

# CITY TOURISM COMMISSION

## Special Meeting Minutes December 14, 2022

The Board of City Tourism Commissioners (Board) convened a special meeting on Wednesday, December 14, 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:**

President Jon F. Vein  
Commissioner Sandra Lee  
Commissioner Germonique Ulmer

### **ABSENT:**

Vice President Otto Padron  
Commissioner David Stone

### **PRESENTERS:**

Ben Zarhoud, ASM  
Doane Liu, CTD  
Darren Green, LATCB  
Kimberly Miera, City Attorney's Office

### ***Item 1. Call to Order / Roll Call***

President Vein called the meeting to order at 9:05 a.m.

### ***Item 2a. Public Comment***

None

### ***Item 2b. Neighborhood Council***

None

### ***Item 3a. Approval of the regular meeting minutes from November 16, 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 KITA site visit, LA Aerial Rapid Transit, California Comeback, and with National Apartment Association and ASM Exec. VP of Convention Centers; attending the LATCB Member Mixer, College Football Playoffs Press Conference, LA Zoo lights, ZA Hearing for Lightstone CUP, Michelin Guide event, Tim McOsker oath taking ceremony, Mayor Bass swearing in ceremony and GM Association Holiday Mixer; and visited the Auto Show Security Operations Center.

### ***Item 4b. ASM Monthly Update***

Mr. Ben Zarhoud reported on a total of 13 events during October 2022, with 44,580 total attendees, including two citywide events and one parking rental for a filming. Mr. Zarhoud presented the financial data for October, reporting an operating surplus of \$1.4M and \$6.9M in gross revenue, 64% of which was driven by F&B, rent and parking. Mr. Zarhoud also reported \$1.8M in operating expenses, noting that 18% of the power used was generated from the LACC

solar panels. Mr. Zarhoud also reported October's exhibit hall occupancy at 61%, driven by two citywide events, Adobe and Human Genetics. President Vein requested that going forward previous years be added to the data for comparison.

***Item 4c. LATCB Monthly Update***

***i. Sales Update***

Mr. Darren Green reported that LATCB has processed 52 leads YTD and booked 141,085 room nights, noting both are ahead of last year. Mr. Green noted that future years are pacing well with robust room nights and although Amazon 2023 just cancelled, bookings are ahead of 2019. President Vein requested that going forward previous years be added to the data for comparison.

***ii. Business Connect Program***

Mr. Darren Green provided an overview of LATCB's Business Connect Program which connects clients and meeting planners with local businesses, including over 150 minority, women, LGBTQIA+, and veteran-owned businesses, which have a direct impact on the local community.

***iii. Planner Creative***

Mr. Darren Green updated the Board on challenges faced by industry partners noting that the lodging sector is working to manage new sustainability laws and global construction issues, and that the meeting planner sector is preparing for a financial downturn while still facing hiring challenges. Mr. Green shared the Customer Advisory Board takeaways, including that clients are doing more with less staff, response time from suppliers continues to be a primary challenge and that top level executives are now more involved in the decision-making process.

***Item 5a: 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 9:38 a.m. without objection.