

CITY TOURISM COMMISSION

Special Meeting Minutes
January 12, 2022

The Board of City Tourism Commissioners (Board) convened a special meeting on Wednesday, January 12, 2022 at 9:00 a.m. via Zoom.

PRESENT:

President Jon F. Vein
Vice President Otto Padron
Commissioner Bricia Lopez
Commissioner David Stone
Commissioner Germonique Ulmer (arrived 9:17)

ABSENT:

PRESENTERS:

Ben Zarhoud, ASM
Kimberly Miera, Deputy City Attorney
Doane Liu, CTD
Darren Green, LATCB

Item 1. Call to Order / Roll Call

Vice President Padron, presiding, called the meeting to order at 9:02 a.m.

Item 2a. Public Comment

None

Item 2b. Neighborhood Council

None

Item 3a. Approval of the regular meeting minutes from December 15, 2021

UNANIMOUSLY APPROVED

Item 4a. Executive Director Report

Mr. Doane Liu provided an overview of his activities since the last Board meeting, which included: several calls, meetings, and site visits from federal agencies about a potential event in Los Angeles; and weekly EMD meetings in preparation for the Super Bowl.

Item 4b. ASM Monthly Update

Mr. Ben Zarhoud announced the Leader of the Quarter, Ashley Russo and the Employee of the Quarter, Jonathan Macias. Mr. Zarhoud reported one event, the LA Auto Show, noting that although the 2020 Auto Show was postponed, the 2021 event

was a success, highlighting EVs, Hybrids, and small upcoming brands, with an estimated attendance of 230,000. Mr. Zarhoud presented the financial data for November, reporting an operating surplus of \$3.2M and \$8.3M in gross revenue: 33% from utilities, 19% from F&B, and 22% from parking, all driven by the Auto Show. Mr. Zarhoud reported \$1.7M in operating expenses and that the November Exhibit Hall occupancy was 88%.

Item 4c. LATCB Monthly Update

Mr. Darren Green reported that LATCB has processed 49 leads YTD and booked 62,108 room nights, with year-end goals of 176 leads and 225,000 projected room nights, noting that while there have been cancellations, leads and room pick up conversations stays steady and there has been 3 short team bookings for 2022. Mr. Green provided a digital marketing update, noting that LATCB has created a Road Warrior email blast consisting of 24,000 emails, a medical industry one-sheet, and provided an overview of the November 2021 marketing analytics including a year-over-year comparison.

Item 5a: 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 9:35 a.m. without objection.