

CITY TOURISM BOARD OF COMMISSIONERS

Regular Meeting Minutes

February 7, 2024

The Board of City Tourism Commissioners (Board) convened a regular meeting on Wednesday, February 7, 2024, at 9:00 a.m. in the Tom Fields Board Room at 1201 S. Figueroa St., Los Angeles, CA 90015.

PRESENT:

President Jon F. Vein
Vice President Kathleen Rawson
Taelor Bakewell
Juan Camacho
Cameron Onumah

ABSENT:

None

PRESENTERS:

Kim Weedmark, ASM
Ben Zarhoud, ASM
Doane Liu, CTD
Jacques Chargois, LATCB
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

Guillermo Pinon and Miriam Rodriguez, Boyle Heights Chamber of Commerce, spoke under General Comments in support of wayfinding kiosks in the city of Los Angeles.

Item 2b. Neighborhood Council

None

Item 3a. Approval of the special meeting minutes from November 15, 2023

UNANIMOUSLY APPROVED

Item 4a. Executive Director Report

Mr. Doane Liu provided an overview of his activities since the last Board meeting, which included: participating in; meeting with LATCB and CM Harris-Dawson, LATCB and CM Krekroian, CM Park, CM Blumenfield's staff regarding the LACC expansion, City Attorney's office regarding the Olympics Venue Use Agreement, Nolan Marshall from South Park BID, Dr. Joong-Won Lee regarding CSUN graduate student project, CD4 and LATCB regarding the Hollywood sign sustainability assessment, and Melissa Raffell from PMI regarding event planning, Ziff Davis regarding possible E3 replacement event; attending the 2028 Olympic Games cabinet meeting, LA Hospitality Summit, Trade, Travel, and Tourism Committee regarding LACC expansion, PCMA Convening Leaders, LATCB client lunch and meet and greet, Budget, Finance & Innovation Committee regarding LACC expansion; and hosted the LA Auto Show City reception, Career Academy at LA Comic Con, Busan Expo Delegation LACC site tour; and lead the ALIS Safety and Security Pre-Conference Roll Call.

Item 4b. ASM Monthly Update

Ms. Kim Weedmark reported on 10 events, which were all local events, during December 2023, with 212,081 total number of attendees and 12 events were converted to licensed including 2 citywide events. Mr. Ben Zarhoud presented the financial data for December, reporting an operating surplus of \$0.3M and \$4.5 in gross revenue, which was \$0.4M above budget and \$0.3M above the pre-COVID two year average, 70% of the revenue was from rent, food and beverage, and parking. Mr. Zarhoud also reported \$2.3M in operating expenses, noting that utility expenses were up due to a rate increase and increased activity in the building. Mr. Zarhoud reported December's exhibit hall occupancy was 45% which was driven by ComiCon, Insomniac, and volleyball. Mr. Zarhoud stated that the December Economic Impact was \$32.6M, all of which was generated by citywide events.

Item 4c. LATCB Monthly Update

Mr. Darren Green reported that LATCB has processed 72 leads year-to-date and booked 209,789 room nights with a goal of 140 leads and 258,000 room nights, noting that while leads are up from last year, they are still behind 3 year pre-COVID average. Mr. Jacques Chargois presented the new format for reporting LATCB data. Mr. Green gave an overview of the 2023 IAEE Expo and the 2024 PCMA Convening Conference, both of which Los Angeles will be hosting in 2024

ADJOURNMENT

The meeting was adjourned at 10:29 a.m. without objection.