

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

Regular Meeting Minutes  
August 7, 2019

The Board of Los Angeles Convention and Tourism Development Commission (Board) convened a regular meeting on Wednesday, August 7 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 Minor  
Commissioner David Stone

**ABSENT:**

Commissioner Bricia Lopez

**PRESENTERS:**

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

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

President Vein called the meeting to order at 9:01 a.m.

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

None

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

None

***Item 3. Approval of the regular regular meeting minutes from July 17, 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 the South African Consul General's office, MLB All Star Game host committee, Dodgers, potential contractors Clark and PCL/Webcor and the preferred vendor for digital kiosks; attended press conference revealing All Star Game logo, Global LA steering committee and an NFL site visit and; General Manager annual review with Mayor Garcetti.

***Item 4b. AEG Monthly Update – June***

Ms. Ellen Schwartz announced Gilbert Marroquin as the Leader of the Quarter. Ms. Schwartz reported that LACC had hosted seven events, three of which were citywide events, resulting in over 220,800 attendees, noting that E3's attendance was lower than last year. In addition, LACC hosted two filmings but only for parking use. Mr. Ben Zarhoud, presented the financial data for June, reporting \$8.64M in gross revenue, 56% of which was generated by utilities as well as food and beverage. Mr. Zarhoud noted that food and beverage customer satisfaction is trending upward. Mr. Zarhoud reported an 87% occupancy rate, which is consistent year over year. Mr. Zarhoud also reported \$89.3M in economic impact, \$86.7M from citywide events, driven by E3, BET, and Stem Cell Research and \$2.6M from short term business.

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

Mr. Darren Green reported that LATCB processed 8 leads YTD, resulting in 21,892 room nights, with a year-end goals of 220 leads and projected 390,000 room nights. Mr. Green noted that the goals for leads and projected room nights remains the same as last year due to expansion unknowns. Mr. Green reported on recent bookings, noting that 2020 is expected to be a strong year with over 300,000 room nights and that LATCB has an action plan in place for "at risk" events due to construction. Mr. Green noted that Evelyn Taylor Carrion is the new Citywide Communications Director and will provide support to clients during construction. Mr. Green gave an overview of the upcoming Market Outlook Forum. Mr. Green provided a highlight video of the recent PCMA event, which resulted in \$2.7M in total Economic Impact and \$1.6M in direct spend

***Item 5. Discussion***

None

***Item 6. Action Items***

None

**ADJOURNMENT**

The meeting was adjourned at 9:37 a.m.