

CITY TOURISM BOARD OF COMMISSIONERS

Regular Meeting Minutes

October 18 , 2023

The Board of City Tourism Commissioners (Board) convened a regular meeting on Wednesday, October 18, 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
Taelor Bakewell
Juan Camacho

ABSENT:

Cameron Onumah

PRESENTERS:

Ben Zarhoud, ASM
Doane Liu, CTD
Tigran Avetisyan, CTD
Jacques Chargois, LATCB

Item 1. Call to Order / Roll Call

President Vein called the meeting to order at 9:02 a.m.

Item 2a. Public Comment

Stephanie Kuo spoke under General Comments in support of wayfinding kiosks in the city of Los Angeles.

Item 2b. Neighborhood Council

None

Item 3a. Approval of the special meeting minutes from September 20, 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 Los Angeles Convention and Tourism Board (LATCB) Board of Directors meeting, and the Metro traffic reduction study roundtable; meeting with Council District (CD) 2, 3, 5, 6, 7, 10, and 15 to discuss the Los Angeles Convention Center (LACC) expansion and modernization, Recreation & Parks and LA Zoo to discuss the LA Neighborhood Gems application, the Finance Office regarding the Transient Occupancy Tax Ordinance, Dr. Mechelle Best from CSUN, Deputy Mayor Rachel Freeman monthly meeting, CJ Entertainment from KCON, introduction with Council Member Imelda Padilla, CD 11 regarding the discount policy, Martha Saucedo from AEG regarding the signage district, AEG & Plenary regarding expansion; attending the Mayor's Cabinet meeting, Korean National Foundation Day reception, the CD15 State of the District; and leading the Adobe Max, North American Spine Society, and Society of Women Engineers Pre-Con Roll Calls, and the LA Neighborhood Gems passport briefing for the Council offices.

Item 4b. ASM Monthly Update

Mr. Ben Zarhoud reported on six events during August 2023, with 151,634 total number of attendees noting many events are reaching pre pandemic attendance levels and four filming/parking clients. Mr. Zarhoud also presented the financial data for August, reporting an operating surplus of \$0.3M and \$5.2 in gross revenue, which was \$0.9M above prior year and \$0.2M above the pre-COVID two year average, noting that eight campus events generated high parking revenues. Mr. Zarhoud also reported \$2.1M in operating expenses. Mr. Zarhoud reported August's exhibit hall occupancy was 44% which was driven by SIGGRAPH and KCON but is below last year. Mr. Zarhoud stated that the August Economic Impact was \$34.7M, \$21.42 of which was generated by citywide events.

Item 4c. LATCB Monthly Update

Mr. Jacques Chargois reported that LATCB has processed 36 leads year-to-date and booked 81,498 room nights with a goal of 140 leads and 258,000 room nights, noting the sales team is working to close additional short term business and that new leads have further strengthened the citywide room night pipeline, and calendar years 2025 through 2029 have over 663,000 potential room nights combined. Mr. Chargois reported on the value of 2022 LACC Citywide Conventions noting that calendar year 2022 was the first full year that the LACC was open following the start of the pandemic. There were 15 total citywide events hosted, which drew 292,000 attendees and produced over 196,700 room nights. In addition to generating \$226.67 million in direct spending, total economic impact was \$390.48 million for the region, which supported 2,774 full-time equivalent jobs and included \$27.2 million in state and local tax revenue.

Item 5a. Fiscal Year 2024-2035 Budget Proposal - Board Report #23-006

Mr. Tigran Avetisyan provided an overview of the AEG-LACC operating budget, highlighting the opportunities and risks. Mr. Avetisyan also provided an overview of the proposed LACC related appropriations and expenditures including detailed CTD budget line items including total salaries, total operating expenses, and other budget items. In addition, Mr. Avetisyan provided details on the proposed Capital & Technology Improvement Expenditures Program requests. Mr. Avetisyan noted CTD's recommendation that the Board of City Tourism Commissioners approve the CTD departmental budget submission for consideration by the Mayor's Office for the FY 2024-25 Proposed Budget.

ADJOURNMENT

The meeting was adjourned at 10:12 a.m. without objection.