

# CITY TOURISM BOARD OF COMMISSIONERS

## Regular Meeting Minutes July 19, 2023

The Board of City Tourism Commissioners (Board) convened a regular meeting on Wednesday, July 19, 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  
Taelor Bakewell  
Juan Camacho  
Cameron Onumah

### **ABSENT:**

Kathleen Rawson

### **PRESENTERS:**

Kim Weedmark, ASM  
Ben Zarhoud, ASM  
Doane Liu, CTD  
Bryan Churchill, LATCB

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

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

### ***Item 2. Election of 2023-2024 Board Officers***

Commissioner Camacho moved to reappoint Jon Vein as President, Commissioner Onumah seconded. Commissioner Onumah moved to appoint Kathleen Rawson as Vice President, Commissioner Camacho seconded.

UNANIMOUSLY APPROVED

### ***Item 3a. Public Comment***

None

### ***Item 3b. Neighborhood Council***

None

### ***Item 4a. Approval of the special meeting minutes from June 21, 2023***

UNANIMOUSLY APPROVED

***Item 5a. Executive Director Report***

Mr. Doane Liu provided an overview of his activities since the last Board meeting, which included: meetings with Rachel Brashier, the CD8 Deputy Chief of Staff to provide a Convention Center update, CD14 to discuss DTLA, an introductory meeting between Adrea Ambriz, GM of Exposition Park, a monthly meeting with Deputy Mayor Freeman, a meeting with the Alliance of Economic Fairness to discuss the minimum wage ordinance, and CSL regarding the LACC expansion study; and participating in a site visit with AEG and Deputy Mayor Freeman to review outdoor digital signage, led Anime and IDEA Pre-Con Roll Calls, and met with American Urology to discuss an event scheduled for LA in 2033.

***Item 5b. ASM Monthly Update***

Ms. Kimberly Weedmark reported on 11 events during May 2023, five of which were Citywide events, with 104,813 total number of attendees and one filming/parking clients, as well as the Sales and Marketing activities. Mr. Zarhoud presented the financial data for May, reporting an operating surplus of \$0.5M and \$2.6 in gross revenue, which was \$1.6M above prior year and \$0.5M above the pre-COVID two year average. Mr. Zarhoud also reported \$2.1M in operating expenses, noting that overall activity around the campus was slow but the Lakers going to the playoffs was helpful. Mr. Zarhoud reported May's exhibit hall occupancy was 73%, which is considered fully occupied according to industry standards. Mr. Zarhoud stated that the LACC May Economic Impact was \$44.0M, \$6.6M from local events and \$37.4M from citywide events.

***Item 5c. LATCB Monthly Update***

Mr. Bryan Churchill reported that LATCB has processed 166 leads year-to-date and booked 229,332 room nights, which is indicative of pre-pandemic numbers, noting that there is concern with the three year average of 60% which is less than LACC's competitive set and is due to the headwinds of the expansion and a delayed opening post pandemic. Mr. Churchill also reported on the future events pipeline, noting the prospective business is looking strong with a 15-20% conversion rate and that the 2026 and 2027 FIFA and NFL events are not reflected in the numbers. Mr. Churchill also provided a hotel sales update noting that hotel sales represents 151 lead member hotels with an average of 275 rooms representing all major regions of the City. Mr. Churchill provided an overview of the sales teams areas of focus which are stakeholder and client engagement, feeder markets and demand trends, international MICE, and entertainment and luxury, noting that LATCB is working with LACC sales staff to leverage the ESports momentum.

**ADJOURNMENT**

The meeting was adjourned at 9:52 a.m. without objection.