

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

Regular Meeting Minutes

June 6, 2018

The Board of Los Angeles Convention and Tourism Development Commission (Board) convened a regular meeting on Wednesday, June 6, 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  
Vice President, Otto Padron  
Commissioner Stella T. Maloyan  
Commissioner David Stone

**ABSENT:**

Commissioner Ana Cubas

**PRESENTERS:**

Brad Gessner, AEG  
Keith Hilsgen, AEG  
Darren Green, LATCB  
Bill Karz, LATCB  
Doane Liu, CTD

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

President Vein called the meeting to order at 9:02 a.m.

***Item 2. Public Comment***

None

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

None

***Item 3a. Approval of the special meeting minutes from May 4, 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 presentation with LATCB to City Council providing updated tourism numbers, client meetings with GSMA, LA Auto Show, and American Association for Cancer Research; accepting the Community Impact Award from the LA Business Council; attending the Homeless Services Rally with the Mayor and LATCB staff; presenting the CTD budget to the Budget and Finance Committee; meeting with American Red Cross on disaster preparedness; and meeting with LASEC and Staples

Center regarding future mega sports events, such as WWE, Final Four, and Super Bowl.

***Item 4b. AEG Proposal regarding the LACC and expansion of the JW Marriott Hotel***

Ms. Martha Saucedo and Mr. Ted Tanner provided an overview of the AEG proposal to expand the JW Marriott Hotel and the Los Angeles Convention Center, noting that an estimated \$6 billion dollars in potential economic impact was lost by not having an expanded, modern convention center. Mr. Tanner presented the project goals with completion in 2021. Mr. Tanner provided details on the hotel expansion which includes 40 stories and 850 new hotel rooms, and on the LACC which includes 190,000 sq. ft. of additional exhibit space and a 95,000 sq. ft. multi-purpose hall and the complete redesign on Gilbert Lindsay Plaza. Mr. Tanner and Mr. Liu reviewed the next steps for the project which were a presentation of the P3 proposal to Council and request to enter into a MOU for the hotel, with an exclusive negotiating agreement by the end of July.

***Item 4c. AEG Monthly Update – April***

Mr. Brad Gessner, assisted by Mr. Matthew Brown and Ms. Angelica Lawrence, recognized April's Employee of the Month, Mr. Daniel Marquis. Mr. Gessner reported that LACC had hosted 12 events that included 1 citywide and over 86 thousand attendees. Ms. Ellen Schwartz reported four film shoots. Mr. Keith Hilsigen presented the financial data for April reporting \$6.M gross revenue, noting an increase in food and beverage. Mr. Hilsigen also reported 73% occupancy, with a good mix of business, and \$39.5M economic impact, \$8.63M of which was short term business.

***Item 4d. LATCB Monthly Update – April***

Mr. Darren Green reported that year to date LATCB has processed 195 leads, resulting in 369,631 room nights with a year-end goal of 220 leads and projected 390,000 room nights. Mr. Green provided an overview of recent bookings, prospect site inspections, new sales collateral, and the upcoming sales travel calendar. Mr. Green also announced a new outreach program, a speaker network opportunity, allowing speaker and show management to connect. Mr. Bill Karz provided an overview of the LATCB digital trends, including optimizing voice searches, the social application changes, the new DiscoverLA, and influencer marketing.

**ADJOURNMENT**

The meeting was adjourned at 10:16 a.m.