

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

Regular Meeting Minutes  
August 19, 2020

The Board of Los Angeles Convention and Tourism Development Commission (Board) convened a regular meeting on Wednesday, August 19, 2020 at 9:00 a.m. via Zoom.

**PRESENT:**

President Jon F. Vein  
Commissioner Noel Hyun Minor  
Commissioner David Stone

**ABSENT:**

Vice President Otto Padron  
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***

President Vein 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 regular meeting minutes from July 15, 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: meetings with stakeholders regarding NFL 2022 Fan Fest, future GSMA event, LA Pride Parade, LA Streetcar, and IKE Kiosks; moderating a panel for the CCA on tourism; attending the COVID consortium, LATCB Board meeting, and LATCB Industry Update; presenting to the Trade, Travel and Tourism Committee; and meeting with CD6 to discuss motion for emergency CRF funding for LATCB marketing efforts.

President Vien asked for and Mr. Liu provided an update on the expansion noting that while moving forward, finalizing the project agreement has been delayed.

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

Ms. Ellen Schwartz reported that the only activity in June was the Emergency Medical Facility, National Guard, and Enterprise car rental. Mr. Ben Zarhoud presented the financial data for June, reporting an operating loss of \$0.72M for the month, \$1.46M in gross revenue, and \$1M in net revenue noting that June is usually biggest month but is well below prior years due to current environment and the impact of cancellation as a result of COVID. Mr. Zarhoud reported \$1.72M in operating expenses. Mr. Zarhoud reported a 29% occupancy rate for June and a 46% occupancy year-to-date, both also well below prior years.

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

Mr. Darren Green reported that LATCB processed 8 leads YTD and have booked 55,915 room nights (includes rebooking of COVID related 2020 cancellations), with year-end goals of 176 leads and projected 362,725 room nights which have been adjusted down 20% from pre-COVID goals. Mr. Green discussed the rebookings, noting that 17 2020 Citywide events cancelled, adding that 75-80% for the COVID related cancelled events have been rebooked for future years. Mr. Green provided an overview of the new protocols for in person site visits stating that clients are still wanting to do in person site visits of the venues. Ms. Patti MacJennett present the hotel performance and visitation forecast noting that LA County room nights at just over 50%, are the highest since March 2020 but are in mostly moderate cost outlying hotels, and that visitation is not expected to recover to 2019 numbers until 2023 with international numbers taking until 2025. Ms. MacJennett reported that LATCB is launching a new marketing campaign in August focusing on a sustainable, responsible reopening #travelresponsibly. Ms. MacJennett provided an legislative update providing information on the actions taken by US Travel Association in an effort to support the travel, tourism, hospitality sector.

***Item 5. Discussion***

None

***Item 6a. Action Items***

None

**ADJOURNMENT**

The meeting was adjourned at 9:49 a.m. without objection.