

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

Regular Meeting Minutes
June 3, 2020

The Board of Los Angeles Convention and Tourism Development Commission (Board) convened a regular meeting on Wednesday, June 3, 2020 at 9:00 a.m. via Zoom.

PRESENT:

President Jon F. Vein
Vice President Otto Padron
Commissioner Bricia Lopez (joined at 9:33 am)
Commissioner Noel Hyun Minor
Commissioner David Stone

ABSENT:

PRESENTERS:

Ellen Schwartz, ASM
Ben Zarhoud, ASM
Doane Liu, CTD
Victoria Wigle, CTD
Darren Green, LATCB

Item 1. Call to Order / Roll Call

President Vein called the meeting to order at 9:05 a.m.

Item 2a. Public Comment

None

Item 2b. Neighborhood Council

None

Item 3a. Approval of the regular meeting minutes from May 6, 2020

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: hosting a series of Tourism Recovery Roundtables as a follow up to Tourism Master Plan; meeting with MLB and GSMA to discuss rebooking options. Mr. Liu also provided an update on the CTD budget and the use of the LACC as a National Guard and mutual aid location. Mr. Liu provided an update on expansion, which is progressing, noting the early works package has been tabled indefinitely, the final P3 agreement document is

expected to be completed in winter but will need to revisit final assumptions, but there may be a seven to eight month delay.

Item 4b. ASM Monthly Update

Ms. Ellen Schwartz reported that in April LACC had hosted no events but a portion of South Hall was used at an Emergency Medical Facility, licensed from April 6 – June 15. Ms. Schwartz also reported that Levy, LACC's food and beverage provider, is supporting the City by providing meals for seniors and Project Room Key, with the assistance of Melissa's Produce in delivering the meal throughout the City. Ms. Schwartz stated that the LACC is pursuing GBAC STAR accreditation, which is the cleaning industry's only outbreak prevention, response and recovery accreditation for facilities.

Mr. Ben Zarhoud presented the financial data for April, reporting an operating loss of \$0.8M for the month, \$.07M in gross revenue as a result of rent from the FMS and a deal with Enterprise to store vehicles. Mr. Zarhoud reported \$1.33M in operating expenses while monitoring and evaluation of costs continues. Mr. Zarhoud reported a 24% occupancy rate and a 50% occupancy year-to-date. In response to President Vein's question about the state of the reserves, Ms. Schwartz responded that forecasting no or reduced capacity events through the fiscal year the reserves will last through May 2021, noting that more cost cutting will occur by fiscal year end including furloughs and renegotiated contracts. Ms. Schwartz noted that there is currently no official open for events date and LACC is waiting for further directives from the County, which is troublesome for clients as most events require extensive planning, this may lead to clients looking to other cities for their events.

Item 4c. LATCB Monthly Update

Mr. Green updated the Board on the changes to the Citywide Sales team and reported that LATCB processed 153 leads YTD and have booked 322531, 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 several groups are booking well beyond the expected containment period, that groups want to move forward but are tempered by how to move forward, with most waiting to see how the first large convention, scheduled for June in Orlando, progresses. Mr. Green reported that the last of the 2020 events are influx, with ADOBE changing to a fully virtual event this year but has committed to 2022-2025 and will be committing to 2026-2020 and GSMA postponing to 2021 and will be committing to 2022-2025. Mr. Green provided an overview of meeting/events and hotel post COVID-19 health and safety protocols, samples of competitive destinations' phased reopening plans, and customer confidence data. Mr. Adam Burke added that the DineLA program is revisiting logistics and profitability given the current County guidelines.

Item 4d. CIP Update

Ms. Victoria Wigle presented the CIP summary which included a review of recently closed projects as well as a progress report on active projects.

Item 5. Discussion

None

Item 6a. Action Items

None

ADJOURNMENT

The meeting was adjourned at 10:07 a.m.