

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

Special Meeting Minutes

March 7, 2018

The Board of Los Angeles Convention and Tourism Development Commission (Board) convened a special meeting on Wednesday, March 7, 2018 at 10:00 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 Ana Cubas
Commissioner Stella T. Maloyan
Commissioner David Stone

ABSENT:

None

PRESENTERS:

Brad Gessner, AEG
Keith Hilsgen, AEG
Ellen Schwartz, AEG
Doane Liu, CTD
Jeremy Bacharach, LATCB
John Boudouvas, LATCB
Darren Green, LATCB
Don Skeoch, LATCB
Matthew Brown, Levy
Cindy van Rensburg, Levy

Item 1. Call to Order / Roll Call

President Vein called the meeting to order at 10:01 a.m.

Item 2. Public Comment

None

Item 2b. Neighborhood Council

None

Item 3a. Approval of the regular meeting minutes from February 7, 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 tour of the Lakers training center and new LA Rams stadium; meetings with various City departments and other agencies to discuss issues such as the Convention and Tourism Development's budget, the kiosk program, the inclusion of Los Angeles for the North American World Cup Bid for 2026, expansion and modernization of the Los Angeles Convention Center (LACC), homelessness and sidewalk vending in Hollywood, hotel projects, stormwater retention goals, upcoming client events, an introduction to the Cannabis Regulation Department; and moderating a panel at the LATCB Crisis Response Summit.

Item 4b. AEG Monthly Update – January

Mr. Brad Gessner, assisted by Mr. Greg Rosicky and Ms. Carisa Norton, recognized Charles Cordray as Leader of the Quarter for the fourth quarter of 2017 and Ms. Denise Bell as Employee of the Month for January 2018. Mr. Gessner reported that LACC had hosted 11 events that included two citywides and close to 150 thousand attendees. Ms. Ellen Schwartz reported three film shoots, to include an airport scene for Brooklyn 99. Mr. Keith Hilgen presented the financial data for January. Mr. Hilgen reported that occupancy for January was 69%; 72% year-to-date. Mr. Hilgen also reported that Economic Impact was \$30M; close to \$21M from citywides and over \$9M from short term events. Levy Restaurant representatives, Ms. Cindy van Rensburg, Convention Center Division President, and Mr. Matthew Brown, General Manager of Food and Beverage, reported on some of the things Levy is doing at the LACC highlighting high sales and profits; in-house pastry and baking; partnership with Groundworks, a local grassroots, certified organic, coffee and tea company; collaboration with food trucks; high client survey ratings for food & beverage; \$750K reinvestment into furniture and equipment; community outreach with Make a Wish Foundation, Downtown Women's Shelter, and the annual Thanksgiving turkey give away.

Item 4c. LATCB Monthly Update – January

Mr. Darren Green reported that year to date LATCB has processed 136 leads, resulting in 245,207 room nights with a year-end goal of 220 leads and projected 390,000 room nights. Mr. Green also reported on prospect site inspections for Shell Oil, Cisco, and First Robotics Competition and LATCB's newsletter that updates clients on what's happening in the city, upcoming events, and other informative things clients should know as they consider Los Angeles as their destination.

LATCB's creative team, Messrs. Don Skeoch, John Boudouvas, and Jeremy Bacharach presented on LATCB's marketing and media strategy; their creative campaign, "Everyone is Welcome" and its evolution; and the awards received such as the State Tourism Award for best overall marketing campaign, Shorty Award for best social media campaign, and Addy Award for advertising.

Item 4d. CIP Update

Tom Fields provided a CIP update noting that the fire alarm panel upgrade and security command center air conditioning are in the planning and contracting stage, the completion of the carbon monoxide sensor for South Hall (awaiting final inspection by Building and Safety), the marquee sign on Venice Blvd. and Convention Center Way, and the solar project which will go live at the end of the month.

ADJOURNMENT

The meeting was adjourned at 11:00 a.m.