

CITY TOURISM COMMISSION

Regular Meeting Minutes

August 3, 2022

The Board of City Tourism Commissioners (Board) convened a regular meeting on Wednesday, August 3, 2022 at 9:00 a.m. via Zoom.

PRESENT:

President Jon F. Vein
Vice President Otto Padron (joined meeting at 9:14 am)
Commissioner David Stone

ABSENT:

Commissioner Germonique Ulmer
Vacant

PRESENTERS:

Ben Zarhoud, ASM
Doane Liu, CTD
Darren Green, LATCB
Patti MacJennett, LATCB

Item 1. Call to Order / Roll Call

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

Item 2a. Public Comment

None

Item 2b. Neighborhood Council

None

TAKEN OUT OF ORDER

Item 4a. Executive Director Report

Mr. Doane Liu, Executive Director, provided an overview of his activities, which included: attending several MLB Playball Park events and meetings including a site visit from the Seattle Sports Commission, a LA28 reception where dates were announced and a IOC and LA28 site visit; meetings with Bob McClintock, ASM regarding the search for a LACC GM, Travie Kiota, East West Bank regarding the APEL event, hotel industry members regarding the new hotel room for homeless ordinance, and Council Member Rodriguez, CD 7 regarding a local drone show. Mr. Liu reported on the success of the Tourism Cabinet FAM tour providing details of the tour and the content presented.

TAKEN OUT OF ORDER

Item 4b. ASM Monthly Update

Mr. Ben Zarhoud reported 11 events, including three citywides and one filming, noting that the Summit of the Americas had 5,000 attendees representing over 31 countries. Mr. Zarhoud

presented the financial data for June, reporting an operating loss of \$0.2M, noting a slower month overall including less campus activity, and \$7.5M in gross revenue, noting 70% F&B, AV, and utilities. Mr. Zarhoud also reported \$3.5M in operating expenses due to deferred purchases and services. Mr. Zarhoud stated that the June Exhibit Hall occupancy was 58%, noting that the FY occupancy is down 27% due to cancellations and rescheduled events.

TAKEN OUT OF ORDER

Item 4c. LATCB Monthly Update

i. Citywide Updates

Mr. Darren Green reported that LATCB has processed 118 leads YTD and booked 196,791 room nights. Mr. Green provided an overview of the Summit of the America's preliminary data with \$18M in economic impact and 20 hotels occupied with 23,000 room nights booked. Mr. Green reported that while there are 14 citywide events in 2022 and 20 citywide events in 2023 with increasing total room nights, 2026 and 2027 could be impacted by any expansion or lack of expansion plans.

ii. Overview of FY22-23 Strategic Sales Plan

Mr. Green provided an Elements of the Business Review highlighting: the Strategic Sales Planning Process; the LATCB FY 22-23 Sales Budget Summary; and the Sales Disciplines, including citywide sales, hotel sales, client & destination services, sales operations, and sales marketing.

iii. Community Engagement

Ms. Patti MacJennett provided an overview of the activities of the Community Engagement Committee which focused on community push back on over tourism. Ms. MacJennett reported on a review of the issues and research and key focus priorities which are community service, workforce development, and to amplify the voice of the tourism industry.

Item 3a. Approval of the special meeting minutes from July 13, 2022

UNANIMOUSLY APPROVED

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 9:48 a.m. without objection.