

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

Regular Meeting Minutes

February 7, 2018

The Board of Los Angeles Convention and Tourism Development Commission (Board) convened a regular meeting on Wednesday, February 7, 2018 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 Ana Cubas
Commissioner Stella T. Maloyan
Commissioner David Stone

ABSENT:

Vice President, Otto Padron

PRESENTERS:

Keith Hilsgen, AEG
Ellen Schwartz, AEG
Doane Liu, CTD
Bryan Churchhill, LATCB
Darren Green, LATCB

Item 1. Call to Order / Roll Call

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

Item 2. Public Comment

None

Item 2b. Neighborhood Council

None

Item 3a. Approval of the special meeting minutes from January 10, 2018

UNANIMOUSLY APPROVED.

Item 4a. Executive Director Report

Mr. Doane Liu provided an overview of his activities since the last Board meeting which included: a walk audit of the route delegates might take to/from the LACC to local hotels; meetings with both AEG and City staff regarding modernization, Gensler regarding the "Paper Plane" advertising campaign, and Council District 4's Griffith Park Mobility meeting; events attended which included a naturalization ceremony, Central City Association (CCA) reception for Martha Saucedo, LA County Federation of Labor's Martin Luther King breakfast; and presentations at the CCA Livability and Tourism Committee meeting, VerdeXchange, and the Trade, Travel, and Tourism Committee meeting.

Item 4b. AEG Monthly Update – December

Ms. Ellen Schwartz recognized Karla Gonzalez, Employee of the Month for November and Ms. Michelle Riehle-Ludtke, Employee of the Month for December. Ms. Schwartz reported that December had nine events, with a total attendance of over 1M, two of which were filmings. Ms. Schwartz noted that the LACC won the 2017 GEELA Award for sustainability. Mr. Hilsgen presented the financial data for December. Mr. Hilsgen also reported that occupancy for December was 56%, which was higher than previous years due to Auto Show moving to December. Mr. Hilsgen stated that the Economic Impact was \$67.3M, all from short term business, of which \$64.1M was due to Auto Show.

Item 4c. LATCB Monthly Update – December

Mr. Darren Green reported that year to date, LATCB has processed 118 leads, the year-end goal is 220 leads, resulting in 245,207 room nights while the year-end goal is 390,000. Mr. Green also reported that LATCB surveyed 44 hotels and noted hotel market mix as 35.9% leisure, 30.9% corporate, 24.1% group and that LACC's competition by city is (in order) San Diego, San Francisco, Anaheim, Phoenix, and New York. Mr. Green stated that hotels find Citywide conventions very important, 36%.

Item 4ci. Hotel Survey

Mr. Bryan Churchill reported on self-contained hotel business and that LATCB partners with 154 hotels, 41,129 rooms in all regions of the City. Mr. Churchill also reported that lead production has increased 75% since 2013 with a 30% conversion rate, resulting in 1M room nights. Mr. Churchill noted that LATCB has self-contained sales representatives internationally, in UK/Europe, China, and Australia.

Item 4d. CIP Update

Mr. Tom Fields provided a CIP update noting that seven marquees have been updated, with the last one in progress. Mr. Fields stated that the new carbon monoxide sensors in the garages save 1M kw hours per year. Mr. Fields also stated that the LACC's 6,228 individual solar panels is the largest for a convention center on the West Coast, producing 3.4M kw a year which is 17% of the overall load and enough energy to power 565 home.

Item 4e. Expansion & Modernization

Mr. Doane Liu reported that positive dialog continues and that all parties have positive feelings about a solution to the hotel expansion in the LACC campus, including an on-site hotel, the JW expansion, and a headquarter hotel that could be attached to the convention center. Mr. Liu noted that once AEG has finalized approval, the City would work on designs and that the best possible/responsible outcome is to have construction done for the 2022 NFL Super Bowl.

ADJOURNMENT

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