

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

Regular Meeting Minutes
February 3, 2021

The Board of Los Angeles Convention and Tourism Development Commission (Board) convened a regular meeting on Wednesday, February 3, 2021 at 9:00 a.m. via Zoom.

PRESENT:

Vice President Otto Padron, Presiding
Commissioner Noel Hyun Minor
Commissioner David Stone

ABSENT:

President Jon F. Vein
Commissioner Bricia Lopez

PRESENTERS:

Ellen Schwartz, ASM
Ben Zarhoud, ASM
Doane Liu, CTD
Adam Burke, LATCB
Darren Green, LATCB

Item 1. Call to Order / Roll Call

Vice President Padron 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 January 6, 2021

UNANIMOUSLY APPROVED BY ROLL CALL VOTE

Item 4a. Executive Director Report

Mr. Doane Liu provided an overview of his activities since the last Board meeting, which included: participating in meetings with UNITE HERE to discuss food program, Ron Herrera of the County Federation of Labor regarding World Cup 2026, Circuit to discuss possible grant for electric shuttle service, LASEC regarding Super Bowl and city services; stakeholders to discuss Tourism recovery, and AEG regarding expansion and the 2 year extension of the ENA; attended the South Park BID Strategic Plan steering committee and PCMA Convening Leaders virtual conference; and announced the #LACC50 Kickoff meeting.

Item 4b. ASM Monthly Update

Ms. Ellen Schwartz reported two filmings (5 days) for the month of December and the continuing of the senior meals program. Mr. Ben Zarhoud presented the financial data for December, reporting an operating loss of \$0.03M for the month, and a \$1.7M in gross revenue, noting that revenue was down across all categories, and \$1.0M in operating expenses, noting CIP's and A&I's continued while managing liquidity. Mr. Zarhoud reported the December Exhibit Hall occupancy was 2%, noting that occupancy is typically down in December.

Item 4c. LATCB Monthly Update

Mr. Darren Green reported that LATCB has processed 44 leads YTD and booked 224,339 room nights, with year-end goals of 176 leads and 362,725 projected room nights, noting that booked room nights include events rebooked into future years and that 2022 and beyond is gaining momentum. Mr. Green reported that 17 in 2020 and 8 in 2021 events cancelled or rebooked, noting that this number is expected to grow as no reopening dates can be confirmed, and that some clients are looking to hold part or all of their event virtually and LATCB is working to keep the broadcasts in Los Angeles. Mr. Green provided an overview of LATCB's 2020 activities, the results of a Customer Advisory Board survey noting the consensus that meetings will be virtual and/or hybrid with a return to in-person events in 2022, the recovery FAQ's. Mr. Adam Burke presented in introduction to IKE, a digital wayfinding solution providing multilingual visitor services, transportation options and tourism information, explaining that the kiosk is not a digital advertising platform but encourages community and visitor engagement.

Item 5: ACTION ITEMS:

None

ADJOURNMENT

The meeting was adjourned at 10:08 a.m. without objection.