



**California Travel Association  
Destination Board Meeting Host  
As of 6.24.18**

**Benefits and Responsibilities of hosting a CalTravel Board Meeting**

CalTravel holds four board meetings per year, in winter, spring, summer, and fall. Starting in FY 2019, we will hold our Rally Day/Summer board meeting in Sacramento in May/June and our Fall board meeting in conjunction with our annual Summit in Fall 2019.

We select venues that reflect the diversity of tourism around the state. We partner with CalTravel member hosts to bring revenue and visibility to your destination/property, and help raise awareness of travel and tourism in your local community. Locations are generally alternated between Northern and Southern California. If you are interested in hosting a CalTravel board meeting, please contact Barb Newton, CEO, at [bnewton@caltravel.org](mailto:bnewton@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/property, 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 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 host to find us a great hotel and meeting venue for the board meeting at attractive hotel room rates (10% commissionable with IATA number). CalTravel typically commits to a 55 room block (15 rooms the first night at 40 the second night); board members pay for their hotel rooms individually. We typically get attendance of 65-85 people. Properties that want to showcase new openings, highlight their draw for tourism, or that are iconic are especially attractive to us. We will need a conference room from 7:00 a.m. through lunch on the second day, with seating for up to 90 and podium, microphone, speakers, etc. We ask the hotel to give us complimentary use of 2 smaller meeting rooms for up to 35 people for committee meetings on the first day, see below. We will negotiate all the logistics and AV requirements.
- 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 60-80.
- As far as financial commitment, we ask the host partner to sponsor breakfast for 60-80 people. If the PAC dinner is off-site, we ask you to provide transportation.

### **Typical Board Meeting Schedule:**

#### **Day 1**

9:00 – 5:00 p.m.     Committee meetings (two meeting rooms for alternating meetings)

6:00 – 9:30 p.m. PAC dinner

**Friday**

7:00 -- 8:00 a.m. Breakfast

8:30 –12:00 p.m. Board meeting

Afternoon Optional activities

**Thank you!**