

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

Regular Meeting Minutes
April 3, 2019

The Board of Los Angeles Convention and Tourism Development Commission (Board) convened a special meeting on Wednesday, April 3, 2019 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
Vice President, Otto Padron
Commissioner Noel Hyun
Commissioner David Stone

ABSENT:

Vacant Position

PRESENTERS:

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

Item 1. Call to Order / Roll Call

President Vein 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 March 20, 2019

UNANIMOUSLY APPROVED

Item 4a. Executive Director Report

Mr. Doane Liu provided an overview of his activities since the last Board meeting, which included: meetings with design working groups and AEG relative to expansion; with expansion working groups on legal documentation, design and construction, transportation and parking; with financial advisors relative to expansion; and with the LA Dodgers, LASEC, and LATCB regarding the 2020 All Star Game; presentations at the Tourism Marketing District Annual Meeting on expansion and modernization, at the LATCB Global Sales Meeting on expansion, modernization and the Tourism Master Plan; and speaking engagements at several forums on the future of DTLA.

Item 4b. AEG Monthly Update – February

Ms. Ellen Schwartz reported that LACC had hosted 13 local events and one citywide event resulting in over 91,000 attendees. In addition, LACC hosted three filmings. Ms. Schwartz noted that the Abilities Expo was the largest ever. Ms. Schwartz also reported that AEG Facilities, LLC renegotiated the food and beverage contract with the Grammys using Levy as the provider and that Levy did an outstanding job. Mr. Ben Zarhoud presented the financial data for February, reporting \$3.7M in gross revenue, 56% of which was generated by food and beverage, and parking. Mr. Zarhoud reported a 53% occupancy rate, a decreased from previous three years due to fewer citywide events and a 62% decrease year-to-date, mainly due to concern about construction and hotel inventory. Mr. Zarhoud also reported \$16M economic impact, \$7.9M from short term business and \$8.1M from citywide business. Mr. Zarhoud provided the Board with an electricity analysis, noting the investment in energy efficient projects, impact of those projects, and savings metrics.

Item 4c. LATCB Monthly Update – February

Mr. Darren Green reported that LATCB processed 163 leads YTD, resulting in 268,606 room nights with a year-end goal of 220 leads and projected 390,000 room nights, both of which is ahead of year over year pace. Mr. Green noted that two major groups did not return to Los Angeles resulting in a loss of 60,000 room nights, one due to contiguous space concerns. Mr. Green reported on recent bookings, noting that WeWork grew from a local event into a citywide event in a short time. Mr. Green presented information from the Sales Compression Report which noted that hotel inventory is a challenge and that rates are affected by compression, resulting in increased pricing for event room blocks and lower inventory. Mr. Green gave an overview of the upcoming PCMA Educon in June 2019 and the announcement that Los Angeles will host the Experient Envision in 2020.

Item 5. Discussion

None

Item 6. Action Items

None

ADJOURNMENT

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