The Board of Los Angeles Convention and Tourism Development Commission (Board) convened a regular meeting on Wednesday, October 16, 2019 at 9:00 a.m. at the Los Angeles Convention Center (LACC), located at 1201 S. Figueroa Street, Los Angeles, CA 90015, in the Executive Board Room.

**PRESENT:**
President, Jon F. Vein  
Vice President, Otto Padron  
Commissioner Bricia Lopez  
Commissioner Noel Hyun Minor (*arrived at 9:09 am)

**ABSENT:**
Commissioner David Stone

**PRESENTERS:**
Ellen Schwartz, AEG  
Ben Zarhoud, AEG  
Doane Liu, CTD  
Diana Mangioglu, CTD  
Reed Peterson, GSMA  
Darren Green, LATCB

*Item 1. Call to Order / Roll Call*
President Vein called the meeting to order at 9:05 a.m.

*Item 2a. Public Comment*
None

*Item 2b. Neighborhood Council*
None

*Item 3a. Approval of the regular meeting minutes from September 4, 2019*
UNANIMOUSLY APPROVED

*Ms. Ybarra read a correction to the September 4 agenda into the records. Item 3a should read “Approval of the regular meeting minutes from August 7, 2019”, not August 22nd.*
Item 4a. Presentation – Mobile World Congress

Mr. Reed Peterson presented an overview of the event and GSMA’s intent to make Los Angeles the location for the annual US event. Mr. Peterson provided statistics on past events in other countries and noted the goal for Los Angeles is to host a “LA Entertainment & Technology Week” using venues throughout the city.

Item 5a. Executive Director Report

Mr. Doane Liu provided an overview of his activities since the last Board meeting, which included: meetings with clients (Grammys, Mobile World Congress, Travel and Adventure Show, Letter Carriers, James Beard Foundation, IOC and IPC) on expansion and event programing as well as with Safe Parking LA regarding CTD/LACC’s participation in the program; attending IMEX, Cal Travel Summit, Mayor’s State of Women and Girls event, Tourism Master Plan Visioning Sessions, and the Economic Development Committee which approved Amendment 2 of the AEG Management Agreement; and convened the host committee for Mobile World Congress.

Item 5b. AEG Monthly Update – August

Ms. Ellen Schwartz reported that LACC had hosted 10 events, all short term business, resulting in over 128,258 attendees, noting the K-Con and BeautyCon continue to grow each year. In addition, LACC hosted eight filmings. Ms. Schwartz also announced the merger of AEG and SMG to the newly formed ASM Global which will provide a larger network of talent. Mr. Ben Zarhoud presented the financial data for August, reporting $5.65M in gross revenue, and $2M in operating expenses, which was below prior year. Mr. Zarhoud reported a 50% occupancy rate for August, which is consistent with prior years, excluding the spike in FY17/18 which was due to several large citywide events falling in August. Mr. Zarhoud also reported $18.8M in economic impact, all from short term business.

Item 5c. LATCB Monthly Update – August

Mr. Darren Green reported that LATCB processed 47 leads YTD, resulting in 95,190 room nights, with a year-end goals of 220 leads and projected 390,000 room nights, noting that while leads are behind last year the room nights are ahead of last year. Mr. Green reported on recent bookings and cancellation, including WeWork and Honda which resulted in a loss of over 27,000 projected room nights as well as two weeks of F&B and rent, and provided a month-to-month room night comparison of past events and future bookings. Ms. Evelyn Taylor Carrion provided a citywide communications update on informing current, new, and potential clients on the expansion and modernization of the Convention Center. Ms. Taylor Carrion also provided a risk report, noting impact on citywide conventions during construction.
**Item 6a. AEG Management Agreement Extension**

Ms. Diana Mangioglu reported that Amendment 2 of the Management Agreement was approved by the Economic Development Committee on October 15 and will go before full Council in the near future.

**Item 7a. AEG Discretionary Incentive Fund Goals – Board Report # 19-003**

Ms. Diana Mangioglu presented the FY 2019-20 DIF goals for the Boards' consideration. The goals for Categories 1, 2, and 3 were reviewed and discussed. Ms. Mangioglu presented the CTD recommendation that the Board adopt the proposed goals for FY 2019-20.

**Item 7b. AEG Discretionary Incentive Fund Approval – Board Report # 19-002**

Ms. Diana Mangioglu presented the FY 2018-19 DIF actual metrics to the Board noting that for Category 1 satisfactory performance was demonstrated, for Category 2 expectations were met, with recommendations for a change in methodology for the recycling diversion rate, and for Category 3 satisfactory performance was demonstrated. Ms. Mangioglu presented the CTD recommendation that the Board approve the payment of the DIF for FY 2018-19 in the amount of $85,294.62.

**ADJOURNMENT**

The meeting was adjourned at 10:24 a.m.