

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

Regular Meeting Minutes
October 3, 2018

The Board of Los Angeles Convention and Tourism Development Commission (Board) convened a regular meeting on Wednesday, October 3, 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 Ana Cubas
Commissioner David Stone

ABSENT:

Commissioner Stella T. Maloyan

PRESENTERS:

Ellen Schwartz, AEG
Doane Liu, CTD
Diana Mangioglu, CTD
Darren Green, LATCB
Chelsea Hoff, LATCB

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 September 12, 2018

UNANIMOUSLY APPROVED

Item 4a. Executive Director Report

Mr. Doane Liu provided an overview of his activities since the last Board meeting which included: client meetings, e.g. NLC, Credit Union; expansion and modernization meetings with City and AEG staff, noting that while progress is being made, plan is three months behind schedule but should meet the final timeline; annual performance review with the Mayor; meeting about Avenue of Angels to discuss pedestrian centered streets; attending the Extreme Heat Seminar hosted by the Mayor's office; and hosting a stop on the NACTO Walkshop.

Item 4b. AEG Monthly Update – August

Ms. Ellen Schwartz reported that LACC had hosted 11 events, all local events, resulting in over 550,070 attendees and hosted one filming. Ms. Schwartz presented the financial data for August, reporting \$3.7M in gross revenue, which is lower than expected as no citywide events were hosted in August and \$2M in expenses, which is above last year with salaries being the driving factor. Ms. Schwartz also reported that the August occupancy was 45%, which allowed for the completion of ongoing projects including the 5G installation project and the economic impact of \$17M, \$9.01M from local events and \$7.82M as a result of a citywide (National Council of State Legislators) which ran July 28- August 3, 2018.

Item 4c. LATCB Monthly Update – August

Mr. Darren Green reported that LATCB processed 48 leads YTD, resulting in 59,166 room nights with a year-end goal of 220 leads and projected 390,000 room nights. Mr. Green noted a strong 2018 with 25 LACTB events, but only 22 LATCB events in 2019, due to cancellations of large events. Mr. Green previewed discoverlosangeles.com's new micro sites which are custom built to support client events.

Item 4ci. LATCB FY 17/18 Post Convention Survey Results

Ms. Chelsea Hoff presented the FY18 Post Convention survey results including background and research methodology. Ms. Hoff noted that the FY18 response rates, 92%, were the highest in four years with 87% indicating some intent to return. Ms. Hoff stated that the survey resulted in an overall LACC rating as "good" which is a slight but steady decline with the general building condition being the lowest rated attribute, but the overall satisfaction with F&B averaged a "good" rating for the 4th year in a row.

Item 5. Discussion:

None

Item 6a. LATCB FY 18-19 Appendix E – Board Report #18-006

Ms. Diana Mangioglu presented the annual review of LATCB Appendix E providing background and functional overview of the LATCB. Ms. Mangioglu reported on the source of LATCB's funding, noting that the Transit Occupancy Tax (TOT) is \$21.7M (38%) of LATCB's \$56.7M total budget. Ms. Mangioglu explained that 1% of the City's 14% TOT is allocated to the LATCB and continues to grow year over year particularly due to contracts such as Air BnB and VRVO. Ms. Mangioglu stated that LATCB primary goal is to grow the local economy by promoting the City using four core objectives. Ms. Mangioglu reviewed the core objectives and the performance metrics for each objective. Ms. Mangioglu presented the CTD recommendation that the Board approve the proposed Appendix E for FY 2018-19 to the Agreement between the CTD Department and LATCB

UNANIMOUSLY APPROVED

ADJOURNMENT

The meeting was adjourned at 10:21 a.m.