

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

Special Meeting Minutes
February 13, 2019

The Board of Los Angeles Convention and Tourism Development Commission (Board) convened a special meeting on Wednesday, February 13, 2019 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 David Stone

ABSENT:

Vacant Position
Vacant Position

PRESENTERS:

Ellen Schwartz, AEG
Ben Zarhoud, AEG
Doane Liu, CTD
Tom Fields, CTD
Darren Green, LATCB
John Boudouvas, LATCB

Item 1. Call to Order / Roll Call

President Vein called the meeting to order at 9:04 a.m.

Item 2a. Public Comment

None

Item 2b. Neighborhood Council

None

Item 3a. Approval of the special meeting minutes from January 16, 2019

UNANIMOUSLY APPROVED

Item 4a. Executive Director Report

Mr. Doane Liu provided an overview of his activities since the last Board meeting, which included: a briefing with Noel Hyun, newly appointed CTD Commissioner; attending the Central City Association, where Eric Rosen presented a summary of the Tourism master plan; met with LATCB staff to review their new branding plan; met with CD4 to discuss tourism; participated in several working groups and met with hotel stakeholders to discuss expansion and modernization; participated in client meetings with LATCB; and met with Resonance regarding the tourism master plan. Most importantly, became a new grandfather!

Item 4b. AEG Monthly Update – December

Ms. Ellen Schwartz recognized the leader of the quarter, Michelle Lee. Ms. Schwartz reported that LACC had hosted five local events resulting in over 972,500 attendees, 950,000 of which were attributed to Auto Show. In addition, LACC hosted two filmings. Mr. Ben Zarhoud presented the financial data for November, reporting \$10.5M in gross revenue, 48% of that is attributed to Auto Show utilities even though attendance was reportedly down 5% compared to last year. Mr. Zarhoud reported a 45% occupancy rate, which is the lowest occupancy in four years for the month of December. Mr. Zarhoud also reported \$29.8M economic impact, all from short term business.

Item 4c. LATCB Monthly Update- December

Mr. Darren Green reported that LATCB processed 134 leads YTD, resulting in 210,491 room nights with a year-end goal of 220 leads and projected 390,000 room nights. Mr. Green highlighted LATCB's recent site visits, sales calendar, and reported that LATCB recently participated in the PCMA Convention which resulted in reaching 2,000 potential customers. Mr. Green noted that 37 citywide events have been lost and that 717,704 Total Room Nights are at risk due to the Center's lack of expansion and modernization.

Mr. John Boudouvas presented the LATCB's new "one city/one brand" brand marketing, noting that the new website will be live soon with a color scheme that will change depending on the time of day.

Item 5a. Discussion: Status Update on Tourism Master Plan

Mr. Eric Rosen, FUSE Executive Fellow, presented an update of the Tourism Master Plan, noting the project's definition, progress, scope, and timeline. Mr. Rosen reported that CTD has completed the outside consultation RFP in which Resonance Consulting was awarded the contract and that stakeholder meetings have begun.

Item 5b. Discussion: Status Update on LACC Expansion

Mr. Doane Liu presented an update on the LACC expansion project, reporting that working groups consisting of 6-12 subject matter experts have been established and have begun meeting. The groups include: Design & Construction; Legal Documents; Finance; Planning & Land Use; and GLP. Mr. Liu noted that the project goal remains to break ground by January 2020 with project completion by 2022. Mr. Liu also reported that AEG will begin a separate hotel project that will include a bridge connecting the hotel to the Center.

Item 6. Action Items

None

ADJOURNMENT

The meeting was adjourned at 10:13 a.m.