

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

Regular Meeting Minutes

September 6, 2017

The Board of Los Angeles Convention and Tourism Development Commission (Board) convened a regular meeting on Wednesday, September 6, 2017 at 9:00 a.m. at the Los Angeles Convention Center (LACC), located at 1201 S. Figueroa Street, Los Angeles, CA 90015, in the Executive Board Room.

**PRESENT:**

President Jon F. Vein  
Vice President Otto Padron (arrived 9:03 a.m.)  
Commissioner Jeremy Bernard  
Commissioner Ana Cubas  
Commissioner Stella T. Maloyan (arrived 9:18 a.m.)

**ABSENT:**

None

**PRESENTERS:**

Brad Gessner, AEG  
Keith Hilsgen, AEG  
Doane Liu, CTD  
Darren Green, LATCB  
Laine Haynes-Smith, LATCB

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

President Vein called the meeting to order at 9:00 a.m.

***Item 2. Public Comment***

None

***Item 3a. Approval of the special meeting minutes from August 23, 2017***

UNANIMOUSLY APPROVED

***Item 4a. Neighborhood Council***

None

***Item 4b. AEG Monthly Update – July***

Mr. Brad Gessner recognized Mina Hurtado as Employee of the Month. Mr. Gessner reported that July had 10 events, with a total attendance of 504,348, two of which were citywide events and in addition there were two filmings. Mr. Keith Hilsgen presented the financial data for July. Mr. Hilsgen noted the operating profit of \$728,000 and revenue of \$2.7 million, with \$238,000 in rental discounts. Mr. Hilsgen also noted the occupancy for July was 70%, which is down year over year, due to the timing of events as several are on rotation or crossed into August. Mr. Hilsgen also reported that the projected economic impact for July was \$81 million.

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

Mr. Darren Green reported that LATCB has processed 27 leads, the goal is 220 leads, resulting in 14,094 room nights, the goal of 390,000. Mr. Green noted that it takes 20 hotels to reach 4,000 peak room nights, some of which are up to two miles from the LACC. San Francisco and San Diego are better set up with more room per hotel and more hotels one mile from the convention centers. Mr. Green presented a hotel inventory update, which included a video, as well as an attraction video. Ms. Liane Haynes-Smith presented a Destination Services Team & Client Services Team overview. Ms. Haynes-Smith presented the 16/17 Client Survey results for the 32 citywide events. Ms. Haynes-Smith reported a 4.8 out of 5 Client Services satisfaction rating.

***Item 4d. Executive Director Report***

Mr. Doane Liu reported an overview of his activities since the last meeting which included; attending a LATCB “Masters” class, a Sister City site visit with guests from China, attending the LATCB Outlook Forum, meeting with JLL on the recent market study; attending several Fleet Week activities and meeting with the Mayor’s office on the new LA brand and logo.

**ADJOURNMENT**

The meeting was adjourned at 9:39 a.m.