

CITY TOURISM BOARD OF COMMISSIONERS

Regular Meeting Minutes

June 21, 2023

The Board of City Tourism Commissioners (Board) convened a regular meeting on Wednesday, June 21, 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
Cameron Onumah

ABSENT:

Kathleen Rawson
Vacant

PRESENTERS:

Kim Weedmark, ASM
Ben Zarhoud, ASM
Doane Liu, CTD
Darren Green, LATCB
Hilary Feutz, LATCB

Item 1. Call to Order / Roll Call

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

Item 2a. Public Comment

None

Item 2b. Neighborhood Council

None

Item 3a. Approval of the special meeting minutes from May 25, 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 Patricia Feau of LA28, Deputy Mayor Rachel Freeman, Mayor Bass and the AEG Executive team regarding expansion, City departments and partners regarding future bookings, CD1 staff for an CTD overview, and the LACC Executive team; and participating in Tourism Cabinet at Universal Studios, Tourism Advocacy Day at City Hall, and the LA x NOLA Tourism Roundtable.

Item 4b. ASM Monthly Update

Ms. Kimberly Weedmark reported on 8 events during April 2023, two of which were Citywide events, with 33,650 total number of attendees and two filming/parking clients, as well as the Sales and Marketing activities. Mr. Zarhoud presented the financial data for April, reporting an operating surplus of \$0.M and \$6.4 in gross revenue, of which 76% was driven by rent, parking, food and beverage, noting that 46% of that was F&B and the increase of parking revenue was driven by both the Lakers and the Kings making the playoffs. Mr. Zarhoud also reported \$2.1M in operating expenses. Mr. Zarhoud reported April's exhibit hall occupancy was 63%, due to the two Citywide events, which is almost pre pandemic levels.

*President Vein asked that the economic impact for all events be added back to the presentations.

Item 4c. LATCB Monthly Update

Mr. Green started his report by showing a video which encapsulated everything LA has to offer. Mr. Green then reported that LATCB has processed 158 leads year-to-date and booked 229,332 room nights, and that both are gaining on per pandemic numbers, noting the two major cancellations in 2023, E3 and Amazon. Mr. Green also reported on the future events pipeline, noting the spike in 2028 which is due to the Olympics and that there are mitigations in place for any expansion construction. Ms. Hilary Feutz provided an overview of the sales marking tools and initiatives which focused on four areas; Meet LA Website, Vertical Markets, marketing tools and assets, and brand oversight. Ms. Feutz also reported that LATCB has developed new safety and security materials which included in depth resources as this topic is the number one concern of meeting planners. Ms. Feutz recapped the Natcon Career Academy and showed a marketing video of the program.

ADJOURNMENT

The meeting was adjourned at 9:51 a.m. without objection.