

CITY TOURISM COMMISSION

Regular Meeting Minutes
December 15, 2021

The Board of City Tourism Commissioners (Board) convened a regular meeting on Wednesday, December 15, 2021 at 9:00 a.m. via Zoom.

PRESENT:

Vice President Otto Padron, presiding
Commissioner David Stone
Commissioner Germonique Ulmer

ABSENT:

President Jon F. Vein
Commissioner Bricia Lopez

PRESENTERS:

Ellen Schwartz, ASM
Ben Zarhoud, ASM
Kimberly Miera, Deputy City Attorney
Doane Liu, CTD
Darren Green, LATCB

Item 1. Call to Order / Roll Call

Vice President Padron, presiding, called the meeting to order at 9:02 a.m.

Item 2a. Public Comment

None

Item 2b. Neighborhood Council

None

Item 3a. Approval of the regular meeting minutes from November 17, 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 clients, including FIFA regarding the 2026 World Cup, WWE regarding the Fan Fest, MLB regarding the Fan Fest Play Ball Park; attending the LATCB Board meeting where he provided a presentation on the Career Academy, a tour of the Grand LA Project which includes residential and hotel business, and an Auto Show reception hosted by CTD for approximately 60 City staff members

Item 4b. ASM Monthly Update

Ms. Ellen Schwartz reported 10 events with 19,600 attendees, three of which were city wide events, and three filmings for the month of October resulting in over \$83,861 in revenue, noting that the city wide events were smaller than normal, about 25%-30% of pre-pandemic years but were successful. Ms. Schwartz gave an overview of event safety measures including cashless F&B, parking, etc. Mr. Ben Zarhoud presented the financial data for October, reporting an operating surplus of \$1.1M, which is \$0.5M above budget projection, and \$5.7M in gross revenue: 25% from rental, 27% from F&B, and 10% from parking, noting that LACC is starting to capitalize on returning events & filmings. Mr. Zarhoud reported \$1.4M in operating expenses, \$0.2M above prior year, noting the increased activity and ramp up in staffing. Mr. Zarhoud reported the October Exhibit Hall occupancy was 60%.

Item 4c. LATCB Monthly Update

Mr. Darren Green reported that LATCB has processed 43 leads YTD and booked 44,060 room nights, with year-end goals of 176 leads and 225,000 projected room nights, noting that while room night pick up is still varying, lead production is ahead of prior year, with reduced room nights. Mr. Green reported that 19 events are booked for 2022, 3 of which are new pieces of business and that 2023 is rebounding well with 21 events booked. Mr. Green also reported that per Tourism Economics, Los Angeles' hotel market is outperforming its competitive set, driven by city wide events. Mr. Green provided an overview of the four major factors impacting recovery including: Covid-19 resurgence; supply chain bottlenecks; persistent inflation; and labor shortages as the hospitality industry quit rate is far above the total of all other industries.

Item 5: Discussion Items

None

Item 6: 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. DUE TO TIME REQUIREMENTS A SPECIAL MEETING WILL BE SCHEDULED FOR JANUARY 12, 2022.

ADJOURNMENT

The meeting was adjourned at 9:45 a.m. without objection.