

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

Regular Meeting Minutes  
May 5, 2021

The Board of Los Angeles Convention and Tourism Development Commission (Board) convened a regular meeting on Wednesday, May 5, 2021 at 9:00 a.m. via Zoom.

**PRESENT:**

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

**ABSENT:**

Vice President Otto Padron  
Commissioner Bricia Lopez

**PRESENTERS:**

Ellen Schwartz, ASM  
Ben Zarhoud, ASM  
Doane Liu, CTD  
Darren Green, LATCB  
Patti MacJennett, LATCB  
Don Skeoch, LATCB

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

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

***Item 2a. Public Comment***

None

***Item 2b. Neighborhood Council***

None

***Item 3a. Approval of the special meeting minutes from April 7, 2021***

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: meetings with GSMA regarding October event in LA, LASEC regarding Super Bowl, UNITE HERE regarding the Olympics, Las Vegas CVB staff regarding I-15 caucus, Mayor's office and LASEC regarding FIFA World Cup human rights application, LACC/CTD staff to discuss LACC's 50th Anniversary celebration, Doug Arnot of Super

Bowl host committee regarding parking and security, CD 2 and CD 3 regarding budget; attending LACTB's call launching the "Start Your Comeback" campaign, Tourism Master Plan stakeholders meeting, US Travel webinar regarding NYC build back better, Tourism Recovery Roundtable, T3 Committee to give update on Expansion and Modernization, and the Budget and Finance Committee Hearings regarding the CTD budget and GCP and MICLA items.

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

Ms. Ellen Schwartz reported eight filmings for the month of March resulting in \$1.37M in revenue. Mr. Ben Zarhoud presented the financial data for March, reporting an operating surplus of \$0.07M, which is \$1.6 million above the revised budget projection and \$1.2M above prior year, and \$2.9M in gross revenue, which is \$1.2M above the revised budget projection and \$0.8M in operating expenses, which is \$0.4M below revised budget and \$1.0M below prior year. Mr. Zarhoud reported the March Exhibit Hall occupancy was 12% and the YTD Exhibit Hall occupancy was 40% noting that the remainder of the fiscal year is expected to have low occupancy.

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

Mr. Darren Green reported that LATCB has processed 61 leads YTD and booked 253,242 room nights, with year-end goals of 176 leads and 362,725 projected room nights, noting that of the 15 citywide cancellations this fiscal year, 11 have been re-booked for a future year which is 73% retention rate. Mr. Green reported that due to unknown meeting restrictions in LA County, IHRSAs has moved to Dallas for the 2021 event. Mr. Green reviewed CVENT RFP trends over the past three months. Ms. Patti MacJennett provided an update on the current LA County updates and protocol resources. Mr. Don Skeoch reported on hotel recovery, noting the increasing hotel occupancy, and tourist spend data, as well as an overview of LATCB's marketing recovery plan and the "#StartYourComeback" campaign, including four campaign videos.

***Item 5: Action Items***

None

**ADJOURNMENT**

The meeting was adjourned at 9:58 a.m. without objection.