

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

Regular Meeting Minutes

October 4, 2017

The Board of Los Angeles Convention and Tourism Development Commission (Board) convened a regular meeting on Wednesday, October 4, 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:

Vice President, Otto Padron - Presiding
Commissioner Jeremy Bernard
Commissioner Ana Cubas
Commissioner Stella T. Maloyan

ABSENT:

President, Jon F. Vein

PRESENTERS:

Brad Gessner, AEG
Keith Hilsgen, AEG
Doane Liu, CTD
John Boudouvas, LATCB
Darren Green, LATCB

Item 1. Call to Order / Roll Call

Vice President Padron called the meeting to order at 9:05 a.m.

Item 2. Public Comment

None

Item 3a. Approval of the regular meeting minutes from September 6, 2017

UNANIMOUSLY APPROVED

Item 3b. Approval of the special meeting minutes from September 6, 2017

UNANIMOUSLY APPROVED

Item 3c. Approval of the proposed LATCB FY17/19 Appendix E – Board Report #17-003

UNANIMOUSLY APPROVED

**Vice President Padron noted that Section 3.2 of Appendix E was driven by the need for modernization of the LACC.

Item 3d. Approval of the proposed Los Angeles Convention Center Reserve Policy – Board Report #17-004

UNANIMOUSLY APPROVED

Item 4a. Neighborhood Council

None

Item 4b. AEG Monthly Update – August

Mr. Brad Gessner recognized Cesar LLamas, Employee of the Month for August. Mr. Gessner reported that April had 14 events, with a total attendance of 121,000, two of which were citywide events and three of which were filmings. Mr. Hilsgen presented the financial data for August. Mr. Hilsgen also reported that occupancy for August was 81%, the highest August in four years, and the Economic Interest was \$49 million, of which \$11.82 million was short term business.

Item 4c. LATCB Monthly Update – August

Mr. Darren Green reported that year to date, LATCB has processed 46 leads, the year-end goal is 220 lead, resulting in 80,407 room nights while the year-end goal in 390,000. Mr. Green announced a lead, American Epilepsy Society, for December 2024, which is a challenging month to license. Mr. Green also highlighted new bookings, media coverage, and upcoming sales trips.

Item 4c.i. Marketing Update

Mr. John Boudouvas, head of Global Marketing and Brand Advertising, gave an overview of LATCB's "Los Angeles Welcomes Everyone" FY18 campaign plan. Mr. Boudouvas noted that they were building on the success of the video to include a film emphasizing the diversity of people and places. Mr. Boudouvas presented the FY18 Media Plan, which has moved out of traditional broadcast TV into digital TV and social media. Mr. Boudouvas reported that during the first two months of the fiscal year, Los Angeles international tourism increased while US international tourism decreased.

Item 4d. CIP Update

Mr. Tom Fields presented a summary prior years CIP's, highlighting Phase II of the marquee signage upgrade, the compactor replacement, Phase II of the Fire Suppression System for IDF 2.0 and Phase I of the exhibit hall lighting retrofit project. Mr. Fields reported that \$2.9 million has been approved for FY 17-18 CIPs.

Item 4c. Executive Director Report

Mr. Doane Liu provided an overview of his activities since the last Board meeting which included: meetings with AEG executives to discuss the expansion; LATCB regarding the 2020 MLB Fanfest and; LATCB, AEG, CTD staff to discuss pricing policy. Mr. Liu also reported on his continued LATCB master classes.

ADJOURNMENT

The meeting was adjourned at 10:29 a.m.