

# CITY TOURISM COMMISSION

Regular Meeting Minutes  
February 16, 2022

The Board of City Tourism Commissioners (Board) convened a special meeting on Wednesday, February 16, 2022 at 9:00 a.m. via Zoom.

## **PRESENT:**

Vice President Otto Padron, Presiding  
Commissioner Bricia Lopez  
Commissioner David Stone  
Commissioner Germonique Ulmer

## **ABSENT:**

President Jon F. Vein

## **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 9:03 a.m.

### ***Item 2a. Public Comment***

None

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

None

### ***Item 3a. Approval of the special meeting minutes from January 12, 2022***

UNANIMOUSLY APPROVED

### ***Item 3b. Approval of the regular meeting minutes from February 2, 2022***

UNANIMOUSLY APPROVED

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

Mr. Doane Liu provided an overview of his activities since the last Board meeting, which included: several meetings regarding the Super Bowl Experience readiness, the Summit of the Americas, and the MLB All Star Fan Fest; attending the LATCB International

update, Emergency Management tabletop, and the Super Bowl welcome press conference. Mr. Liu also noted that the Planning Hearing Officer approved details on the LACC and JW Marriott expansions, and the Planning Department review of the LACC specific plan and signage district.

***Item 4b. ASM Monthly Update***

Ms. Schwartz reported six events, including one citywide event which was smaller than usual due to COVID restrictions, and 3 filmings. Ms. Schwartz reported that the consumer events are out performing the citywide events. Mr. Zarhoud presented the financial data for December, reporting an operating surplus of \$0.2M and \$2.9M in gross revenue, driven by parking for campus events. Mr. Zarhoud also reported \$1.5M in operating expenses, noting that staff is still doing more with less, and that the December Exhibit Hall occupancy was 31%, noting that the year-over-year activity is still limited.

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

Mr. Darren Green reported that LATCB has processed 70 leads YTD and booked 83,088 room nights, with year-end goals of 176 leads and 225,000 projected room nights, noting that while leads are great compared to last year, the room nights are less than last and that expansion delays are still causing concern for clients. Mr. Green presented that preliminary data from the Super Bowl reporting an Economic Impact of \$234M-\$477M, Local Tax Impact of \$12M-\$22M, with Total Room Nights of 150,000-225,000 and the hotels did well, considering one of the teams was local. Mr. Green also gave a review of the Customer Advisory Board meeting, which is the strongest compared to other CVB's, noting that new hotel inventory, development updates, as well as other critical topics were discussed, with staffing being the number one issue as well as the expense and profitability concerns of returning to in person meetings.

***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 9:43 a.m. without objection.