

BOARD OF CITY TOURISM COMMISSIONERS

Special Meeting Minutes
March 23, 2022

The Board of City Tourism Commissioners (Board) convened a special meeting on Wednesday, March 23, 2022 at 9:00 a.m. via Zoom.

PRESENT:

President Jon F. Vein, Presiding
Vice President Otto Padron - joined meeting at 9:12 am
Commissioner Bricia Lopez - left meeting at 10:00 am
Commissioner David Stone
Commissioner Germonique Ulmer

ABSENT:

None

PRESENTERS:

Doane Liu, CTD
Ellen Schwartz, ASM
Ben Zarhoud, ASM
Darren Green, LATCB
Jibran Shermohammed, IKE
Kim Nakashima, CTD
Steven Hong, Deputy City Attorney

Item 1. Call to Order / Roll Call

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

Item 2a. Public Comment

None

Item 2b. Neighborhood Council

None

Item 3a. Approval of the regular meeting minutes from February 16, 2022

UNANIMOUSLY APPROVED

Item 3b. Approval of the special meeting minutes from March 16, 2022

UNANIMOUSLY APPROVED

Item 4a. Executive Director Report

Mr. Doane Liu, Executive Director of the City Tourism Department (CTD), provided an overview of his activities since the last Board meeting, which included: various meetings regarding the Summit of Americas; meetings with the Mayor's office and City Administrative Officer regarding the CTD budget, San Pedro Chamber of Commerce regarding destination marketing with Royal Caribbean, City Planning Commission regarding the expansion of the Los Angeles Convention Center, Los Angeles Tourism & Convention (LATCB) Board of Directors meeting, City Council Committee regarding Summit of Americas Motion, Los Angeles Sports and Entertainment Commission and Councilmember Paul Krekorian regarding the Super Bowl; attended the Mayor's Executive Directive signing at the Griffith Park Observatory and the USCAP LACC Career Academy Day at the Los Angeles Convention Center (LACC).

Item 4b. ASM Monthly Update

Ms. Ellen Schwartz, General Manager of the LACC, reported on three repeat events during January 2022, including one citywide event, with 13,100 total number of attendees. Mr. Zarhoud, Assistant General Manager of the LACC, presented the financial data for January, reporting an operating surplus of \$0.7M and \$2.5M in gross revenue, driven by 23% parking and 22% rent. Mr. Zarhoud also reported \$1.8M in operating expenses, noting management of overall costs and larger expenses as well as generating 0.7 KWh, 20% from solar panels. Mr. Zarhoud also reported January's exhibit hall occupancy at 30%, with year-to-date 35% occupancy, which was below expectations, however, overall percentages were in line with what is evident in the environment.

Item 4c. LATCB Monthly Update

Mr. Darren Green, Sr. VP of Sales at the LATCB, reported that LATCB has processed 78 leads year-to-date and booked 164,118 room nights, with year-end goals of 176 leads and 225,000 projected room nights, noting great short-term activity, but that expansion delays have caused future booking cancellations. Mr. Green reported on impacts from the Super Bowl which included the contract of 65K total room nights, a meeting of the industry's most influential leaders, activations at hotels and venues, and the Game Day Experience which led to three concrete leads. Mr. Green reported on group sale recovery trends and focus. Mr. Green also reported on Visit CA resources behind a statewide message that California is open for tourism with its goal being that all cities will benefit collectively.

Item 5: Update on Proposed Visitor Kiosks

Mr. Jibrán Shermohammed, Vice President of Development at Orange Barrel Media, presented the Board with an overview of the proposed visitors kiosks that may potentially be installed throughout the City noting that kiosks would be a technical alternative to visitor centers, building a wayfinding, tourism and city communication system and would be customizable with public safety features, local business and

points of interest, and directional information. Mr. Shermonhammed noted that the kiosks support the Los Angeles Tourism Master Plan's goals to modernize and improve wayfinding, reduce the use of cars, and provide tourist information, and he provided details on the next steps, including community outreach and Council office input.

Item 6a: Los Angeles Tourism and Convention Board 2022-23 Budget

Kim Nakashima, Director of Policy and Research at CTD, presented LATCB's proposed budget for Fiscal Year 2022-23. Ms. Nakashima provided a brief history, an overview of LATCB organization, and services provided under the contract between the City and LATCB. She also stressed the importance of LATCB's work in the City's economic recovery and that transient occupancy tax (TOT) is a critical source of revenue which was hit hard during 2021, but anticipate some recovery in 2022-23. Ms. Nakashima went over the City's TOT distribution as it relates to the agreement with LATCB; of the 14% tax, one percentage point funds LATCB and the remaining 13 percentage points go to the General Fund; LATCB's proposed TOT budget allocation for Fiscal Year 2022-23 totals \$18,931,000 (preliminary); and how the \$18.9 million is broken down by programs and services.

Recommendation: That the Board approve the Los Angeles Tourism & Convention Board FY 2022-23 TOT budget for inclusion in the Mayor's FY 2022-23 Proposed Budget.

UNANIMOUSLY APPROVED

Item 6b: Findings to Continue Teleconferencing Meetings Pursuant to AB 361

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

ADJOURNMENT

The meeting was adjourned at 10:26 a.m. without objection.