



**California Travel Association
Board Meeting Host
9.21.17**

Benefits and Responsibilities of hosting a CalTravel Board Meeting

CalTravel holds four board meetings per year, in winter, spring, summer, and fall. We select venues that reflect the diversity of tourism around the state, keeping in mind that proximity to a convenient airport is a benefit to our board members. We partner with CalTravel member destination hosts to bring revenue and visibility to your destination, and to help raise awareness of travel and tourism in your local community. Locations are generally alternated between Northern and Southern California. Also, we realize that members have a range of ability in resources to host, so we try to be more flexible with smaller venues to ensure a broad range of participation. If you are interested in hosting a CalTravel board meeting, please contact Dzung Lewis, CalTravel operations manager, at dlewis@caltravel.org.

Host Benefits:

- Raise awareness of the importance of the travel industry to your local government, organizations, stakeholders and businesses. This helps in maintaining funding and support for organizations like DMOs, Chambers, etc.
- Bring incremental revenue to your destination, and show off your destination to leaders in the state travel, tourism and hospitality industries, and their families. We encourage you to showcase more than just the specific property where we will be staying. We finish board meetings by lunch time and encourage the local destination to schedule optional activities, tours, etc for participants to attend in the afternoon and over the weekend. An incremental cost for the activities, etc., is fine, but we ask that when possible, a special rate be extended to board meeting attendees and their families to incentivize them to extend their stay.
- Develop relationships among local businesses, organizations, vendors, other destinations, other attractions, etc. Having the BOD in town and providing an opportunity for local leaders and businesses to network with the leaders of the

industry throughout the state has created many opportunities which otherwise would not exist.

- Raise awareness of any local issues which might need the support of the travel industry statewide now or in the future.
- We encourage you to invite local leaders to networking events and the board meeting. We are also open to having Executive Committee Members and/or the CEO meet with any local leaders you would like us to while we are there. This helps your destination leaders understand the bigger picture of travel and tourism and the positive economic, social and cultural benefits it provides. And it helps CalTravel leadership understand your particular issues and opportunities.
- We would love to have your local legislators join us for the reception and speak at the board meeting, and are open having other business leaders or local VIPs speak to the board as well.

Host Responsibilities:

- We ask our hosting destination to find us a great hotel and meeting venue for the board meeting at attractive hotel room rates (10% commissionable with IATA number). CalTravel generally commits to a 35 room block; board members pay for their hotel rooms individually. We typically get attendance of 55-75 people. Properties that want to showcase new openings, highlight their draw for tourism, or are iconic for your destination, are especially attractive to us. We will need a conference room from 8 a.m. through lunch on the second day, with seating for 75 and podium, microphone, speakers, etc. We ask the hotel to give us complimentary use of small meeting rooms for 15-30 people for committee meetings on the first day, see below. We will negotiate all the logistics and AV requirements once you recommend the venue.
- We also ask for your help in recommending a location for our PAC dinner the evening before the board meeting. The PAC dinner typically costs attendees \$170 per person: \$85 per paying guest goes to the cost of food/bev/tip/any special entertainment for the group, and \$85 goes to the PAC. (We shoot for a target cost of \$70-\$75 per person so we can also cover the cost of local VIPs and staff, entertainment, etc.) We ask you to help us find a space and menu, and any local touches that can help make it special, such as local wine tastings, chef appearances, entertainment. The guest count is usually 55-65.
- As far as financial commitment, we ask the hosting destination to sponsor an evening reception for 65-75 people (including local VIPs) usually from 5 - 6:30 p.m. at a location of your choice. We love it if you can host it in a place/way that highlights the unique draw of your area. If the reception and/or PAC dinner is off-site, we ask you to provide transportation as well.
- And we ask the destination to host (or co-host with another local partner) the buffet breakfast at the meeting venue at 7:30 a.m. Attendance is usually 55-70.

Typical Board Meeting Schedule:

California Travel Association • PO Box 339 Menlo Park, CA. 94026
Phone: 408.888.7863 • www.caltravel.org • info@caltravel.org

Thursday

9:00 – 5:00 p.m. Committee meetings

5:00 – 6:30 p.m. Reception for board members and local VIPs

6:45 – 9:30 p.m. PAC dinner

Friday

7:30 -- 8:30 a.m. Breakfast

8:30 – 12:00 p.m. Board meeting

12:30 – 1:30 p.m. Lunch (if sponsored)

1:30 – weekend Optional activities

Thank you!