

# CITY TOURISM BOARD OF COMMISSIONERS

## Regular Meeting Minutes

April 17, 2024

The Board of City Tourism Commissioners (Board) convened a regular meeting on Wednesday, April 17, 2024, at 9:00 a.m. in the Tom Fields Board Room at 1201 S. Figueroa St., Los Angeles, CA 90015.

### **PRESENT:**

Vice President Kathleen Rawson  
Taelor Bakewell  
Juan Camacho  
Cameron Onumah

### **ABSENT:**

President Jon F. Vein

### **PRESENTERS:**

Kim Weedmark, ASM  
Doane Liu, CTD  
Darren Green, LATCB  
Don Skeoch, LATCB  
William Karz, LATCB

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

Vice President Rawson called the meeting to order at 9:05 a.m.

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

Gus Sustaita, a member of the public, and Teodora Reyes, representing the San Fernando Valley Young Democrats, 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 regular meeting minutes from March 6, 2024.***

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 the Bisnow Market Update event; Los Angeles Tourism & Convention Board's branding campaign in South Korea; Los Angeles Convention Center (LACC) Town Hall; Safety & Security Roll Call for American Association of Endodontists; attending Mayor Bass' State of the City address; meetings with Melissa Raffel from Project Management Institute regarding a future event; Ballard Partners and Asian American Hotel Owners Association (AAHOA) regarding a future event; Plenary Group regarding the proposed LACC expansion project; Brisbane Times for an interview on tourism; VP Rawson update and

briefing; Council Member Traci Park's office for a video taping regarding the City budget; Mitchell Hotchberg, CEO at Lightstone, regarding support for the LACC expansion; and hosting public safety agencies in preparation for U.S. Travel's IPW event.

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

Ms. Kim Weedmark reported on nine events during February 2024, which was a mix of consumer shows, assemblies, a trade show, and a citywide event related to digital health, with 104,233 total number of attendees. The sales and marketing team licensed 19 events in the month of February. The financial data for February reported an operating surplus of \$2.2M and \$7.8M in gross revenue, which was \$2.2M above budget and \$2.4M above the pre-COVID two year average. 75% of the revenue was from rent, food & beverage, and parking. Operating expenses totaled \$2.1M, with a focus on adding resources to meet event needs and continued building maintenance and repairs. Also noted was the expectation of increased maintenance costs in the future. February's exhibit hall occupancy was 70%. February's economic impact was \$33.2M, generated by LACC and citywide events. Lastly, the City of L.A. issued a new program certification for green business and LACC received a sustainability award as a Certified Green Business under the California Green Business Network.

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

Mr. Darren Green reported that LATCB has processed 90 leads year-to-date and booked 258,768 room nights with a goal of 140 leads and 258,000 room nights. Mr. Green noted that while the room night goal was met and exceeded, the leads are still a concern, and the team has done an excellent job despite the headwinds. Mr. Green also reported on the sales team's participation in recent industry events and tradeshow, the successful execution of the annual Meet LA Exchange, and activities related to Global Meetings Industry Day and Business Events Industry Week.

Mr. Don Skeoch, Chief Marketing Officer and Mr. William Karz, Sr. VP of Brand & Digital Marketing, provided an overview of the LA Tourism Global Campaign. The presentation focused on LATCB's efforts to maximize the economic impact of tourism as well as an overview of results from previous campaigns, upcoming media strategy and creative.

**ADJOURNMENT**

The meeting was adjourned at 10:14 a.m. without objection.