

# MARKETING ADVISORY COMMITTEE MEETING MINUTES

California Travel and Tourism Commission – October 10, 2023 – Signia by Hilton San Jose

## CALL TO ORDER

The California Travel and Tourism Commission (CTTC) Marketing Advisory Committee meeting was held at 10:26 a.m., Oct. 10, 2023, at the Signia by Hilton San Jose with Vice Chair Coker presiding.

### Attendance

<i>Marketing Advisory Committee</i>	<i>Roll Call</i>	<i>Marketing Advisory Committee</i>	<i>Roll Call</i>
<i>Allen, Annie</i>	<i>Absent</i>	<i>Kelliher, John</i>	<i>Absent</i>
<i>Baker, Laurie</i>	<i>Absent</i>	<i>Kerns, Misti</i>	<i>Absent</i>
<i>Bass, Kevin</i>	<i>Present</i>	<i>Kiely, Tom</i>	<i>Present</i>
<i>Bruni-Perkins, Lynn</i>	<i>Present</i>	<i>Klein, Tom</i>	<i>Absent</i>
<i>Bulhan, Shuaib</i>	<i>Present</i>	<i>LaFortune, John</i>	<i>Present</i>
<i>Burba, Jim</i>	<i>Present</i>	<i>Loughran, Will</i>	<i>Present</i>
<i>Burke, Adam</i>	<i>Absent</i>	<i>Lynch, Joani</i>	<i>Absent</i>
<i>Burress, Jay</i>	<i>Absent</i>	<i>MacRae, Terry</i>	<i>Absent</i>
<i>Butler, Ilsa</i>	<i>Present</i>	<i>Martin, Noreen</i>	<i>Present</i>
<i>Cartier, Cathy</i>	<i>Present</i>	<i>Mayo, Lisa</i>	<i>Present</i>
<i>Clarke, Peter</i>	<i>Absent</i>	<i>Melhado, Ripton</i>	<i>Present</i>
<i>Cohen, Ron</i>	<i>Present</i>	<i>Miller, Kelly</i>	<i>Absent</i>
<i>Coker, Julie (Vice Chair of Marketing)</i>	<i>Present</i>	<i>Murray, Carla (Vice Chair of Operations)</i>	<i>Present</i>
<i>Crum, Sybil</i>	<i>Present</i>	<i>Myers, Dee Dee</i>	<i>Present</i>
<i>D'Alessandro, Joe</i>	<i>Present</i>	<i>O'Keefe, Rob</i>	<i>Absent</i>
<i>Davison, Chuck</i>	<i>Present</i>	<i>Patel, Anand</i>	<i>Absent</i>
<i>Duncan, Sheldon</i>	<i>Absent</i>	<i>Patel, Sima</i>	<i>Present</i>
<i>Dunne, Michael</i>	<i>Present</i>	<i>Potrock, Ken</i>	<i>Present</i>
<i>Easey, Cynthia</i>	<i>Present</i>	<i>Puopolo, Vanessa</i>	<i>Absent</i>
<i>Fat, Kevin (Chief Fiscal Officer)</i>	<i>Present</i>	<i>Sheperdson, John</i>	<i>Absent</i>
<i>Franklin, Jody</i>	<i>Present</i>	<i>Sherwin, Gary</i>	<i>Present</i>
<i>Fuller, Ed</i>	<i>Present</i>	<i>Singh-Allen, Bobbie</i>	<i>Present</i>
<i>Funke, Hubertus</i>	<i>Absent</i>	<i>Skeoch, Don</i>	<i>Absent</i>
<i>Gallagher, Linsey</i>	<i>Present</i>	<i>Stocks, Kurt</i>	<i>Present</i>
<i>Gamez, Peter</i>	<i>Absent</i>	<i>Strobl, Scott</i>	<i>Absent</i>
<i>Garcia, Paul</i>	<i>Present</i>	<i>Testa, Mike</i>	<i>Absent</i>
<i>Gleason, Robert</i>	<i>Present</i>	<i>Urdi, John</i>	<i>Absent</i>
<i>Gordon, Dan (Chair)</i>	<i>Present</i>	<i>Vecchio, Claudia</i>	<i>Absent</i>
<i>Heston, Michelle</i>	<i>Present</i>	<i>Wagner, Julie</i>	<i>Absent</i>
<i>Janega-Dykes, Kathy</i>	<i>Present</i>	<i>Webster, Benjamin</i>	<i>Present</i>
<i>Kandalaft, Reed</i>	<i>Present</i>	<i>White, Scott</i>	<i>Present</i>
<i>Kapich, Kerri</i>	<i>Present</i>	<i>Wilson, Scott</i>	<i>Present</i>

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**Motion made by Commissioner Singh-Allen to approve the Marketing Advisory Committee minutes from the June 6, 2023, meeting. Seconded by Commissioner Myers. *Motion unanimously approved.***

<b>Marketing Advisory Committee</b>	<b>Vote (Y/N/A)</b>	<b>Marketing Advisory Committee</b>	<b>Vote (Y/N/A)</b>
Bass, Kevin	Y	Heston, Michelle	Y
Bruni-Perkins, Lynn	Y	Janega-Dykes, Kathy	Y
Bulhan, Shuaib	Y	Kandalaft, Reed	Y
Burba, Jim	Y	Kapich, Kerri	Y
Butler, Ilsa	Y	Kiely, Tom	Y
Cartier, Cathy	Y	LaFortune, John	Y
Cohen, Ron	Y	Loughran, Will	Y
Coker, Julie (Vice Chair of Marketing)	Y	Martin, Noreen	Y
Crum, Sybil	Y	Mayo, Lisa	Y
D'Alessandro, Joe	Y	Melhado, Ripton	Y
Davison, Chuck	Y	Murray, Carla (Vice Chair of Operations)	Y
Dunne, Michael	Y	Myers, Dee Dee	Y
Easey, Cynthia	Y	Patel, Sima	Y
Fat, Kevin (Chief Fiscal Officer)	Y	Potrock, Ken	Y
Franklin, Jody	Y	Sherwin, Gary	Y
Fuller, Ed	Y	Singh-Allen, Bobbie	Y
Gallagher, Linsey	Y	Stocks, Kurt	Y
Garcia, Paul	Y	Webster, Benjamin	Y
Gleason, Robert	Y	White, Scott	Y
Gordon, Dan (Chair)	Y	Wilson, Scott	Y

## CEO MARKETING REPORT

Vice Chair Coker gave an update on industry touchpoints and collaborations. She provided a recap of the CEO Mission to Europe. She introduced the new officer platforms. Finally, she provided a look into global advertising effectiveness. She then asked CEO Beteta to provide the CEO marketing report.

CEO Beteta provided an update on the new Ultimate Playground campaign creative. She also gave an update on the China market.

Visit California Vice President of Marketing Lynn Carpenter provided a global media update, including the family campaign.

Leona Reed, Visit California's associate vice president of Global Marketing, provided an update on the international landscape. She also provided an update on trade programs, including IPW 2024 in Los Angeles on May 3-7.

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Finally, she provided updates on professional meetings and events, including PCMA Convening Leaders 2024, which was held in San Diego on Jan. 7-10.

Vice President of Communications Ryan Becker provided an earned media update, including updates on the influencer strategy, its measurement results and key placement highlights.

### AGENDA ITEMS FOR FUTURE MEETINGS

Vice Chair Coker opened the floor up for future agenda items. There were none.

### PUBLIC COMMENT

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

### ADJOURNMENT

Motion made by Tom Kiely to adjourn the Marketing Advisory Committee meeting. Seconded by Commissioner White. *Motion unanimously approved.*

<b>Marketing Advisory Committee</b>	<b>Vote (Y/N/A)</b>	<b>Marketing Advisory Committee</b>	<b>Vote (Y/N/A)</b>
Bass, Kevin	Y	Heston, Michelle	Y
Bruni-Perkins, Lynn	Y	Janega-Dykes, Kathy	Y
Bulhan, Shuaib	Y	Kandalaft, Reed	Y
Burba, Jim	Y	Kapich, Kerri	Y
Butler, Ilsa	Y	Kiely, Tom	Y
Cartier, Cathy	Y	LaFortune, John	Y
Cohen, Ron	Y	Loughran, Will	Y
Coker, Julie (Vice Chair of Marketing)	Y	Martin, Noreen	Y
Crum, Sybil	Y	Mayo, Lisa	Y
D'Alessandro, Joe	Y	Melhado, Ripton	Y
Davison, Chuck	Y	Murray, Carla (Vice Chair of Operations)	Y
Dunne, Michael	Y	Myers, Dee Dee	Y
Easey, Cynthia	Y	Patel, Sima	Y
Fat, Kevin (Chief Fiscal Officer)	Y	Potrock, Ken	Y
Franklin, Jody	Y	Sherwin, Gary	Y
Fuller, Ed	Y	Singh-Allen, Bobbie	Y
Gallagher, Linsey	Y	Stocks, Kurt	Y
Garcia, Paul	Y	Webster, Benjamin	Y
Gleason, Robert	Y	White, Scott	Y
Gordon, Dan (Chair)	Y	Wilson, Scott	Y

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Meeting was adjourned at 12:00 p.m., Oct. 10, 2023.