

# CITY TOURISM BOARD OF COMMISSIONERS

## Special Meeting Minutes

June 26, 2024

The Board of City Tourism Commissioners (Board) convened a special meeting on Wednesday, June 26, 2024, at 9:00 a.m. at the Los Angeles Convention Center, 1201 S. Figueroa St., Los Angeles, CA 90015.

### **PRESENT:**

President Jon F. Vein  
Vice President Kathleen Rawson  
Juan Camacho

### **ABSENT:**

Taelor Bakewell  
Cameron Onumah

### **PRESENTERS:**

Kim Weedmark, ASM  
Doane Liu, CTD  
Darren Green, LATCB

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

President Vein called the meeting to order at 9:00 a.m.

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

None

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

None

### ***Item 3a. Approval of the regular meeting minutes from May 15, 2024.***

UNANIMOUSLY APPROVED

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

Doane Liu provided an overview of his activities since the last Board meeting, which included: attending City Council to introduce South Korean band, RIIZE; a breakfast with our public safety partners, a CCA Treasures event, a Destination Crenshaw event, a Los Angeles Tourism & Convention Board Customer Advisory event; participating in a site visit with Nationwide Marketing Group, an interview with the Americas Lodging Investment Summit; meetings with the Institute of Scrap Recycling on a possible future event, Dan Hoffend and Kim Weedmark regarding expansion and mergers, Supernal regarding flying taxi cabs, Manufacturing Engineering on pre-event planning; and expansion related meetings with the Trade, Travel and Tourism Committee, the Budget and Finance Committee, Council District 3, Council District 14, Plenary Group, Council Member Price, and Council Member de León.

Mr. Liu noted that the Trade, Travel, and Tourism Committee approved the Los Angeles Convention Center expansion motion on June 18, 2024, and is on the agenda for today's Budget and Finance Committee meeting. The biggest change being a move from public-private partnership to design-build only, with the City taking care of the financing. The operations and maintenance will be dealt with later in the process.

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

Ms. Kim Weedmark reported on 14 events hosted during April 2024, which was a mix of meetings, consumer shows, assemblies, a trade show and one citywide event related to the field of endodontistry, with 47,706 total number of attendees. Ms. Weedmark also reported a total of six filmings for the month of April. The sales and marketing team licensed 10 events in the month of April. The financial data for April reported an operating loss of \$0.6M and \$3.5M in gross revenue, with approximately 73% from rent, food and beverage, and parking. Operating expenses totaled \$2.7M with continued spending on building maintenance and repairs. The building consumed 1.4 GWh, 24% from solar. April's exhibit hall occupancy rate was 40%. April's total economic impact was \$23.4M, \$6.8M generated by LACC events and \$16.6M generated by the citywide event. The year to date net revenue totaled \$30.4M, versus the \$25.4M budgeted; the expenses were \$23.3M, versus \$22.1M; and an operating profit of \$7.1M, versus the \$3.3M budgeted.

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

Mr. Darren Green reported that hotel sales are 307,930, which is 126% of the year-to-date goal of 258,000. This is attributed to the addition of the NBA All Star Game and the NFL Super Bowl, which was not part of the initial forecast. LATCB plans to raise the goal for next fiscal year. Mr. Green reported 22 bookings, which is 147% of the year-to-date goal of 18. The leads are at 128, with a goal of 140. There's some concern about reaching the goal; but, Ms. Kathy McAdams has 160,000 in the sales bubble to help reach it. Mr. Green also noted booking Red Hat and Pokemon for 2025, nine groups added in 2026, six groups added in 2027, and plans to still book events for 2028, around the Olympics.

Mr. Green provided highlights from the Customer Advisory Board meeting that took place from June 16 - 18, 2024. The Customer Advisory Board consists of the top meeting event planners in our industry who host citywide or self-contained meetings. The goal of the meeting is to share insight and key issues impacting meetings and events and how LA can position itself to capture more business.

Mr. Green also provided a sales and marketing overview for Fiscal Year 2024-25, mentioned the revamping of the MeetLA website, hosting ASAE in December 2024 and ASAE in August 2025, the LA on Location platform, and the Ambassador Program.

The meeting was adjourned at 9:51 a.m. without objection.