

# CITY TOURISM BOARD OF COMMISSIONERS

## Regular Meeting Minutes September 20 , 2023

The Board of City Tourism Commissioners (Board) convened a regular meeting on Wednesday, September 20, 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  
Tigran Avetisyan, CTD  
Doane Liu, CTD  
Kim Nakashima, CTD  
Patti MacJennett, 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 August 16, 2023***

UNANIMOUSLY APPROVED AS AMENDED

### ***Item 4a. Executive Director Report***

Mr. Doane Liu provided an overview of his activities since the last Board meeting, which included: participating in the Mayor's Cabinet meeting and the LATCB Market Outlook Forum; meeting with Deputy Mayor Freeman, LA28 to discuss the venue agreement, Assistant City Attorney to discuss the FIFA World Cup, Maia Ferdman regarding Sister Cities strategic analysis, CA Sports Group to discuss State funding for mega events, LATCB for a Dataland presentation, LASEC to discuss the Business Connect Program, CD11 to discuss the LACC expansion and modernization, Resonance regarding a potential TMP update, Michael Samulon to discuss EV tourism, and James Pugh regarding a new hotel in the Arts district; attending the Women of City Hall event and the IPW 2024 stakeholder lunch; and leading the American Political Science and MONAT Pre-Con Roll Calls and the quarterly Tourism Cabinet meeting.

***Item 4b. ASM Monthly Update***

Ms. Kimberly Weedmark reported on 8 events during July 2023, with 334,600 total number of attendees and two filming/parking clients and provided an Anime Expo event overview. Mr. Zarhoud presented the financial data for July, reporting an operating surplus of \$0.6M and \$5.9 in gross revenue, which was \$0.1M below prior year and the pre-COVID two year average, and noted that 34% was generated by F&B driven by the Anime event. Mr. Zarhoud also reported \$2.1M in operating expenses. Mr. Zarhoud reported July's exhibit hall occupancy was 45%. Mr. Zarhoud stated that the LACC July's Economic Impact was \$87.9M, \$83.3 of which was from citywide events.

***Item 4c. LATCB Monthly Update***

Ms Patti MacJennett reported that LATCB has processed 27 leads year-to-date and booked 76008 room nights with a goal of 140 leads and 258,000 room nights, noting that the room nights are ahead of last year's pace. Ms. MacJennett provided an update on the booked room nights noting that there are several positive leads for 2024.

***Item 5a. Approval of FY 2022-23 DIF & EIF Payments - Board Report #23-003***

Mr. Tigran Avetisyan provided an overview of the EIF and DIF requirements and approval process as well as provided the category goals and results. Mr. Avetisyan provided the CTD recommendation that the Board approve the payment of the Discretionary Incentive Fee and Earned Incentive Fee for Fiscal Year 2022-23 in the amount of \$203,887.52.

THE BOARD UNANIMOUSLY APPROVED THE FY 2022-23 EIF AND DIF AMOUNT.

***Item 5b. FY 2023-24 Discretionary Incentive Fee Goals - Board Report #23-004***

Mr. Tigran Avetisyan provided an overview of DIF goals, the goal setting process, as well as the category details. Mr. Avetisyan provided the CTD recommendation that the Board adopt the proposed Discretionary Incentive Goals for the 2023-24 Fiscal Year.

THE BOARD UNANIMOUSLY APPROVED THE FY 2023-24 DIF GOALS.

***Item 5c. Proposed Appendix E for FY 2023-24 to the Agreement between CTD and LATCB - Board Report #23-005***

Ms. Kim Nakashima provided details on the FY 2023-24 Appendix E, including background on the LATCB and CTD agreement, a functional overview of LATCB, a breakdown of LATCB revenue resources, details on the TOT funds for the LATCB contract, the primary goal of the LATCB contract, the core objectives, and metrics highlights. Ms. Nakashima stated that staff recommended that the Board of City Tourism Commissioners approve the proposed Appendix E for FY 2023-24 to the agreement between CTD and LATCB.

THE BOARD UNANIMOUSLY APPROVED APPENDIX E FOR FISCAL YEAR 2023-24.

**ADJOURNMENT**

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