

CALIFORNIA HOTEL + LODGING ASSOCIATION

ADVOCACY ADVISORY COMMITTEE



OVERVIEW

CHLA's Board of Directors has established the Advocacy Advisory Committee to help members benefit from a diverse group of interested and knowledgeable people providing guidance for potential legislative impacts to the hotel industry. The committee is envisioned as being highly participatory, forming advocacy approaches for CHLA and its lobbyists (and legal resources, where applicable) with speed and depth as it assists in providing guidance for legislation, regulations, and ballot campaigns.

GOALS/ROLE OF THE ADVISORY COMMITTEE

- Issue awareness/needs
- Sounding board
- Aid in dissemination of advocacy efforts
- Internal discussions/advisory role to Executive Committee/Board of Directors
 - Board report by Advisory Committee Chair/Co-Chairs (three times annually)
 - Executive Committee reports

ADVISORY COMMITTEE STRUCTURE

- Size: Nine to 12 members
- Member Composition: Owners (Independent/Franchise/REIT), General Counsel/Legal, Management Company, Regional Brand Director, Human Resources Director
- Meeting Type/Frequency:
 - Monthly to bi-monthly meetings (100 percent Zoom)
 - Email communications as needed
- Chair to be invited (if not a member)
- Advocacy Director staffed with other team members/contractors participating as needed
- Counsel participation as needed
- Non-disclosure agreements – mandatory
- Two-year term - mandatory participation in the CHLA Legislative Summit (in Sacramento/in Spring)
- *CHLA Diamond Partners, PAC or campaign participation (\$50,000 annually) can be additional members*

BYLAWS DEFINITION OF ADVISORY COMMITTEES: *The Board also may establish advisory committees composed of any number of directors and/or other interested persons who are not directors. Appointments to advisory committees shall be made by the Board, or the Board may delegate that appointment power to the Chairperson. Advisory committees shall provide advice and recommendations to the Board but shall not have the authority of the Board or any final decision-making authority.*

If you are interested in being a member of the CHLA Advocacy Advisory Committee, please contact AJ Rossitto, CHLA's Advocacy Director at aj@calodging.com or via phone at 916-554-2677.