

CITY TOURISM BOARD OF COMMISSIONERS

Special Meeting Minutes
July 18, 2024

The Board of City Tourism Commissioners (Board) convened a regular meeting on Wednesday, July 18, 2024 at 9:00 a.m. at 1201 S. Figueroa St., Los Angeles, CA 90015.

PRESENT:

President Jon F. Vein
Taelor Bakewell
Juan Camacho
Cameron Onumah
Kathleen Rawson - arrived at 9:16 am

ABSENT:

None

PRESENTERS:

Kim Weedmark, ASM
Ben Zarhoud, ASM
Doane Liu, CTD
Patti MacJennett, LATCB
Stacey Sun, LATCB

Item 1. Call to Order / Roll Call

President Vein called the meeting to order at 9:02 a.m.

Item 3a. Public Comment - Taken out of order

None

Item 3b. Neighborhood Council

None

Item 4a. Approval of the regular meeting minutes from June 26, 2024

UNANIMOUSLY APPROVED

Item 5a. Executive Director Report

Mr. Doane Liu provided an overview of his activities since the last Board meeting, which included: meetings with Lyft Bike Share, LACC Design Kick Off meeting and expansion updates with the City Team and the Mayor's office; and participating in the LATCB Board of Directors meeting, TTMA Luncheon; attended a World Cup briefing, Budget and Finance Committee and City Council for expansion item on the agenda; and hosted Safety and Security Pre-Conference Roll Calls for Anime Expo and IDEA.

Item 5b. ASM Monthly Update

Ms. Kimberly Weedmark introduced the Leader of the Quarter, Kevin McCall, and the Employee of the Quarter, Alan Gonzalez. Ms. Weekmark reported on 8 events during June 2024, 2 of which were Citywide events, with 89,112 total number of attendees and 1 filming/parking clients, as well as the Sales and Marketing activities for the month, which included 6 new events and 2 returning annual events. Mr. Zarhoud presented the financial data for June, reporting an operating loss of \$0.9M and \$2.6 in net revenue, which was \$0.4M above prior year and \$0.6M above the pre-COVID two year average, noting that parking was paced slower due to low campus activity and no play off games this year. Mr. Zarhoud also reported \$3.5M in operating expenses. Mr. Zarhoud reported May's exhibit hall occupancy was 80%, driven by IPW, Engineering Fair, AEW and Cal State LA graduation. Mr. Zarhoud stated that the LACC June Economic Impact was \$45.1M, \$12.4M from local events and \$32.7M from citywide events.

Item 5c. LATCB Monthly Update

Ms. Patti MacJennett reported that LATCB has processed 140 leads year-to-date, which is 100% of the year-to-date goal and booked 312,603 room nights, which is 125% of the year-to-date goal, driven by larger events, including the Olympics. Ms. MacJennett also reported on the future events pipeline, noting that 2028 leads are down due to the time required for the Olympic events at the Center. Ms. Stacey Sun presented an update on the 16th DineLA Restaurant Week program, noting a 80% restaurant retention. Ms. Sun also noted a near record of 426 participating restaurants across 79 neighborhoods and offering 31 unique global cuisines.

Item 2. Election of 2024-2025 Board Officers - Taken out of order

Vice President Rawson moved to reappoint Jon Vein as President, Commissioner Onumah seconded. Commissioner President Vein moved to reappoint Kathleen Rawson as Vice President, Commissioner Camacho seconded.

UNANIMOUSLY APPROVED

ADJOURNMENT

The meeting was adjourned at 9:46 a.m. without objection.