

CITY TOURISM COMMISSION

Regular Meeting Minutes

February 15, 2023

The Board of City Tourism Commissioners (Board) convened a regular meeting on Wednesday, February 15, 2023 at 9:00 a.m. in the Tom Fields Board Room at 1201 S. Figueroa St, Los Angeles, CA 90015.

PRESENT:

President Jon F. Vein
Vice President Otto Padron
Commissioner Sandra Lee
Commissioner David Stone
Commissioner Germonique Ulmer

ABSENT:

None

PRESENTERS:

Kim Weedmark, ASM
Ben Zarhoud, ASM
Doane Liu, CTD
Mary Gallagher, LATCB
Darren Green, LATCB
Kathy McAdams, LATCB
Don Skeoch, LATCB

Item 1. Call to Order / Roll Call

President Vein called the meeting to order at 9:07 a.m.

Item 2a. Public Comment

None

Item 2b. Neighborhood Council

None

Item 3a. Approval of the special meeting minutes from January 18, 2023

UNANIMOUSLY APPROVED

Item 4a. Executive Director Report

Mr. Doane Liu provided an overview of his activities since the last Board meeting, which included: meetings with Deputy Mayor Keller and staff, Burns & McDonnell, Councilmember Park, Susan Minato of UNITE HERE, Councilmember Price, John Wickham of the CLA's office, John Bwarie of Stratiscope, Dan Hoffend of ASM Global, Mya Surrency of Digital Edge Marketing Agency, Romel Pascual of CicLAvia, IKE, and several meetings with Jenny Chavez of LATCB; attending the Levy Summit for National staff and clients, former Mayor Garcetti's portrait unveiling, Safety Task Force meeting for American College of Foot & Ankle Surgeons, roundtable discussion with U.S. Deputy Assistant Secretaries; and participated in the KITA event.

Item 4b. ASM Monthly Update

Ms. Kim Weedmark reported on five events during December 2022 including 10 local events with 119,508 total number of attendees and three filming/parking, as well as the Sales & Marketing activities, noting that attendance is soft as compared to 2019. Mr. Ben Zarhoud presented the financial data for December reporting an operating surplus of \$0.5M and \$3.6M in gross revenue, driven by 75% of F&B, rent, and parking. Mr. Zarhoud also reported \$1.9M in operating expenses, noting that staffing is down 40% from pre-COVID levels. Mr. Zarhoud also reported December's exhibit hall occupancy as 36%, driven by ComiCon and noted that the three-year trend is catching up to pre-COVID averages.

Item 4c. LATCB Monthly Update

i. Sales Update

Mr. Darren Green reported that LATCB has processed 72 leads year-to-date and booked 138,170 room nights, with year-end goals of 130 leads and 225,760 projected room nights. Mr. Green reported that while future bookings are pacing well, the 2027 room nights are driven by the expectation of the expansion and may be affected by any delays.

ii. Visit California Highlights

Mr. Green presented an overview of the Visit California regional destination mixer noting the program objectives.

iii. AAHOA India 101 Training

Ms. Kathy McAdams and Ms. Mary Gallagher provided a recap of the cultural competency workshop which was attended by staff from LAWA, LACC, and hotel partners, and highlighted the key findings.

iv. Spring Creative

Mr. Don Skeoch provided a spring advertising update and an overview of the spring campaign with a shift in the focus to national advertising which produced a strong ROI in direct spend, hotel revenue and TOT, exceeding goals. Mr. Skeoch presented videos and visuals of the campaign and reviewed the Spring 2023 Media markets.

*President Vein asked LATCB to provide the ROI study mentioned in the presentation.

Item 5a: Action Items

None

ADJOURNMENT

The meeting was adjourned at 10:03 a.m. without objection.