

# CITY TOURISM COMMISSION

## Regular Meeting Minutes

April 20, 2022

The Board of City Tourism Commissioners (Board) convened a regular meeting on Wednesday, April 20, 2022 at 9:00 a.m. via Zoom.

### **PRESENT:**

President Jon F. Vein  
Commissioner David Stone  
Commissioner Germonique Ulmer

### **ABSENT:**

Vice President Otto Padron  
Commissioner Bricia Lopez

### **PRESENTERS:**

Ellen Schwartz, ASM  
Ben Zarhoud, ASM  
Christina Oh, CTD  
Darren Green, LATCB

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

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

### ***Item 2a. Public Comment – Reopened at 9:07***

One member of the public invited the Commissioners and attendees to a public meeting scheduled on May 4 & 5 regarding the Mayor's proposed budget item, Housing and Community Development Consolidated Plan.

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

None

### ***Item 3a. Approval of the special meeting minutes from March 23, 2022***

UNANIMOUSLY APPROVED

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

Ms. Tina Oh, Deputy Executive Director, provided an overview of her activities, which included: the first meeting of the Tourism Cabinet; press conference at the SoFi Stadium announcing that Los Angeles will be hosting the 2023 College Football Playoff National Championship on Jan. 9, 2023; and updated the Board about the upcoming Summit of the Americas which Los Angeles will host the week of June 6, 2022.

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

Ms. Schwartz reported four events, including one filming. Ms. Schwartz presented a video highlighting the Super Bowl Experience. Mr. Zarhoud presented the financial data for February, reporting an operating surplus of \$2.6M and \$7.9M in gross revenue, noting the Super Bowl Experience produced better than expected and the increased number of concerts and games on the campus. Mr. Zarhoud also reported \$1.6M in operating expenses, and that the February Exhibit Hall occupancy was 65%, which was a result of the Super Bowl Experience, as compared to last year which had very little activity.

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

Mr. Darren Green reported that LATCB has processed 70 leads YTD and booked 174,490 room nights, with year-end goals of 176 leads and 225,000 projected room nights, noting that five 2022 events cancelled but were augmented by three new bookings for the same year and that additional future years events have or may cancelled due to the lack of expanding the Center. Mr. Green provided a summary of the results of the Cvent Meeting Industry Pulse Survey noting that while planners are optimistic and confidence in safe in-person meetings is up, rates, F&B costs, and staffing are still a concern. Mr. Green added that lead activity is up dramatically from last year and site inspections increased by 464% compared to the same time last year. Ms. Patti MacJennett provided an overview of the US Travel/Destination Capital Hill meeting which included four key areas where congressional support is needed, which includes inbound international travel and the challenging passport renewal process.

***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 9:41 a.m. without objection.