

CITY TOURISM COMMISSION

Regular Meeting Minutes
October 20, 2021

The Board of City Tourism Commissioners (Board) convened a regular meeting on Wednesday, October 20, 2021 at 9:00 a.m. via Zoom.

PRESENT:

President Jon F. Vein
Vice President Otto Padron - arrived 9:10 am
Commissioner Bricia Lopez
Commissioner David Stone

ABSENT:

PRESENTERS:

Ellen Schwartz, ASM
Ben Zarhoud, ASM
Kimberly Miera, City Attorney's Office
Tigran Avetisyan, CTD
Doane Liu, CTD
Kim Nakashima, CTD
Jaques Chargois, LATCB
Darren Green, LATCB

Item 1. Call to Order / Roll Call

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

Item 2a. Public Comment

None

Item 2b. Neighborhood Council

None

Item 3a. Receive and file regular meeting minutes from August 18, 2021

UNANIMOUSLY APPROVED

Item 3b. Approval of the regular meeting minutes from September 15, 2021

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 Danielle Brazell of Cultural Affairs, City Planning Commission regarding DTLA 2040 and hotels, Penske Media Group regarding LA3C, introduction meeting with US Open 2023 team, and an introduction of Germonique Ulmer to the Mayor's Office;

attending the college football playoff site visit and a dinner in honor of Secretary of Tourism of Mexico at the Consul General residence; and noted that the LATCB contract amendment and ASM contract extensions were approved in City Council.

Item 4b. ASM Monthly Update

Ms. Ellen Schwartz noted that Otha Johnson was named Leader of the Quarter and Cynthia Romero was named Employee of the Quarter. Ms. Schwartz reported one event and five filmings for the month of August. Mr. Ben Zarhoud presented the financial data for August, reporting an operating loss of \$0.7M, which is \$0.3M above the revised budget projection, noting that filming and the meal programs did well and \$1.0M in gross revenue, 17% from rental, 21% from F&B, and 31% from parking, which was increased due to campus activity, mainly Staples Center event parking. Mr. Zarhoud reported \$1.2M in operating expenses, which was consistent with the revised budget. Mr. Zarhoud reported the August Exhibit Hall occupancy was 6%. Mr. Zarhoud presented the Fiscal Year End 2020-21 financial data noting that 34% was rent from alternative use and filmings and reported that while there was an operating loss of \$3.2M for the year the operating surplus and reserve remained intact. Ms. Schwartz provided an overview of the 2020-21 LACC Annual Report, noting it is available on the LACC website and will not be printed this year.

Item 4c. LATCB Monthly Update

Mr. Darren Green reported that LATCB has processed 32 leads YTD and booked 17,949 room nights, with year-end goals of 176 leads and 225,000 projected room nights, noting that leads are up and that there are 20 citywide conventions booked for 2022 which is near normal numbers. Mr. Green also noted that there are 4 citywide conventions on the books for 2021. Mr. Green provided an overview of the key sales meetings and events attended by LATCB staff. Mr. Jaques Chargois provided an overview of Simpleview CRM which is a sales and client data management system and a resource for: leads and booking, reporting and data, customers and accounts, and events and sites. Mr. Chargois also provided an overview of the strategic goals for their data quality initiative, which included: data cleanse and analysis, segmentation realignment, and competitive destination benchmarking.

TAKEN OUT OF ORDER -

Item 5b. Fiscal Year 2020-21 Discretionary Incentive Fee (DIF) and Earned Incentive Fee (EIF) Payments - Board Report #21-004

Mr. Tigran Avetisyan provided the details for the annual DIF and EIF payments, which included the two categories set by the Management Agreement with ASM as well as the flexible performance goal of "Alternative Uses of Facility." Mr. Avetisyan stated that CTD staff recommend the Board approve the payment of the DIF and EIF for Fiscal Year 2020-21 in the amount of \$195,970.32.

UNANIMOUSLY APPROVED

Item 5c. Fiscal Year 2021-22 Incentive Fee Goals - Board Report #21-005

Mr. Tigran Avetisyan provided an overview of the proposed annual Incentive Fee goals, which included the three categories defined by both the Management Agreement and staff, and the goals and metrics mutually agreed upon by CTD and AEG-LACC. Mr. Avetisyan stated that CTD staff recommend the Board adopt the proposed Discretionary Incentive Fee goals for Fiscal Year 2021-22.

UNANIMOUSLY APPROVED

Item 5d. Fiscal Year 2022-23 Proposed CTD Budget - Board Report # 21-007

Mr. Tigran Avetisyan provided an overview of the Fiscal Year 2022-23 proposed budget including the budget process, AEG-LACC Operating Budget, proposed LACC-related appropriations and expenditures, proposed CTD departmental budget, and proposed Capital Projects. Mr. Avetisyan stated that CTD staff recommend the Board approve the CTD Department budget submission for consideration by the Mayor's Office for the Fiscal Year 2022-23 Proposed Budget.

APPROVED WITH ONE ABSTENTION

Item 5e. FY 2021-22 LATCB Appendix E - Board Report #21-006

Ms. Kim Nakashima provided an overview of the proposed LATCB contract Appendix E noting the primary goal of the contract and the core objectives of Appendix E. Ms. Nakashima also provided the metrics highlights for the objectives. Ms. Nakashima stated that CTD staff recommend the Board of City Tourism Commissioners approve the proposed Appendix E for Fiscal Year 2021-22 to the Agreement between CTD and LACTB.

UNANIMOUSLY APPROVED

Item 5a. Findings to Continue Teleconference Meetings Pursuant to AB 361

Ms. Kimberly Miera informed the Board that the Brown Act included teleconference provisions and that Governor Newsom eased the requirements during the pandemic. Ms. Miera stated that AB 361 allows legislative bodies to consider circumstances that impact the ability of members to meet safely in person and that the item must be considered every 30 days.

THE BOARD UNANIMOUSLY APPROVED CONTINUING THE ABILITY TO HAVE VIRTUAL COMMISSION MEETINGS.

ADJOURNMENT

The meeting was adjourned at 10:22 a.m. without objection.