

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

Regular Meeting Minutes  
November 7, 2018

The Board of Los Angeles Convention and Tourism Development Commission (Board) convened a regular meeting on Wednesday, November 7, 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:**

Ellen Schwartz, AEG  
Doane Liu, CTD  
Diana Mangioglu, CTD  
Kath McAdams, LATCB  
Erika Hartmann, LATCB

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

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

***Item 2. Public Comment***

None

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

None

***Item 3a. Approval of the regular meeting minutes from October 3, 2018***

UNANIMOUSLY APPROVED

***Item 4a. Executive Director Report***

Mr. Doane Liu provided an overview of his activities since the last Board meeting which included: participating in several meetings, presentations, and panels to discuss the expansion and modernization; attending the Mayor's 2<sup>nd</sup> State of Girls conference; meeting with Mayor's cabinet to discuss the 2028 games; meeting with Ernie Wooden of LATCB to discuss the City's Tourism Master Plan; meeting with the Mayor's office to discuss the annual number's press conference; meeting the with Neighborhood Council Budget Advocate to discuss the FY 19-20 budget; a site visit of the Olympia project to advocate for Option B – 1000 room hotel; meeting with tourism stakeholders, e.g. Starline Tours, Hotel Indigo regarding traffic, Metro staff regarding an

underground Pico Station; attending the EDC meeting at which the Committee approved the pricing adjustments and policies for operating the Los Angeles Convention Center; and meeting with clients, e.g. American Political Science Association to discuss the state of the building in 2023.

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

Ms. Ellen Schwartz reported that LACC had hosted eight events, two of which were Citywide event, resulting in 65,400 attendees in addition to hosting three filmings. Ms. Schwartz presented the financial data for September, reporting \$6.3M in gross revenue, which includes increased utilities due to GSMA and \$1.2M in expenses. Ms. Schwartz also reported that the September occupancy was 73%, which is an increase from the last three years and an estimated economic impact of \$37M, \$2.12M from local events.

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

Ms. Kathy McAdams reported that LATCB processed 69 leads YTD, resulting in 94,654 room nights with a year-end goal of 220 leads and projected 390,000 room nights. Ms. McAdams gave an overview of LATCB's strategic prospecting using Master Profiles.

***Item 4ci. LATCB Membership Overview***

Ms. Erika Hartmann provided an overview of LATCB's Membership division, reporting that LATCB is a 501(c)6 Non-Profit member-based organization with 1,100 members, largely made up of hotels, restaurants, and activities. Ms. Hartmann noted that the Membership division is focused on promoting the destination and utilizing the network of engaged members and is responsible for the Visitor Information Centers and its publications, which include 350,000 2018 maps.

***Item 5. Discussion:***

None

***Item 6a. FY 19-20 CTD Budget Presentation – Board Report #18-007***

Ms. Diana Mangioglu provided an overview of the Budget schedule, noting that CIEP's are due November 9 and the complete department budget is due on November 16, 2019. Ms. Ellen Schwartz provided the AEG portion of the CTD budget noting the projected operating surplus of \$8.43M if no construction takes place during the budget year and \$4.61M if construction does take place. Ms. Schwartz reported a projected revenue of \$34M, of which \$13.2M or 39% is generated from parking, and \$25M in expenses, of which \$12.69M or 49% is wages and benefits. Ms. Schwartz also noted that no funds are expected to be added to the reserve due to contingency for construction, leaving the reserve balance at \$9.1M. Ms. Schwartz reviewed the opportunities and threats for the budget year. Ms. Mangioglu provided an overview of the CTD proposed budget noting the expenditures of \$1.9M each for the CTD Department and General Fund reimbursement, \$25.0M for LACC AEG Operating Budget and A&I, and \$5.1M in various capital projects. Ms. Mangioglu reported that the source of funds are projected to be \$1.34M for the Convention Center Revenue Fund and \$552,000 from the LACVB Fund, which is a result of

1% of the Transit Occupancy Tax. Ms. Mangioglu provided an overview of the budget line items noting that the Contractual Services line increase is due to a \$250,000 allocation for the Tourism Master Plan, focusing on City infrastructure to support increased tourism, and the drop in salaries is due to retirements. As well as, and overview of the proposed Capital Improvement Program requests which total \$5M, funded by MICLA. Ms. Mangioglu stated that the recommendation of CTD is that the CTD Board of Commissioner approve the CTD departmental budget submission for consideration by the Mayor's Office for the 2019-20 Proposed Budget.

UNANIMOUSLY APPROVED

**ADJOURNMENT**

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