

CITY TOURISM BOARD OF COMMISSIONERS

Special Meeting Minutes
May 25, 2023

The Board of City Tourism Commissioners (Board) convened a special meeting on Thursday, May 25, 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
Juan Camacho
Sandra Lee
Cameron Onumah
Kathleen Rawson

ABSENT:

None

PRESENTERS:

Ben Zarhoud, ASM
Doane Liu, CTD
Kim Nakashima, CTD
Darren Green, LATCB

Item 1. Call to Order / Roll Call

President Vein called the meeting to order at 9:03 a.m.

Item 2a. Public Comment

Public comments related to the Interactive Kiosk Experience, also known as IKE, were received from the individuals listed below. As this subject was not an agenda item, correspondence was received and filed.

Barbara Broide, Westside Neighborhood Council, Land Use/Mobility Committee
Marion Dodge
Debra Matlock, President of the Los Feliz Improvement Association
Chris Spitz, Vice Chair of the Westside Regional Alliance of Councils
Maryam Zar, President of the Pacific Palisades Community Council

Item 2b. Neighborhood Council

None

Item 3a. Approval of the regular meeting minutes from March 15, 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 Marc Gagnon with the International Health Racket and Sportsclub Association, the U.S. Golf Association, a Korean delegation from Seoul City and Jamsil Stadium, Commission President Jon Vein, Terri Toennies with the L.A. Auto Show, Ray Chiang with Anime Expo, Councilmember Katy Yaroslavsky, Deputy Mayor Randall Winston, Steve Choe with AC Moxy hotel, Deputy Mayor Rachel Freeman, hotel industry representatives, Michael Samulon with Mayor's Office of Energy and Sustainability, Martin Ludlow regarding LA x NOLA event, Department of Water and Power, newly appointed City Tourism Department commissioners for an orientation, Kim Weedmark, Adam Burke, Curtis Earnest of CD 9, various clients for safety task force meetings, and Tourism Day planning meetings; attending City Council's Budget and Finance committee, Los Angeles Tourism & Convention Board's (LATCB) Board of Directors meeting, Mayor Bass' State of the City, NatCon Career Academy, City Tourism Department's budget hearing, Visit California's press conference at LAX, Asian American & Pacific Islander Heritage Month ceremony, FIFA event at Griffith Observatory, Central City Association event, and a CBRE fireside chat.

Item 4b. ASM Monthly Update

Mr. Ben Zarhoud reported on 12 events during March 2023 with 29,029 total number of attendees and seven filming/parking clients, as well as the Sales and Marketing activities. Mr. Zarhoud presented the financial data for March, reporting an operating surplus of \$0.9M and \$5.0M in gross revenue, of which 80% was driven by rental, parking, food and beverage, noting good parking revenues in part due to campus activity with over 30 events at Crypto.com Arena. Mr. Zarhoud also reported \$2.1M in operating expenses, noting the variance from the last report was due to the timing of purchases made. In addition, Mr. Zarhoud reported 1.2 GW of power generated, 22% from solar and March's exhibit hall occupancy as 45%.

Item 4c. LATCB Monthly Update

i. LA Tourism Overview

Mr. Darren Green provided an overview of LATCB, its longstanding relationship with the City of Los Angeles, its mission, organizational structure, and tourism's economic impact on the City.

ii. Sales Department Overview

Mr. Green presented an overview of LATCB's sales and marketing team with graphics identifying the regional assignments of both the Citywide Sales team and Hotel Sales team throughout the United States.

iii. Sales Update

Mr. Green reported that LATCB has processed 139 leads year-to-date and booked 285,812 room nights, exceeding the year-end goals of 130 leads and 225,760 room nights. Mr. Green also reported 21 citywides booked for 2023 calendar year and a robust pipeline.

iv. Citywide Site Inspection Highlights

Mr. Green reported on recent site visits by the Service Employees International Union, Toyota, American Society of Association Executives, and Informa Connect.

Item 5a: Policy Recommendations for the Los Angeles Convention Center

Ms. Kim Nakashima presented the Board with policy recommendations for the Los Angeles Convention Center which includes a transition away from pandemic-response language and extending temporary discounting provisions for citywide and local events through December 31, 2028. Discounting provisions would be used only when absolutely necessary to strategically book or retain business. The policy recommendations would help mitigate the current and future challenges which include the increasingly competitive market, fears of recession/inflation, uncertainty regarding the Los Angeles Convention Center Expansion/Modernization Project, anticipated impacts from expansion project construction, and sustained booking calendar interruption due to the 2028 Olympic and Paralympic Games.

THE BOARD UNANIMOUSLY APPROVED THE POLICY RECOMMENDATIONS FOR THE LOS ANGELES CONVENTION CENTER

ADJOURNMENT

The meeting was adjourned at 10:42 a.m. without objection.