>Stocks, Kurt</i>	Y
<i>Gallagher, Linsey</i>	Y	<i>Strobl, Scott</i>	Y
<i>Gamez, Peter</i>	Y	<i>Tormey, Paul</i>	Y
<i>Gordon, Dan (Vice Chair)</i>	Y	<i>Urdi, John</i>	Y
<i>Kapich, Kerri</i>	Y	<i>Webster, Benjamin</i>	Y

MARKETING ADVISORY COMMITTEE MEETING MINUTES

California Travel and Tourism Commission – March 9, 2023 – SAFE Credit Union Convention Center, Sacramento

<i>Kelliher, John</i>	<i>Y</i>	<i>Wright, Brian</i>	<i>Y</i>
<i>LaFortune, John</i>	<i>Y</i>	<i>Zanger, Gene (Chair)</i>	<i>Y</i>
<i>Loughran, Will</i>	<i>Y</i>		

Meeting was adjourned at 12:29 p.m., March 9, 2023.

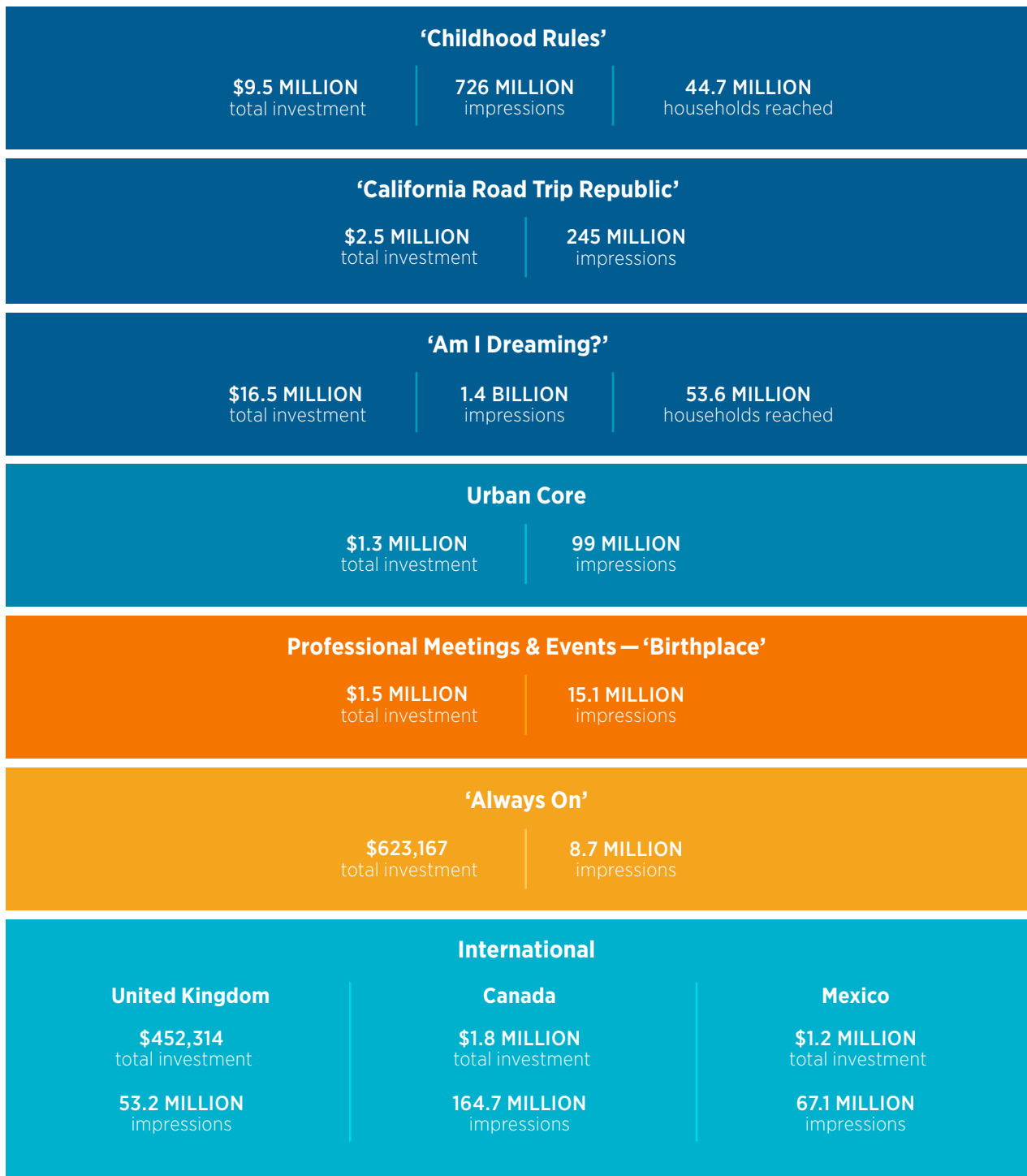


PROGRAM SUMMARY

Program Highlights

Visit California's robust program of work shined bright this period as consumer marketing hit airwaves for spring flights domestically and internationally. Events brought further awareness to the latest Golden State updates domestically while the return of international missions signaled an important milestone in the recovery of international travel.

Key successes are represented with the opportunity to learn more through interactive QR Codes throughout the report.



International Brand Launch

Marking a significant milestone in the return to normalcy, Visit California resumed B2C paid advertising this spring in tier 1 markets Mexico, Canada and the U.K. These campaigns boost brand awareness and inspire trip planning to the Golden State.



Scan to read more.

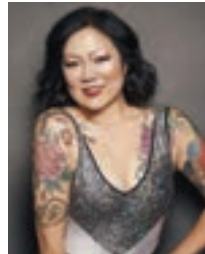
Celebrity Partnerships

Jessica Alba



A Pomona native, the actress and owner of the Honest Company, graced the cover of the official 2023 “California Visitor’s Guide.” Inside she talks about growing up in California enjoying authentic farm-to-table Mexican fare, running a company while being a mom, and her love of California beaches.

Margaret Cho



The out and hilarious stand-up comedian is part of the celebrity roundup in the California Road Trips 2023 publication expressing her love of the drive from Los Angeles to her hometown of San Francisco, where she enjoys strolling upper Haight Street.

Anthony Anderson



A Compton native, Anderson is best known for his lead role in the television sitcom Black-ish and as a regular celebrity judge on Iron Chef. He appeared in the celebrity roundup in the 2023 issue of California Road Trips and was featured in the Visit California ad “Am I Dreaming?”

Francis Ford Coppola



The five-time Academy Award-winning director appears in the California Road Trips 2023 guide, where he discusses his perfect road trip — driving from his Napa winery winding his way over to Sonoma county.

Blake Anderson



One of the co-creators and stars of the popular Comedy Central show Workaholics, the Sacramento native was a guest on the Visit California podcast where he spilled his favorite places to eat and drink in southern California and the San Francisco Bay Area.

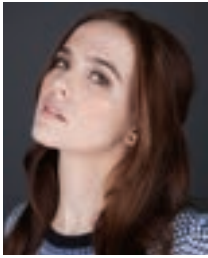
Brandon Crawford



The San Francisco Giants’ shortstop and San Francisco Bay Area native appeared in the Visit California ad “Am I Dreaming?” as a larger than life version of himself soaring over the Golden Gate Bridge to catch a ball.

Celebrity Partnerships (CONTINUED)

Zoey Deutch



The L.A.-based actress daughter of director Howard Deutch and actress Lea Thompson appears in California Road Trips 2023 magazine avowing her love of the Madonna Inn, Big Sur, and Joshua Tree National Park.

Mario Lopez



The Chula Vista-born Lopez, host of TV entertainment shows Extra and Access Hollywood, appeared in the “Am I Dreaming?” ad cruising down a California coastal highway in a red convertible.

Tony Hawk



Tony Hawk is a professional skateboarder, burgeoning restaurateur, and owner of the skateboard company Birdhouse. Born in Carlsbad, Hawk was featured on the Visit California podcast talking all things San Diego.

Cheech Marin



One half of the famed Cheech and Chong comedy duo, the South Los Angeles-born actor appears in the California Road Trips 2023 magazine discussing his love of the Golden State's deserts.

Craig Kilborn



Kilborn, The former host of The Late Late Show and The Daily Show, is a twofer, appearing on the podcast sharing how he's enjoying his laid-back California lifestyle these days, a topic he explores on his own podcast, The Life Gorgeous. Additionally, Kilborn appears in the Road Trips 2023 magazine touting Northern California, especially Carmel-by-the-Sea.

Jet Tila



Tila, the chef/owner of The Charleston and Pakpao Thai restaurants in L.A., is included in the California Road Trips 2023 guide. He loves driving up to quaint Yountville in the Napa Valley to load up on Model Bakery English muffins, go wine tasting, and cap the evening with an elevated meal at Thomas Keller's French Laundry.

Dwayne Wade



The three-time NBA champion graces the cover of the California Road Trips 2023 magazine, in which he discusses his love of his Ford Bronco, his Napa Valley vineyard, and his wife, actress Gabrielle Union and their five kids.

Alice Waters



The chef and owner of famed Chez Panisse in Berkeley and the godmother of modern California cuisine, Waters discussed how much she enjoys driving the back roads of Marin searching the rolling hills for the perfect picnic spot.

Matt Walsh



One of the founders of The Upright Citizens Brigade skit comedy troupe and Veep series regular, Walsh loves to drive to the Santa Barbara coast with his wife and three kids for some weekend glamping, he recounts in the California Road Trips 2023 guide.

Brooke Williamson



The L.A. celebrity chef appeared recently on the Visit California podcast giving a tour of her Playa del Rey restaurant Playa Provisions and talking all things SoCal.

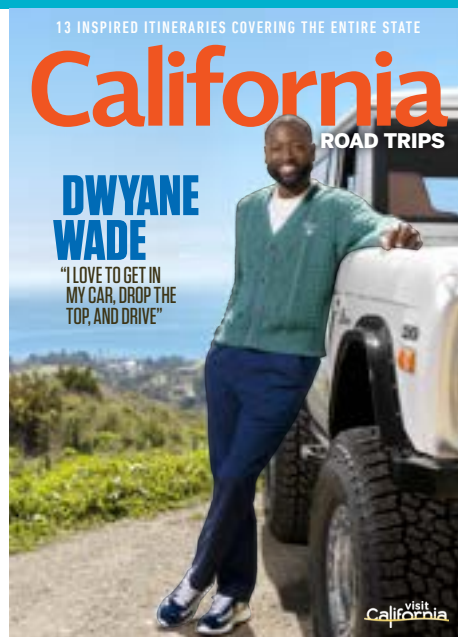
Key Milestones MARCH 1 – MAY 30, 2023

2023-2024 Road Trips Guide Now Available

Visit California's 2023 California Road Trips guide spotlights 13 new itineraries showcasing the Golden State's diverse landscapes, world-class cities and hidden gems, with basketball legend Dwayne Wade gracing the cover. Tourism organizations can bulk order copies at no cost.



[Scan to read more.](#)



MARCH 11-15, 2023

Japan CEO Mission

Visit California and a powerhouse group of California travel industry CEOs joined a 100-member delegation for the California Japan Trade Mission.



[Scan to read more.](#)



APRIL 24-27, 2023

Canada Sales & Media Mission 2023

A Canada Sales and Media Mission took place April in the historic town of Niagara-on-the-Lake, located an hour-and-a-half outside of Toronto.



[Scan to read more.](#)

International Leveraged Media Co-op

Visit California partnered with Brand USA to provide leveraged opportunities with leading media and travel platforms in an effort to further reach top tier international markets.



[Scan to read more.](#)

APRIL 26-27, 2023

'Meet What's Possible' Road Shows

The "Meet What's Possible" road show tour continued with stops in Denver and Seattle this spring. These events provide partners opportunities to connect one on one with professional meeting planners in their respective markets.



[Scan to read more.](#)



MAY 2023

California Tourism Month

This year, Visit California and California's tourism industry are celebrating the ongoing strength and resilience of California's travel industry.



[Scan to read more.](#)



MAY 4, 2023

Los Angeles Media Event

In May, media and influencers based in the greater Los Angeles area joined 41 destination and attraction partners at Visit California's Spring 2023 Los Angeles Media Reception on the Dolby Terrace of the Academy Museum of Motion Pictures. The event was attended by 77 top-tier media, including 12 influencers and seven international media.



[Scan to read more.](#)



MAY 20-24, 2023

2023 IPW in San Antonio

California delegates arrived in Texas for IPW 2023. The three-day powerhouse networking event, including a popup California Cafe featuring destination partners, a press conference, and a California Caucus that united all partners ahead of a busy week of appointments.



[Scan to read more.](#)

Newsroom

For additional program recaps and ongoing updates, visit the Newsroom page of Visit California's industry website, industry.VisitCalifornia.com



Scan to read more.



PROGRAM SUMMARY

Resources

To help industry partners navigate a volatile tourism landscape, Visit California shared regular reports and forecasts at **[industry.VisitCalifornia.com/research](https://industry.visitcalifornia.com/research)**. These include timely reports on lodging, air travel, international markets, visitor origin, pandemic recovery and consumer sentiment.

Research Resources and Initiatives

Available via Industry Site

[industry.VisitCalifornia.com/Research](https://industry.visitcalifornia.com/research)

Updated Monthly

RECOVERY RESEARCH DASHBOARD

The monthly dashboard tracks the status of California and the tourism industry's recovery across key public health, travel, economic and consumer indicators.

New reporting in the dashboard includes:

AIRPORT TRAFFIC

This report includes total domestic and international passenger traffic from California's 10 busiest airports.

LODGING REPORT

Monthly STR report with key lodging metrics (occupancy, ADR and RevPar) and year-to-date changes for the state and 12 tourism regions.

OVERSEAS AND MEXICO AIR ARRIVALS AT CALIFORNIA POE AND FIA

A monthly summary from the National Travel and Tourism Office of nonresident arrivals at California ports of entry and arrivals indicating California as their first intended address.

Updated Quarterly

VISITATION AND SPEND FORECAST

A Tourism Economics forecast of visitation and traveler spending in California with a five-year outlook for the state. Includes international spend and visitor forecast for 14 markets.

VISITATION AND SPEND FORECAST

This Tourism Economics report contains forecasts of visitation and traveler spending in California with a five-year outlook for the state. Includes international spend and visitor forecast for 14 markets.

REGIONAL LODGING FORECAST

This Tourism Economics report is a lodging forecast through 2024 of key indicators, including supply, demand, occupancy, average daily rate, revenue per available room and revenue for California and California regions.

DOMESTIC VISITOR PROFILES

The report analyzes overnight domestic visitors to California's tourism regions using Near's mobile location data and lodging data from STR and AirDNA. The profiles report hotel and vacation rental demand by region and the share of visitors by origin market (in-state, Western, rest of U.S.), states and metro markets.

INTERNATIONAL MARKET PROFILES

Profiles on each of Visit California's 14 international markets. Reports include visitor spending forecasts, nonresident arrivals at ports of entry, airlift to California, and consumer sentiment and travel intent/behavior from YouGov's Global Travel Profiles tracking service.

INTERNATIONAL TRACKING STUDY

This quarterly analysis of consumer sentiment in California's top international markets summarizes consumer intent to visit California, anticipated timing of future visitation, competitive context, brand health and barriers to travel.

Research Studies and Initiatives

- U.S. Tracking Study (ongoing)
- Wildfire Research (ongoing/biannual)
- Resident Sentiment Study to support Strategic Tourism Regional Plans
- Water Usage Study
- Visit California U.K. Return on Ad Spend Study
- Visit California Canada ROAS Study
- Visit California Domestic ROAS Study
- California Brand Platform Research: Dream Big 3.0
- Multicultural Travelers Insights Report
- Creative Testing: Childhood Rules
- TikTok Co-op Study

Industry Communications

Access industry resources, submit content and subscribe to emails at industry.VisitCalifornia.com

Topical Industry Emails

Subscribe to stay up to date on Visit California programs and receive timely insights on the tourism ecosystem.

- CEO Update
- Insights newsletter
- PR updates, events and calls for content
- Travel Trade newsletter
- Public meeting notices

Submit Content

Be part of the California story and submit ideas for free exposure on a global scale. More than 80% of content submitted is placed across digital and print-owned channels.



Follow VisitCANews on Social Media



Upcoming Events

June 2023

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
28	29	30	31	1 Santa Rosa Welcome Center Open House	2	3
4	5	6 Virtual Spring Board Meeting	7 Central Coast Destination Mixer	8	9	10
	International Luxury Travel Market + Proud Trade Show, Los Angeles					
11	12	13	14	15	16	17
	Global Influencer Advisory Board Meeting, Mammoth Lakes					
	Professional Meetings & Events World Education Congress					
	Travel & Tourism Research Association Annual International Conference, St. Louis					
18	19	20	21	22	23	24
	ILTM Singapore					
	Europe CEO Mission, London & Paris					
25	26	27	28	29	30	1

July 2023

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
25	26	27	28	29	30	1
2	3	4	5	6	7	8
9	10	11 California Welcome Center Grand Opening, Ukiah	12	13	14	15
16	17	18	19 California Welcome Center Grand Opening, Modesto	20	21	22
23	24 Cvent Connect (PME)	25	26	27	28	29
30	31					

August 2023

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
30	31	1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
→ Virtuoso Travel Week						
20	21	22	23	24	25	26
27	28	29	30	31	1	2

September 2023

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
27	28	29	30	31	1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
			Destination Mixer			
17	18	19	20	21	22	23
			CalTravel Summit			
			International Luxury Travel Market North America			
24	25	26	27	28	29	30
			Connections Luxury, London			

Upcoming Events (CONTINUED)

October 2023

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
1	2	3	4	5	6	7
8	9	10 Fall Board Meeting, San Jose	11	12	13	14
15	16 Brand USA Travel Week: CEO Summit, London	17 Brand USA Travel Week: Media Forum, London	18 Brand USA Travel Week, London	19	20	21
22 California Luxury Forum, West Hollywood	23	24	25	26	27	28
29	30	31	1	2	3	4

Visit California Commission

Board members are travel and tourism industry leaders representing various regions and industry categories. They are elected by their peers or appointed to serve on behalf of the governor.

As of April 2023

OFFICERS

GENE ZANGER

Chair
Partner
Casa de Fruta Parkway, LLC

DAN GORDON

Vice Chair of Operations
CEO
Gordon Biersch

JOE D'ALESSANDRO

Vice Chair of Marketing
President & CEO
San Francisco Travel

SIMA PATEL

Chief Fiscal Officer
CEO
Ridgmont Hospitality

BOARD MEMBERS

KEVIN BASS

*General Manager/
Vice President*
Enterprise Holdings

SHUAIB BULHAN

*Vice President,
North Pacific Operations*
The Hertz Corporation

JIM BURBA

Co-founder
Burba Hotel Network

PETER CLARKE

*Vice President –
CMH Operations West*
InterContinental Hotels Group

RON COHEN

President & COO
Mammoth & June
Mountain Ski Areas

JULIE COKER

President & CEO
San Diego Tourism

MICHAEL DUNNE

*Area Vice President
of Operations, West*
Hilton Worldwide

KEVIN FAT

CEO
Fat Family Restaurant Group

ROBERT GLEASON

President & CEO
Evans Hotels

REED KANDALAFT

*Regional Vice President
& General Manager*
Four Seasons Hotels
& Resorts/Beverly Hills

JOHN KELLIHER

Founder
Grapeline Wine Tours

TOM KLEIN

Owner
Rodney Strong
Wine Estates

WILLIAM LOUGHRAN

President
Evolution Hospitality

TERRY MACRAE

Executive Chairman
Hornblower Group

RIPTON MELHADO

*Senior Vice President,
Field Operations*
Hyatt Corporation

CARLA MURRAY

*President, U.S. Western
Region, Full Service MxM*
Marriott International

DEE DEE MYERS

Senior Advisor and Director
Governor's Office of
Business and Economic
Development

KEN POTROCK

President
Disneyland Resorts

JOHN SHEPERDSON

*Vice President,
Northwest Region*
Avis Budget Group, Inc.

BOBBIE SINGH-ALLEN

*Executive Vice President
& COO*
California Lodging
Industry Association

KURT STOCKS

President/General Manager
LEGOLAND and
California Resort

SCOTT STROBL

*Executive Vice President
& General Manager*
Universal Studios
Hollywood

PAUL TORMEY

*Regional Vice President
& General Manager*
California Region
AccorHotels

BENJAMIN WEBSTER

Office Managing Shareholder
Littler Mendelson PC

SCOTT WHITE

President & CEO
Visit Greater Palm Springs

Visit California Committees

Marketing Advisory Committee

The Marketing Advisory Committee (MAC) sits between the Board of Directors and the individual marketing channel and program committee structure. The MAC is comprised of 65 individuals who represent a balanced cross-section of geographies and travel industry segments. This committee's purpose is to review the marketing plan, progress, return on investment, and effectiveness of the Visit California marketing program. All committees are industry-led with the intent to guide Visit California programs to produce the most effective and direct means of raising California's overall marketing impact.

GENE ZANGER

Chair
Partner
Casa de Fruta Parkway, LLC

BRETT ALLOR

Senior Director, Marketing Strategy & Research
San Francisco Travel

LAURIE BAKER

CEO
Shasta Cascade
Wonderland Association

KEVIN BASS

General Manager/ Vice President
Enterprise Holdings

LYNN BRUNI-PERKINS

Executive Vice President & Chief Marketing Officer
San Francisco Travel

SHUAIB BULHAN

Vice President, North Pacific Operations
The Hertz Corporation

JIM BURBA

Co-Founder
Burba Hotel Network

ADAM BURKE

CEO
Los Angeles Tourism
& Convention Board

JAY BURRESS

President & CEO
Visit Anaheim

ILSA BUTLER

Chief Marketing Officer
Evans Hotels

PETER CLARKE

Vice President - CMH Operations West
InterContinental Hotels Group

RON COHEN

President & Chief Operating Officer
Mammoth & June Mountain
Ski Areas

JULIE COKER

President & CEO
San Diego Tourism Authority

SYBIL CRUM

Vice President Marketing & Commercial Strategy
Disneyland Resort

JOE D'ALESSANDRO

President & CEO
San Francisco Travel

CHUCK DAVISON

President & CEO
Visit SLO CAL

SHELDON DUNCAN

Senior Vice President, Marketing & Brand Management
NBCUniversal Media, LLC

MICHAEL DUNNE

Area Vice President of Operations, West
Hilton Worldwide

KEVIN FAT

CEO
Fat Family Restaurant Group

ED FULLER

President & CEO
Laguna Strategic Advisors

LINSEY GALLAGHER

President
Visit Napa Valley

PETER GAMEZ

President & CEO
Visit Oakland

ROBERT GLEASON

President & CEO
Evans Hotels

DAN GORDON

CEO
Gordon Biersch

KATHERINE

JANEGA-DYKES
President & CEO
Visit Santa Barbara

REED KANDALAFT

Regional Vice President & General Manager
Four Seasons Hotels & Resorts/
Beverly Hills

KERRI KAPICH

Chief Operating Officer
San Diego Tourism Authority

JOHN KELLIHER

Founder
Grapeline Wine Tours

MISTI KERNS

President & CEO
Santa Monica Travel & Tourism

TOM KIELY

President & CEO
Visit West Hollywood

TOM KLEIN

Owner
Rodney Strong Wine Estates

JOHN LAFORTUNE

President & CEO
Team San Jose

WILLIAM LOUGHRAN

President
Evolution Hospitality

JOANI LYNCH

Vice President of Marketing & Sales
Mammoth Mountain Ski Area

TERRY MACRAE

Executive Chairman
Hornblower Group

NOREEN MARTIN

Chairman
Martin Resorts, Inc.

RIPTON MELHADO

Senior Vice President Field Operations
Hyatt Corporation

KELLY MILLER

President & CEO
Visit Huntington Beach

JEFF MORRIS

Chief Marketing Officer
Visit West Hollywood

CARLA MURRAY

President, U.S. Western Region, Full Service MxM
Marriott International

DEE DEE MYERS

Senior Advisor and Director
Governor's Office of Business
& Economic Development

ROB O'KEEFE

President & CEO
Monterey County Convention
& Visitors Bureau

GARY ORFIELD

Director of Tourism Development
Visit Greater Palm Springs

SIMA PATEL

CEO
Ridgemont Hospitality

MATT PETERSON

Senior Director of Marketing
Palisades Tahoe

KEN POTROCK

President
Disneyland Resorts

DENNIS QUINN

Senior Vice President, Sales
Universal Studios Hollywood

WES RHEA

CEO
Visit Stockton

JENNIFER RODRIQUEZ

General Manager
The Outlets at Barstow

JOHN SHEPARDSON

Vice President, Northwest Region
Avis Budget Group, Inc.

GARY SHERWIN

President & CEO
Visit Newport Beach

BOBBIE SINGH-ALLEN

Executive Vice President & Chief Operating Officer
California Lodging Industry
Association

DON SKEOCH
Chief Marketing Officer
Los Angeles Tourism
& Convention Board

KURT STOCKS
President/General Manager
LEGOLAND California Resort

SCOTT STROBL
Executive Vice President
& General Manager
Universal Studios Hollywood

MIKE TESTA
President & CEO
Visit Sacramento

PAUL TORMEY
Regional Vice President
& General Manager
California Region
AccorHotels

JOHN URDI
Executive Director
Mammoth Lakes Tourism

BIRGITT VAUGHN
Director of Global
Media Relations
Sonoma County Tourism

CLAUDIA VECCHIO
Chief Executive Officer
Sonoma County Tourism

BENJAMIN WEBSTER
Office Managing Shareholder
Littler Mendelson PC

SCOTT WHITE
President & CEO
Visit Greater Palm Springs

SCOTT WILSON
President & CEO
Visit Temecula Valley

BRIAN WRIGHT
Director of Marketing
Mammoth Lakes Tourism

Brand & Content

The Brand & Content committee reviews Visit California's consumer marketing programs, providing feedback to ultimately put forth to the Marketing Advisory Committee. This committee helps determine how Visit California can collaborate with industry partners to enhance their marketing efforts.

JEFF MORRIS
Chair
Vice President, Global
Marketing Communications
Visit West Hollywood

EMILY BIRD
Senior Director Field Marketing
Marriott International

ILSA BUTLER
Vice Chair
Chief Marketing Officer
Evans Hotels

LYNN BRUNI-PERKINS
Executive Vice President
& Chief Marketing Officer
San Francisco Travel

CATHY CARTIER
Chief Marketing Officer
Visit SLO CAL

ANDY CHAPMAN
President & CEO
Travel North Tahoe

BRIAN CHUAN
Senior Director of International
& Domestic Markets
South Coast Plaza

SYBIL CRUM
Vice President, Marketing
& Commercial Strategy
Disneyland Resort

CHUCK DAVISON
President & CEO
Visit SLO CAL

SHELDON DUNCAN
Senior Vice President,
Marketing & Brand
Management
NBCUniversal Media, LLC

LINSEY GALLAGHER
President
Visit Napa Valley

OMARK HOLMES
Chief Marketing Officer
Visit Huntington Beach

JAMES LIM
Senior Vice President
Sunland RV Resort

DAVID MILLER
Chief Marketing Officer
San Diego Zoo Wildlife Alliance

JULIE MINO
President & CEO
Visit Oxnard

TODD O'LEARY
Vice President, Marketing
& Communications
Sonoma County Tourism

SUE O'SHEA
Senior Director of Marketing
Visit Anaheim

COLLEEN PACE
Chief Marketing Officer
Visit Greater Palm Springs

JULIE PASTOR
Head of Marketing
LEGOLAND California Resort

DON SKEOCH
Chief Marketing Officer
Los Angeles Tourism
& Convention Board

DIANE STRACUZZI
Vice President of Marketing
Pebble Beach Company

JOHN URDI
Executive Director
Mammoth Lakes Tourism

Visit California Committees (CONTINUED)

California Welcome Center

This group is comprised of representatives from each location, meets regularly to discuss and make decisions on the improvement of the California Welcome Center Program, including program expansion, goals and internal analysis.

Jennifer Rodriguez
Chair
General Manager
The Outlets At Barstow

BRIAN WRIGHT
Vice Chair
Director of Marketing
Mammoth Lakes Tourism

KATHIE AMMAR
Executive Director
Desert Regional Tourism
Agency

JOAQUIN BAENA
Marketing Director
Global Marketing & Sales, Inc.

LAURIE BAKER
CEO
Shasta Cascade
Wonderland Association

MATT BEUROIS
Director of Operations
& Marketing
Desert Regional
Tourism Agency

SUSAN CHILDERS
Visitor Service Manager
Visit Gilroy

PAUL CROUCH
Welcome Center Manager
Outlets at San Clemente

CYNTHIA EASEY
Tourism Specialist
Citadel Outlets

APRIL GALLUP
Property Manager
& Marketing Director
Cabazon Outlets

LESLEE GAUL
President & CEO
Visit Oceanside

SCOTT GENTNER
President & CEO
Pier 39

RUTH GERESY
CWC Manager/
Executive Assistant
Truckee Donner Chamber
of Commerce

ANDREY GORBACHENKO
Destination Services/
CWC Manager
Greater Ontario Convention
& Visitors Bureau/Ontario
Convention Center

ROBERT HASWELL
Executive Director
Placer County Visitors Bureau

DEBBIE HAYS
Sales & Community Relations
Discover Torrance Visitors
Bureau

SUSAN JENNRICH
General Manager
Outlets At San Clemente

FRANK JOHNSON
Executive Director
Visit Gilroy

CRAIG KAUFMAN
Executive Director
Salinas Valley Tourism
& Visitors Bureau

MEGAN LEININGER
CWC Manager
South County Chambers
of Commerce

DEBBIE MANNING
President & CEO
El Dorado Hills Chamber
of Commerce

LISA MAY
Shasta Cascade
Wonderland Association

TIFFANY MCKENZIE
Director of Marketing
Placer County Visitors Bureau

SUE OXARART
Director of Marketing
& Communications
Greater Ontario Convention
& Visitors Bureau/Ontario
Convention Center

ALEX PACE
Director
Global Marketing & Sales, Inc.

ANAND PATEL
President & CEO
Fairfield Convention
& Visitors Bureau

JESSICA PENMAN
President & CEO
Truckee Donner Chamber
of Commerce

MANNY PEREIDA
Manager of Administration
& Customer Service
Citadel Outlets

LYDIA PETROFF
Visitor Service Manager
Visit Oceanside

NICOLE RITTHALER
Head of On-Street Sales
Big Bus Tours

BARBARA SCOTT-BLAKELY
Manager
The Outlets At Barstow

JOHN URDI
Executive Director
Mammoth Lakes Tourism

CEO Destination Council

As an executive of a California DMO, this industry working group will meet 2-3 times a year to discuss key topics going on in the travel industry and to ideate on best practices. This group will also provide strategic support and direction for Visit California's overall marketing program of work.

ADAM BURKE

CEO
Los Angeles Tourism
& Convention Board

JAY BURRESS

President & CEO
Visit Anaheim

JULIE COKER

President & CEO
San Diego Tourism Authority

JOE D'ALESSANDRO

President & CEO
San Francisco Travel

CHUCK DAVISON

President & CEO
Visit SLO CAL

LINSEY GALLAGHER

President
Visit Napa Valley

PETER GAMEZ

President & CEO
Visit Oakland

KATHERINE JANEGA-DYKES

President & CEO
Visit Santa Barbara

MISTI KERNS

President & CEO
Santa Monica Travel & Tourism

TOM KIELY

President & CEO
Visit West Hollywood

JOHN LAFORTUNE

President & CEO
Team San Jose

KELLY MILLER

President & CEO
Visit Huntington Beach

GARY SHERWIN

President & CEO
Visit Newport Beach

MIKE TESTA

President & CEO
Visit Sacramento

JOHN URDI

Executive Director
Mammoth Lakes Tourism

CLAUDIA VECCHIO

CEO
Sonoma County Tourism

JULIE WAGNER

CEO
Beverly Hills Conference
& Visitors Bureau

SCOTT WHITE

President & CEO
Visit Greater Palm Springs

SCOTT WILSON

President & CEO
Visit Temecula Valley

Content & Digital

Through strategic support and collaboration, the Content and Digital Committee will help steer Visit California's consumer facing content marketing efforts and owned channel distribution network.

BRENT BERNASCONI

Social Media Manager
San Diego Tourism Authority

SONYA BRADLEY

Chief of Diversity,
Equity & Inclusion
Visit Sacramento

HILARY FEUTZ

Associate Director
of Communications
Terranea Resort

BILL KARZ

Vice President,
Digital Marketing
Los Angeles Tourism
& Convention Board

JOYCE KIEHL

Director of Communications
Visit Greater Palm Springs

WESLEY KIRKPATRICK

Communication Specialist,
Social Media
Visit Anaheim

KATHLEEN KUBOTA

Director of Marketing
Town and Country

KRYSTAL KUSMIERUK

Digital Marketing Manager
Visit Greater Palm Springs

JOSE LUCIANO

Operations Manager
Sonoma Valley Visitors Bureau

JESSYLYNN PERKINS

Director of Digital Marketing
& Content Development
Visit Santa Barbara

WES RHEA

CEO
Visit Stockton

DAN ROSENBAUM

Director, Global Digital
Marketing
San Francisco Travel

MICHAEL WARBURTON

Director, Parkwide
Communications
Balboa Park Cultural
Partnership

Visit California Committees (CONTINUED)

International

This group is comprised of industry partners from destinations, hotels and attractions and monitors all economic and other influences on California's international marketing efforts and will constantly evaluate the impact of the Visit California international program.

GARY ORFIELD

*Chair
Director of Tourism
Development
Visit Greater Palm Springs*

ANNIE ALLEN

*Vice President of Global
Tourism Sales
CityPass, Inc.*

PEPE AVILA

*Senior Director,
Tourism Development
Visit Anaheim*

BENJAMIN EASTMAN

*Director of Tourism
Development
San Diego Tourism Authority*

ED FULLER

*President & CEO
Laguna Strategic Advisors*

MARIA GUTIERREZ-WINDER

*Vice President of Sales
SeaWorld San Diego*

MICHELLE ISRAEL

*Vice President of
Sales & Membership
San Diego Zoo
Wildlife Alliance*

SEAN KELIHOLOKAI

*Vice President of
Business Development
Visit West Hollywood*

MILLIE MATZ

*Director of Sales & Marketing
Santa Barbara Hotel Group*

TODD MISTUHATA

*Director of Global
Business Development
Santa Monica Convention
& Visitors Bureau*

MICHAEL PARR

*Vice President,
International Sales
Wente Vineyards
Vineyard Tasting Room*

KATHRYN SMITS

*Senior Vice President,
Global Tourism Development
Los Angeles Tourism
& Convention Board*

LINDSEY STEVENS

*Director of Marketing
Communications
Monterey County
Convention &
Visitors Bureau*

PERCY STEVENS

*Director of Travel Trade
Sonoma County Tourism*

NICKY TANG

*Asia Pacific Sales Director
Disneyland Resort*

JEFF VAN LANGEVELD

*Vice President, Marketing
& Sales International
Walt Disney World,
Disneyland Resort, Disney
Cruise Line & Aulani*

MICHAEL VANDERHURST

*Director of International
Mammoth Lakes Tourism*

PR Committee

The Public Relations Committee features destination and tourism business partners who provide valuable feedback on Visit California's earned media strategies and crisis response planning.

BIRGITT VAUGHAN

*Director of Public Relations
Sonoma County Tourism*

STEPHEN ANDREWS

*Vice President of
Marketing & Sales
Passport Resorts*

PAUL GARCIA

*Director of Communications
San Diego Tourism Authority*

SCOTT GEDIMAN

*Public Affairs Officer
Yosemite National Park*

CHRISTINA GLYNN

*Communications Director/
Film Commissioner
Visit Santa Cruz County*

BRITTNEY HENDRICKS

*Vice President of Marketing
& Communications
Visit Oxnard*

CHRIS HEYWOOD

*Senior Vice President,
Global Communications
Los Angeles Tourism
& Convention Board*

KARNA HUGHES

*Director of Communications
Visit Santa Barbara*

LARA KAYLOR

*Director of
Communications & PR
Mammoth Lakes Tourism*

JOYCE KIEHL

*Director of Communications
Visit Greater Palm Springs*

LORI LINCOLN

*Vice President, Global PR
& Media Relations
San Francisco Travel*

NORMA MARLOWE

*Director of Public Relations
Visit Temecula Valley*

ERIN ROSE

*Senior Director of
Communications
Newport Beach & Company*

TRACY SPAHR

*Director of Public Relations
SeaWorld San Diego*

LINDSAY SWANSON

*Communications Director
Visit Anaheim*

DEBORAH WAKEFIELD

*Vice President, Media Relations
CityPASS*

FRANCES WONG

*Director of Marketing,
Communications
& Global Media Relations
Visit San Jose*

NATALIE WYMER

*Vice President of
Communications
Wine Institute of California*

Research Committee

This group provides a venue for Visit California to disseminate research insights; provide a venue for industry/DMO partners to provide feedback and direction to Visit California's research program; help Visit California to identify gaps in information that is needed by the industry; provide a think tank among California's research professionals so that California destinations can develop best-in-class strategic insights.

BRETT ALLOR
Chair
Senior Director,
Market Strategy & Research
San Francisco Travel

JENNIFER AVERY
Vice President, Research
& Insights
Universal Parks & Resorts

CONRAD BRAGANZA
Senior Manager, Research
Sonoma County Tourism

SHANNEL DOOLEY
Business Intelligence
Administrator
Visit Anaheim

BILL HENDRICKS
Professor and
Department Head
Cal Poly Recreation Parks
& Tourism Administration

NATHAN KELLEY
Director of Research
San Diego Tourism Authority

VANESSA PUOPOLO
Vice President
Fresno/Clovis Convention
& Visitor Bureau

LINDSEY STEVENS
Director of Communications
Monterey County Convention
& Visitor Bureau

GINA TRIGLIA
Director, Tourism Insights
Los Angeles Tourism
& Convention Board

Rural Committee

Working group to review and provide guidance on the rural marketing program and the California Rural Grant Program.

WES RHEA
Chair
CEO
Visit Stockton

JODY FRANKLIN
Executive Director
El Dorado County Visitors
Authority

TODD AARONSON
CEO
Visit Modesto

LAURIE BAKER
General Manager
Shasta Cascade
Wonderland Association
CEO
Redding Tourism
Marketing Group

JULIE BENBOW
Executive Director
Humboldt County
Visitors Bureau

FREDDY BI
President & CEO
Discover Inland Empire

MOLLY CANO
Tourism Manager
City of San Luis Obispo

LORRAINE CHAPMAN
Director of Strategic Alliances
Greater Ontario Convention
& Visitors Bureau/Ontario
Convention Center

KARI CRUTCHER
Executive Director
Ridgecrest Area Convention
& Visitors Bureau

COLLEEN DALTON
CEO
Visit Truckee-Tahoe

JONATHAN FARRINGTON
Executive Director
Yosemite Mariposa County
Tourism Bureau

AMY HERZOG
Executive Director
Visit Carmel

NATHAN HULTGREN
Media & Communications
Manager
Riverside County Office
of Economic Development

JOYCE KIEHL
Director of Communications
Visit Greater Palm Springs

LISA MAY
Director of Tourism
Development
Shasta Cascade
Wonderland Association

LISA MAYO
President & CEO
Tuolumne County
Visitors Bureau

RHONDA SALISBURY
CEO
Yosemite Sierra
Visitors Bureau

TERRY SELK
Executive Director
Yolo County Tourism

TRAVIS SCOTT
Executive Director
Visit Mendocino County

JENNIFER TALT LUNDIN
Marketing Manager
Ventura Port District

KATHY VREELAND
Executive Director
Discover Buellton

SCOTT WILSON
President & CEO
Visit Temecula Valley

BRIAN WRIGHT
Director of Marketing
Mammoth Lakes Tourism

Visit California Committees (CONTINUED)

Snow Committee

The Snow Committee provides guidance on snow and mountain destination marketing activities.

MATT PETERSON**Chair**

Senior Director of Marketing
Palisades Tahoe

JOANI LYNCH**Vice Chair**

Vice President of
Marketing & Sales
Mammoth Resorts

JURAJ SOJKA

Director of Leisure Sales
Lake Tahoe Visitors Authority

COLLEEN DALTON**CEO**

Visit Truckee-Tahoe

KRISTIN GUINN

Marketing Director
North Tahoe
Community Alliance

CHRISTINE HORVATH

Director of Marketing
Palisades Tahoe

KATIE HUNTER

Director of Marketing & Sales
Sierra-at-Tahoe

JOHN MCCOLLY

Chief Marketing Officer
Mountain High Resort

MICHAEL PERRY

CEO
Visit Big Bear

MICHAEL REITZELL**President**

California Ski
Industry Association

JOHN URDI

Executive Director
Mammoth Lakes Tourism

