

CITY TOURISM COMMISSION

Regular Meeting Minutes
November 17, 2021

The Board of City Tourism Commissioners (Board) convened a regular meeting on Wednesday, November 17, 2021 at 9:00 a.m. via Zoom.

PRESENT:

President Jon F. Vein (arrived 9:12 am)
Commissioner Bricia Lopez
Commissioner David Stone (presided until President Vein arrived)
Commissioner Germonique Ulmer

ABSENT:

Vice President Otto Padron

PRESENTERS:

Ellen Schwartz, ASM
Ben Zarhoud, ASM
Kimberly Miera, Deputy City Attorney
Tigran Avetisyan, CTD
Doane Liu, CTD
Darren Green, LATCB
Kathy Smits, LATCB

Item 1. Call to Order / Roll Call

Commissioner David Stone, presiding, called the meeting to order at 9:05 a.m.

Item 2a. Public Comment

None

Item 2b. Neighborhood Council

None

Item 3a. Approval of the regular meeting minutes from October 20, 2021

UNANIMOUSLY APPROVED

Item 4a. Executive Director Report

Mr. Doane Liu provided an overview of his activities since the last Board meeting, which included: meetings with the LA Chapter of American Council of Engineering Companies, Super Bowl Transportation and Public Safety Working Group, the White House and Mayor Garcetti to discuss Summit of Americas, Councilmember Monica Rodriguez, Royal Caribbean Cruises who returns to L.A. after 10 years, and Netflix regarding a comedy festival; attending the LATCB member mixer, the inaugural LACC Career Academy at GSMA, IMEX in Las Vegas with LATCB, a LAX tour of their modernization and expansion, and a Global LA press conference to discuss foreign direct investments. Mr. Liu welcomed Germinique Ulmer

to the CTD Commission, and ended his report by sharing a video of the LACC Career Academy and thanked LATCB for their participation.

Item 4b. ASM Monthly Update

Ms. Ellen Schwartz reported three events with 7,000 attendees and five filmings for the month of September resulting in over \$238,000 in revenue, noting the month was light in comparison to a normal event schedule that usually includes the Emmy's Governor's Ball and a citywide event. Ms. Schwartz reported that Mayor Garcetti participated in the 9/11 National Service Day of Remembrance which was a successful event. Mr. Ben Zarhoud presented the financial data for September, reporting an operating loss of \$0.6M, which is \$0.6M below budget projection, and \$1M in gross revenue: 23% from rental, 28% from F&B, and 20% from parking. Mr. Zarhoud stated that in prior years, September had big filmings and larger food and beverage footprint. Mr. Zarhoud reported \$1.2M in operating expenses, \$0.2M below budget, and noted management of overall costs by doing more with less and the benefits of solar power which generated 1.1 GW of energy. Mr. Zarhoud reported the September Exhibit Hall occupancy was 16%.

Item 4c. LATCB Monthly Update

Mr. Darren Green reported that LATCB has processed 34 leads YTD and booked 18,622 room nights, with year-end goals of 176 leads and 225,000 projected room nights, noting that leads are activating, but we have to make up on room nights. Mr. Green reported that in the next few years there's an estimated 300K room nights in the pipeline. Mr. Green also reported on the post citywide convention quotes, the delay of the JW Marriott expansion and its impact on events that are currently on the books, and the IMEX event in Las Vegas where California was marketed as a lead destination for professionals to host meetings and conventions. Ms. Kathy Smits, Sr. VP of Global Tourism Development at LATCB, provided an update on international tourism and its importance in L.A.'s full recovery to pre-pandemic levels; the strategic priorities which includes air service recovery, focus on key markets; LATCB's global team structure and how well versed they are on L.A.; market timing and approach; and recent initiatives.

Item 5: Discussion Items

Mr. Tigran Avetisyan provided an overview of the services provided by Turner, Warren, Hwang & Conrad AC (TWHC), contracted to provide a financial assessment of LACC's private operator, AEG Mgmt. LACC, LLC (AEG-LACC). Mr. Avetisyan presented TWHC's observations and recommendations, noting that the Board Report is informational only and requires no action by the Board. Mr. Avetisyan reported that CTD staff is working closely with AEG-LACC, TWHC, City Controller, and the Office of Finance on recommendations identified in the assessment.

Item 6: Findings to Continue Teleconference Meetings Pursuant to AB 361

Ms. Kimberly Miera informed the Board that the Brown Act included teleconference provisions and that Governor Newsom eased the requirements during the pandemic. Ms.

Miera stated that AB 361 allows legislative bodies to consider circumstances that impact the ability of members to meet safely in person and that the item must be considered every 30 days.

THE BOARD UNANIMOUSLY APPROVED CONTINUING THE ABILITY TO HAVE VIRTUAL COMMISSION MEETINGS.

ADJOURNMENT

The meeting was adjourned at 10:17 a.m. without objection.