

**BOARD OF LOS ANGELES CONVENTION  
AND TOURISM DEVELOPMENT COMMISSION**

Regular Meeting Minutes  
January 6, 2021

The Board of Los Angeles Convention and Tourism Development Commission (Board) convened a regular meeting on Wednesday, January 6, 2021 at 9:00 a.m. via Zoom.

**PRESENT:**

President Jon F. Vein  
Commissioner Bricia Lopez  
Commissioner Noel Hyun Minor  
Commissioner David Stone

**ABSENT:**

Vice President Otto Padron

**PRESENTERS:**

Ellen Schwartz, ASM  
Ben Zarhoud, ASM  
Doane Liu, CTD  
Brian Churchill, LATCB  
Darren Green, LATCB  
Angie Martin, 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 regular meeting minutes from December 2, 2020***

UNANIMOUSLY APPROVED BY ROLL CALL VOTE

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

Mr. Doane Liu provided an overview of his activities since the last Board meeting, which included: participating in several meetings with CAO and CLA and others on motion to use LACC as a homeless shelter, South Park BID Strategic Plan Steering Committee, South Park BID annual meeting, Public Works on Street Furniture RFP, and Local 11; interview with LA City Channel 35; and met with Councilmember-Elect Nithya Raman's team. Mr. Liu introduced Christina Oh, CTD's new Deputy Executive Director.

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

Ms. Ellen Schwartz reported two filmings (18 days) for the month of November and the continuing of the senior meals program, in which LACC was the largest provider. Ms. Schwartz reported that many filming productions are pushing out their schedules due to the recent case numbers. Mr. Ben Zarhoud presented the financial data for November, reporting an operating surplus of \$0.05M for the month, and a \$2.2M in gross revenue, which is from filming and F&B, and \$1.1M in operating expenses. Mr. Zarhoud reported the November Exhibit Hall occupancy was 16% with the year to date at 21%.

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

Mr. Darren Green reported that LATCB has processed 40 leads YTD and booked 224,339 room nights, with year-end goals of 176 leads and projected 362,725 room nights, noting that booked room nights include events rebooked into future years due to COVID-19. Mr. Green reported that 17 in 2020 and 8 in 2021 events cancelled or rebooked, the rebooking into future years rate is 70-80%. Mr. Green noted that LATCB has reached out to their Customer Advisory Board gathering information on new protocol expectations and funding, reopening best practices of other destinations, and effects on their organizations. Mr. Bryan Churchill discussed the fastest growing sector in the entertainment industry, Esports. Mr. Churchill gave an overview of Los Angeles as a repositioned competitive destination due to the pandemic leveling the playing field, the impacts on travel as a result of Esports growth and LATCB's sales tactics to capture business in this sector.

***Item 5: ACTION ITEMS:***

None

**ADJOURNMENT**

The meeting was adjourned at 9:49 a.m. without objection.