

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

Regular Meeting Minutes

November 1, 2017

The Board of Los Angeles Convention and Tourism Development Commission (Board) convened a regular meeting on Wednesday, November 1, 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
Commissioner Jeremy Bernard
Commissioner Ana Cubas
Commissioner Stella T. Maloyan

ABSENT:

None

PRESENTERS:

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

Item 1. Call to Order / Roll Call

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

Item 2. Public Comment

None

Item 3a. Approval of the regular meeting minutes from October 18, 2017

UNANIMOUSLY APPROVED

TAKEN OUT OF ORDER

Item 4a. Neighborhood Council

None

Item 4b. AEG Monthly Update – September

Mr. Brad Gessner recognized Anthony Perez, Manager of the Quarter and Melissa Murrillo, Employee of the Month for September. Mr. Gessner reported that September had 11 events, with a total attendance of 48,500, one of which was a citywide event and four of which were filmings. Mr. Hilsgen presented the financial data for September. Mr. Hilsgen also reported that occupancy for August was 73%, and the Economic Interest was \$20.4 million, of which \$10.08 million was short term business.

TAKEN OUT OF ORDER

Item 3b. Approval of the FY 2018-19 CTD Proposed Budget – Board Report #17-007

UNANIMOUSLY APPROVED

*Ms. Diana Mangioglu stated that CTD staff would report back to the Board with additional information on the 5-year Strategic Plan for long term tourism for the City which is part of the Contracted Services budget line item.

Item 4c. LATCB Monthly Update – September

Ms. Patti MacJennett reported that year to date, LATCB has processed 58 leads, the year-end goal is 220 leads, resulting in 107,668 room nights while the year-end goal is 390,000 and that LATCB has a 20% conversion rate of lead to license which is in line with the industry. Ms. MacJennett noted that bookings are trending to short term business, including the multiyear booking of GSMA. Ms. MacJennett presented a lost business analysis which included data on leads choosing not to book in Los Angeles.

Item 4dc Executive Director Report

Mr. Doane Liu provided an overview of his activities since the last Board meeting which included: meetings with the Mayor to discuss expansion and modernization, the CLA to discuss the hotel room incentives, Cultural Affairs and South Park Bid to discuss future art programs, and AEG and LATCB for a demo of the IKE kiosks; a presentation to the EDC to report on the Reserve Policy; and a tour of the Emergency Operations Center.

ADJOURNMENT

The meeting was adjourned at 10:28 a.m.