

CITY TOURISM COMMISSION

Regular Meeting Minutes
September 15, 2021

The Board of City Tourism Commissioners (Board) convened a regular meeting on Wednesday, September 15, 2021 at 9:00 a.m. via Zoom.

PRESENT:

President Jon F. Vein
Vice President Otto Padron
Commissioner David Stone

ABSENT:

Commissioner Bricia Lopez
Vacant

PRESENTERS:

Ellen Schwartz, ASM
Ben Zarhoud, ASM
Doane Liu, CTD
Adam Burke, LATCB
Darren Green, LATCB
Kathy McAdams, LATCB

Item 1. Call to Order / Roll Call

President Jon Vein called the meeting to order at 9:03 a.m.

Item 2a. Public Comment

Jon Coley, Business Representative for Local Union 831 made a statement on the capabilities of the labor force which has not suffered many departures, there have been 180 retirements, however retirees are permitted to work 40 hours per week. They are ready to handle the current load and the events in the pipeline.

Item 2b. Neighborhood Council

None

Item 3a. Approval of the regular meeting minutes from August 18, 2021

Postponed until next regular meeting.

Item 4a. Executive Director Report

Mr. Doane Liu provided an overview of his activities since the last Board meeting, which included: meetings with LADWP to discuss a hospitality workshop, several client meetings including Penske Media on LA3C, USGA on US Open 2023, John Harper on LA28, and several Super Bowl planning meeting, also met with LMU Center regarding a annual LA survey, and provided a TMP update to the City Chief Sustainability Officer as

well as VICA; and met with the Mayor Garcetti on the annual review; attending the LATCB industry update, and the LATCB Board meeting, Cal Travel Summit; and noted that the department name change was approved by Council. Mr. Liu reported that he also welcomed the Mayor to LACC for LA Works 9/11 volunteer day.

Item 4b. ASM Monthly Update

Ms. Ellen Schwartz reported four filmings for the month of July resulting in over \$523,000 in revenue. Ms. Schwartz that the Art Show was a successful event although not as large as years past. Mr. Ben Zarhoud presented the financial data for July, reporting an operating loss of 0.2M, which is \$0.9M above the revised budget projection, due to filming and the food program, and \$1.4M in gross revenue, 24% from rental, 30% from F&B, and 20% from parking, which was increased due to campus activity, mainly Staples event parking. Mr. Zarhoud noted that last year's revenue was driven by the FMS. Mr. Zarhoud reported \$1.1M in operating expenses, \$0.1M below revised budget, noting that overall expenses are 50% of pre-COVID expenses. Mr. Zarhoud reported the July Exhibit Hall occupancy was 16%.

Item 4c. LATCB Monthly Update

Mr. Darren Green reported that LATCB has processed 21 leads YTD and booked 8,599 room nights, with year-end goals of 176 leads and 225,000 projected room nights, noting that while bookings are behind pace, they are expected to rise and that there are strong number for future years in the pipeline and that although there was a pause due to COVID numbers are starting to pick up. Mr. Green provided an overview of the objectives and key points for professional meeting and events groups, noting that LATCB is collaborating with the California Visitors Bureau on a strategic campaign targeting meeting and event professionals with a message that California is open for business. Mr. Adam Burke provided a strategic overview, noting that event planners look to Los Angeles as a better place to host meetings due to the health and safety programs in place. Mr. Burke presented the current state of LATCB including the financial health, messaging, destination evolution, and pace of recovery as well as an annual business review. Mr. Burke noted that the #everyoneiswelcome campaign is well in place as inclusion is becoming part of destination decisions. Mr. Burke reviewed 10 DEI Commitments supporting tourism. Mr. Green presented the FY 21-22 Business Plan Highlights topics including; marketing, sales and services, member programs, external affairs, and business operations.

Item 5: Action Items

None

ADJOURNMENT

The meeting was adjourned at 10:15 a.m. without objection.