

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

Regular Meeting Minutes
February 5, 2020

The Board of Los Angeles Convention and Tourism Development Commission (Board) convened a regular meeting on Wednesday, February 5, 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:

President Jon F. Vein
Commissioner Noel Hyun Minor
Commissioner David Stone

ABSENT:

Vice President Otto Padron
Commissioner Bricia Lopez

PRESENTERS:

Ben Zarhoud, AEG
Doane Liu, CTD
Eric Rosen, CTD
Darren Green, LATCB

Item 1. Call to Order / Roll Call

President Vein called the meeting to order at 9:01 a.m.

Item 2a. Public Comment - None

Item 2b. Neighborhood Council - None

Item 3a. Approval of the regular meeting minutes from January 15, 2020

UNANIMOUSLY APPROVED

Item 4a. Executive Director Report

Mr. Doane Liu provided an overview of his activities since the last Board meeting, which included: Tourism Master Plan briefings with department General Managers and other City officials; meetings with stakeholders regarding tourism topics such as Avenue of Angels, aerial tram to Hollywood sign, tour bus ordinance, and LA28; attending the General Manager retreat; and several meetings regarding the expansion.

Item 4b. ASM Monthly Update – December

Mr. Ben Zarhoud reported that LACC had hosted 9 events, one of which was a citywide event, resulting in over 42,750 attendees. In addition, LACC hosted four filmings. Mr. Zarhoud presented the financial data for December, reporting an operating loss of \$0.9M for the month, \$2.M in gross revenue, and \$1.1M in net revenue, 63% of which was realized from F&B and parking. Mr. Zarhoud reported \$2.0M in operating expenses. Mr. Zarhoud reported a 23% occupancy rate for December and a 61% occupancy year-to-date, both lower than prior year. Mr. Zarhoud also reported \$6.9M in economic impact, \$4.3M of which was generated citywide events.

Item 4c. LATCB Monthly Update – December

Mr. Darren Green reported that LATCB processed 101 leads YTD and have booked 270,204 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 and showed a video of the gifting wall at PCMA where participants received a gift for participating in a survey regarding the strengths and drawbacks of Los Angeles. LATCB received a response rate of 25% in the survey, which is much higher than the usual 5-10%. Mr. Green also presented an overview of the quarterly sales letter, sales committee meeting, and competitor's expansion progress.

Item 4d. Tourism Master Plan Update

Mr. Eric Rosen, FUSE Fellow for CTD, presented an overview of the Tourism Master Plan (TMP), which will be before the Trade, Travel, and Tourism Committee in early March. Mr. Rosen noted that the TMP would focus on: sustainable tourism growth; hotel development; visitor experience; new technology; and public policy. Mr. Rosen provided the project scope; project delivery which included the current state of tourism and recommendations and strategy for the future of tourism; and the key findings. Mr. Rosen presented the Board with the TMP recommendations which included: destination stewardship; destination development; destination programing; visitor accommodations; visitor mobility; visitor information & communications; and destination management. Mr. Rosen and Mr. Doane Liu noted that one of the recommendations is the creation of a Tourism Cabinet to help coordinate implementation of the Tourism Master Plan.

Item 5. Discussion - None

Item 6. Action Items - None

ADJOURNMENT

The meeting was adjourned at 10:00 a.m.