

## **CITY TOURISM BOARD OF COMMISSIONERS**

### **Regular Meeting Minutes**

**March 19, 2025**

The Board of City Tourism Commissioners (Board) convened a regular meeting on Wednesday, March 19, 2025, 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  
Cameron Onumah

#### **ABSENT:**

Taelor Bakewell  
Angelia Shepperd

#### **PRESENTERS:**

Kim Weedmark, ASM  
Ben Zarhoud, ASM  
Doane Liu, CTD  
Bryan Churchill, LATCB  
Patti MacJennett, LATCB  
Kim Nakashima, CTD

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

President Vein called the meeting to order at 9:06 a.m.

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

None

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

None

#### ***Item 3a. Approval of the regular meeting minutes from February 19, 2025***

UNANIMOUSLY APPROVED

#### ***Item 4b. ASM Monthly Update - Taken out of order***

Ms. Kim Weedmark introduced Robert Haro as team member of the 4th quarter 2024, Ian Wright as team leader of the 4th quarter 2024, and Bladimir Reyes as team player of the year 2024. Ms. Weedmark reported on eight events hosted during January 2025, which was a mix of meetings, consumer shows, trade shows, assemblies, and one citywide. The sales and marketing team licensed five events in the month of January 2025. Mr. Ben Zarhoud presented the financial data for January reporting there was an operating loss of \$0.5M and \$4.2M in gross revenue, which was lower than usual with 76% from rent, parking, and F&B. Mr. Zarhoud also reported that operating expenses totaled \$2.3M. Mr. Zarhoud stated that January's exhibit hall occupancy rate was 52%, resulting in a total economic impact of \$23.2M, \$9.5M generated by LACC events and \$13.7M generated by the citywide events.

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

Mr. Bryan Churchill reported that booked room nights are 289,603 of the annual goal of 303,257, 15 bookings of the annual goal of 27, noting a strong momentum with an increase in nights per event. Mr. Churchill stated that booked room nights are up 14% from last year and the lead for future years is strong. Mr. Churchill gave an overview of the the LATCB and LACC sales and services team building meeting and the LATCB MLX (Meet LA Exchange) event noting that the reverse tradeshow experience for members resulted in 98 attendees and 479 appointments. Ms. Patti MacJennett gave an overview of Visit CA Outlook Forum, which is hosted by different diverse regional destinations and resulted in more than 900 tourism industry professionals attending.

***Item 4a. Executive Director Report - Taken out of order***

Doane Liu provided an overview of his activities since the last Board meeting, which included: attending City Council presenting the LATCB “We Love LA” campaign, LA28 Event Operations & Planning meeting and site walk, LACC Town Hall, ACMG and AWP Roll Calls, a meet and greet with clients IEEE, ICMA, ASCA, and LATCB, and the LA City General Managers Association meeting; meetings with Steve Choe of the AC and Moxy, the Controller regarding CTD’s budget, LATCB and LACC Staff, Dan Hoffend and Kim Weedmark, Anna Hovasapion regarding LACC Expansion, and APCLA regarding the Estimate Variance Report.

***Item 5a. Expansion Update***

Mr. Doane Liu provided an update on the expansion and modernization project, noting that the CLA/CAO report has been delayed but is expected on March 21st and will most likely be recommending 2 options, completed before the Olympics; and the phased approach which will have 80% completed before the Olympics. Mr. Liu noted that the current and next year’s budget deficit concerns could impact Council support for the project.

***Item 6a. Los Angeles Tourism & Convention Board 2025-26 TOT Budget - Board Report #25-001***

Ms. Kim Nakashima presented the LATCB FY 2025-26 TOT budget for the Board’s consideration. Ms. Nakashima provided LATCB background and functional overview as well as provided key industry metrics, LA TOT data, and a breakdown of LATCB’s resources and TOT budget allocations. Ms. Nakashima reviewed the 2024-25 deliverables and 2025-26 focus. Ms. Nakashima stated the staff recommends that the Board approve the LATCB FY 2025-26 TOT Budget for inclusion in the Mayor’s 2025-26 Proposed Budget.

THE BOARD UNANIMOUSLY APPROVED THE LATCB FY 2025-26 TOT BUDGET

The meeting was adjourned at 10:23 a.m. without objection.