

**BOARD OF LOS ANGELES CONVENTION  
AND TOURISM DEVELOPMENT COMMISSION**

Regular Meeting Minutes  
January 15, 2020

The Board of Los Angeles Convention and Tourism Development Commission (Board) convened a regular meeting on Wednesday, January 15, 2020 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:**

Vice President Otto Padron - Presiding  
Commissioner Bricia Lopez  
Commissioner David Stone

**ABSENT:**

President Jon F. Vein  
Commissioner Noel Hyun Minor

**PRESENTERS:**

Ellen Schwartz, AEG  
Ben Zarhoud, AEG  
Doane Liu, CTD  
Darren Green, LATCB

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

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

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

None

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

None

***Item 3a. Approval of the regular meeting minutes from December 4, 2019***

UNANIMOUSLY APPROVED

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

Mr. Doane Liu provided an overview of his activities since the last Board meeting, which included: attending LACC design kick-off meetings, LATCB Customer Advisory Board

meetings, the Mayor's monthly press conference on homelessness, and PCMA, which is a convention for conventions; the marketing trip to UAE and India with LATCB, including the opening of a new LATCB office; and the LATCB contract and LACC Pricing Policy which are in the City Council review and approval process.

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

Ms. Ellen Schwartz introduced the employee of the quarter, John-Isacc Jeffries. Ms. Schwartz reported that LACC had hosted 2 events, one of which was a citywide event, resulting in over 1,000,000 attendees, most attending the LA Auto Show. In addition, LACC hosted three filmings. Mr. Ben Zarhoud presented the financial data for November, reporting an operating surplus of \$5.7M for the month, \$5.6M above prior, which was driven by LA Auto Show. Mr. Zarhoud also reported \$16.6M in gross revenue, and \$8.2M in net revenue, 66% of which was realized from F&B and utilities. Mr. Zarhoud reported \$2.5M in operating expenses, which was above prior year and driven by utilities due to the two large events. Mr. Zarhoud reported a 99% occupancy rate for November, the highest is past years, and a 69% occupancy year-to-date, lower than prior year, noting that the 2020 occupancy is expected to be lower due to the cancellation of two large citywide events. Mr. Zarhoud also reported \$71.7M in economic impact, \$37.1 of which was generated from the LA Auto Show event booked by LACC.

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

Mr. Darren Green reported that LATCB processed 86 leads YTD and have booked 189,784 room nights, with year-end goals of 220 leads and projected 390,000 room nights, noting that while leads are behind last year the room nights are still ahead of last year. Mr. Green reported on recent site visits, including ASAE which is an industry association and provided an overview of the Client Advisory Board meetings as well as the PCMA convention, where LATCB gathered data from industry planners to drive targeted marketing strategies and bid opportunities.

***Item 5. Discussion***

None

***Item 6. Action Items***

None

**ADJOURNMENT**

The meeting was adjourned at 9:39 a.m.