

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

Regular Meeting Minutes  
April 7, 2021

The Board of Los Angeles Convention and Tourism Development Commission (Board) convened a regular meeting on Wednesday, April 7, 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  
Darren Green, LATCB  
Patti MacJennett, LATCB

***Item 1. Call to Order / Roll Call***

Vice President Padron called the meeting to order at 9:03 a.m.

***Item 2a. Public Comment***

None

***Item 2b. Neighborhood Council***

None

***Item 3a. Approval of the special meeting minutes from March 3, 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: meetings with the Tourism Master Plan Steering Committee, GSMA regarding October event in LA, City of Inglewood City Manager regarding Super Bowl, LASEC kickoff meeting regarding Super Bowl, CD 14 staff regarding EV Shuttle grant, IBM regarding Digital Health Pass; attending Cal Travel's California Comeback conference, US Travel webinar regarding Super Bowl LV in Tampa Bay, LA Tourism Industry Update, Biz Fed Business Resiliency Forum featuring LACTB's Adam Burke.

***Item 4b. ASM Monthly Update***

Ms. Ellen Schwartz reported three filmings for the month of February. Mr. Ben Zarhoud presented the financial data for February, reporting an operating loss of \$0.04M which is \$0.6 million above the revised budget projection and a \$1.4M in gross revenue, which is below the revised budget projection due to lower than expected salaries and lower utilities, and \$1.1M in operating expenses. Mr. Zarhoud reported the February Exhibit Hall occupancy was 12% and the YTD Exhibit Hall occupancy was 15% noting that the remainder of the fiscal year is expected to have low occupancy. Ms. Schwartz noted that FY 21-22 Q2 is expected to have more “normal” events and that staff is in conversations with clients and reviewing staffing needs.

***Item 4c. LATCB Monthly Update***

Mr. Darren Green reported that LATCB has processed 51 leads YTD and booked 224,339 room nights, with year-end goals of 176 leads and 362,725 projected room nights. Mr. Green reviewed the 2015-2025 arrival date numbers noting that while 12 2021 events cancelled, 8 events still remain on calendar. Mr. Green reviewed the remaining calendar year 2021 conventions, noting that the events represent 60,000 room nights. Ms. Patti MacJennett provided updates on LAX including the impacts of COVID-19, noting that while travel traffic is down 95% since the same time last year it is currently on the uptick. Ms. MacJennett also reviewed LAX’s innovative response to the crisis, highlighting travel safety. Ms. MacJennett updated the Board on the many modernization projects at LAX.

***Item 5a: Department Name Change - Board Report #21-003***

Mr. Doane Liu presented the recommendation to change the Department name to the Los Angeles City Tourism Department, noting this change will distinguish the Department from its prime contractors and will better align the Department with the broadened focus on overall mission to the City. Mr. Liu noted that there will be no change to the governing function of the Board.

**ADJOURNMENT**

The meeting was adjourned at 09:47 a.m. without objection.