

# CITY TOURISM BOARD OF COMMISSIONERS

## Regular Meeting Minutes

August 16, 2023

The Board of City Tourism Commissioners (Board) convened a regular meeting on Wednesday, August 16, 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 Kathleen Rawson

Juan Camacho

### **ABSENT:**

Taelor Bakewell

Cameron Onumah

### **PRESENTERS:**

Kim Weedmark, ASM

Ben Zarhoud, ASM

Doane Liu, CTD

Darren Green, LATCB

### ***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 special meeting minutes from July 19, 2023***

Vice President Rawson requested correction to the spelling of her name in Item 2.

UNANIMOUSLY APPROVED AS AMENDED

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

Mr. Doane Liu provided an overview of his activities since the last Board meeting, which included: participating in site visits with Project Management Institute as well as the Nagoya City Assembly, a meet and greet with GeoTab held at the AC Moxy, a reception with UN Ambassador Linda Thomas Greenfield, the Global Sustainable Tourism Council regarding destination assessment, the LATCB Summer Board meeting, and led the Siggraph Pre-Con Roll Call.

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

Ms. Kimberly Weedmark reported on 6 local events during June 2023, with 42,400 total number of attendees and one filming/parking clients, as well as the Sales and Marketing activities, noting the soft month due to the cancellation of E3. Mr. Zarhoud presented the financial data for June, reporting an operating loss of \$1.3M and \$2.8 in gross revenue, which was \$1.9M below prior year and the pre-COVID two year average. Mr. Zarhoud also reported \$2.1M in operating expenses. Mr. Zarhoud reported June's exhibit hall occupancy was 45% driven by a large volleyball event booked short term as a result of the E3 cancellation. Mr. Zarhoud stated that the LACC May Economic Impact was \$6.4M, all from short term business.

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

Mr. Darren Green reported that LATCB has processed 96 leads year-to-date and booked 67,783 room nights with a goal of 140 leads and 275,000 room nights, noting that while leads are behind pace they expect to make up the difference and room night are ahead of pace even with a cancellation in 2026. Mr. Green reported on the impact factors for FY 2022-23, data points and trends, the FY 2023-24 Sales Strategies, the Sales and Services Support Initiatives and the awareness plan of key vertical market segments. Mr. Green also provided an overview of Cvent, the leading provider of hotel and venue leads for potential meetings and events, noting that LATCB responded to 92% of the leads supplied.

**ADJOURNMENT**

The meeting was adjourned at 9:45 a.m. without objection.