

# CITY TOURISM COMMISSION

Regular Meeting Minutes  
June 15, 2022

The Board of City Tourism Commissioners (Board) convened a regular meeting on Wednesday, June 15, 2022 at 9:00 a.m. via Zoom.

## **PRESENT:**

President Jon F. Vein (left meeting at 9:25 am)  
Vice President Otto Padron (presiding at 9:25 am)  
Commissioner David Stone  
Commissioner Germonique Ulmer

## **ABSENT:**

Commissioner Bricia Lopez

## **PRESENTERS:**

Ellen Schwartz, ASM  
Ben Zarhoud, ASM  
Doane Liu, CTD  
Bryan Churchill, LACTB  
Darren Green, LATCB

### ***Item 1. Call to Order / Roll Call***

President Vein called the meeting to order at 9:01 a.m.

### ***Item 2a. Public Comment***

None

### ***Item 2b. Neighborhood Council***

None

### ***Item 3a. Approval of the special meeting minutes from April 20, 2022***

UNANIMOUSLY APPROVED

### ***Item 3b. Approval of the special meeting minutes from May 20, 2022***

UNANIMOUSLY APPROVED

## **TAKEN OUT OF ORDER**

### ***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.

***Item 4a. Executive Director Report***

Mr. Doane Liu, Executive Director, provided an overview of his activities, which included: attending several Council and Council Committee meetings regarding the Department budget and discount policy, several Summit of the Americas events, the MBL Press Conference, an IKE Kiosk demonstration with Kevin Keller and team, and the Korea FAM dinner; and participating in the SCDF Hospitality Panel, and weekly Summit of America meetings.

***Item 4b. ASM Monthly Update***

Ms. Schwartz reported eight events, including three filming and gave an overview of the LACC Earth Day activities. Mr. Zarhoud presented the financial data for April, reporting an operating loss of \$0.2M, noting a slower month overall including less campus activity, and \$1.5M in gross revenue, noting 35% from rent and 32% from parking. Mr. Zarhoud also reported \$1.5M in operating expenses, and that the April Exhibit Hall occupancy was 125%, noting that LACC is monitoring the economic environment but is expecting occupancy to be down for the upcoming year.

***Item 4c. LATCB Monthly Update***

Mr. Darren Green reported that LATCB has processed 112 leads YTD and booked 177,390 room nights, with year-end goals of 176 leads and 225,000 projected room nights, noting that while the numbers are significantly up over last year but that the room night goal is tight but 2023 looks strong and that future years are matching pre-pandemic years. Mr. Green provided an overview of the LATCB strategic planning process, which includes: climate; customers; competition, noting that many competitive destinations have recently completed or approved convention center expansion plans; and company. Mr. Green also provided data on the impact of the Super Bowl to the City of Los Angeles. Mr. Bryan Churchill gave an overview of the LATCB international visitation strategy, noting that international flights filled seats are down by 40%, and that surveys indicate that large meetings and conferences will return in 24 months with long haul destinations (over 5 hour) being the slowest to return.

**ADJOURNMENT**

The meeting was adjourned at 9:58 a.m. without objection.