

CITY TOURISM COMMISSION

Regular Meeting Minutes November 16, 2022

The Board of City Tourism Department Commission (Board) convened a regular meeting on Wednesday, November 16, 2022, at 9:00 a.m. at the Los Angeles Convention Center (LACC), located at 1201 S. Figueroa Street, Los Angeles, CA 90015, in the Executive Board Room.

PRESENT:

Vice President Otto Padron, presiding
Commissioner Sandra Lee
Commissioner David Stone

ABSENT:

President Jon F. Vein
Commissioner Germonique Ulmer

PRESENTERS:

Kimberly Weedmark, ASM
Ben Zarhoud, ASM
Doane Liu, CTD
Kim Nakashima, CTD
Patti MacJennett, LATCB
Kathy McAdams, LATCB

Item 1. Call to Order / Roll Call

Vice President Padron called the meeting to order at 9:00 a.m.

Item 2a. Public Comment

None

Item 2b. Neighborhood Council

None

Item 3a. Approval of the regular meeting minutes from October 19, 2022

UNANIMOUSLY APPROVED

Item 4a. Executive Director Report

Mr. Doane Liu provided an overview of his activities since the last Board meeting, which included: meetings regarding Wrestlemania and NatCon events; participating on a panel at the VICA Annual Business Forecast conference, LATCB industry update and outlook, LATCB CAB events, Harbor Promenade ribbon cutting ceremony, Air Premia event at LAX and gala; and participating in an executive roundtable for emergency readiness.

Item 4b. ASM Monthly & Year End Update

Ms. Weedmark reported on a total of 11 events during September 2022, including; two citywide events, with 45,156 total attendees, and two filming/parking space rentals. Mr. Zarhoud presented the financial data for September's reporting an operating surplus of \$0.2M and \$3.9M in gross revenue, 72% of which was driven by F&B, rent and parking, noting that the industry is still in the recovery phase with fewer large citywide events and a slower month for Crypto.com

Arena. Mr. Zarhoud also reported \$1.5M in operating expenses, noting that 17% of the power used was generated from the LACC solar panels. Mr. Zarhoud also reported September's exhibit hall occupancy at 41%, driven by Emmys and the two citywide events. Mr. Zarhoud presented the FY 2021-22 Year End Financials, noting \$24.2M in revenues, which was above budget, and \$20.2M in expenses leaving an operating profit of \$4.0M. LACC exhibit halls had 36% average occupancy rate. Mr. Zarhoud noted that the year-end economic impact was over \$300 million.

Item 4c. LATCB Monthly Update

i. Sales Update

Ms. Kathy McAdams reported that LATCB has processed 44 leads YTD and booked 116,415 room nights, noting healthy room night production with bookings within the two to three year window. Ms. McAdams noted that there are currently 23 citywide events booked for 2023. Ms. McAdams provided an overview of new, local hotels.

ii. LAWA Partnership Update

Ms. Patti MacJennett provided an overview on the new air service at LAX, reporting that international travel is the last travel sector to recover and noting that Canada and Mexico are now the largest international markets for Los Angeles. Ms. MacJennett noted that LAX was chosen by passengers as the "Best Airport in Northern America" and won the Business Traveler Award.

Item 5a: Proposed Appendix E for Fiscal Year 2022-23 to the Agreement between CTD and LATCB - Board Report #22-006

Ms. Kim Nakashima provided details on the FY 2022-23 Appendix E, including background on the LATCB and CTD agreement, a functional overview of LATCB, a breakdown of LATCB revenue resources, details on the TOT funds for the LATCB contract, the primary goal of the LATCB contract, the core objectives, and metrics highlights. Ms. Nakashima stated that staff recommended that the Board of City Tourism Commissioners approve the proposed Appendix E for FY 2022-23 to the agreement between CTD and LATCB.

THE BOARD UNANIMOUSLY APPROVED APPENDIX E FOR FISCAL YEAR 2022-23.

Item 5b: Findings to Continue Teleconference Meetings Pursuant to AB 361

Ms. Kimberly Miera informed the Board that the Brown Act included teleconference provisions and that Governor Newsom eased the requirements during the pandemic. Ms. Miera stated that AB 361 allows legislative bodies to consider circumstances that impact the ability of members to meet safely in person and that the item must be considered every 30 days.

THE BOARD UNANIMOUSLY APPROVED CONTINUING THE ABILITY TO HAVE VIRTUAL COMMISSION MEETINGS.

ADJOURNMENT

The meeting was adjourned at 9:45 a.m. without objection.