

CITY TOURISM COMMISSION

Special Meeting Minutes
July 13, 2022

The Board of City Tourism Commissioners (Board) convened a special meeting on Wednesday, July 13, 2022 at 9:00 a.m. via Zoom.

PRESENT:

President Jon F. Vein
Commissioner David Stone, Presiding
Commissioner Germonique Ulmer

ABSENT:

Vice President Otto Padron
Vacant

PRESENTERS:

Ben Zarhoud, ASM
Doane Liu, CTD
Darren Green, LATCB

Item 1. Call to Order / Roll Call

Commissioner Stone, presiding, called the meeting to order at 9:04 a.m.

Item 2. Vote for 2022-2023 Board Positions

Commissioner Stone moved to reappoint Jon Vein as President, Commissioner Ulmer seconded. President Vein moved to reappoint Otto Padron as Vice President, Commissioner Stone seconded.

UNANIMOUSLY APPROVED

Item 3a. Public Comment

None

Item 3b. Neighborhood Council

None

Item 4a. Approval of the regular meeting minutes from June 15, 2022

UNANIMOUSLY APPROVED

Item 5a. Executive Director Report

Mr. Doane Liu, Executive Director, provided an overview of his activities, which included: meeting with several future clients including FIFA, College Football and Wrestlemania; attending an IKE Kiosk demonstration with CD4 Councilmember Raman and the PLUM meeting which included LACC Expansion items; and participating in the Rediscovering LA Panel, LATCB CAB meeting, and the Hollywood Chamber Tourism Committee.

Item 5b. ASM Monthly Update

Mr. Zarhoud reported 6 events, including one citywide event. Mr. Zarhoud also presented the financial data for May, reporting an operating loss of \$1.1M, noting a slower month overall including less campus activity, and \$2.1M in gross revenue, noting 74% was from rent, parking, and F&B. Mr. Zarhoud also reported \$2.3M in operating expenses, which was driven by maintenance and resupply for large upcoming events, and that the May Exhibit Hall occupancy was 29%.

Item 5c. LATCB Monthly Update

Mr. Darren Green reported that LATCB has processed 118 leads YTD and booked 196,791 room nights, with year-end goals of 176 leads and 225,000 projected room nights, noting that while the leads were behind the goal, room nights are on track to meet the goal. Mr. Green also reported that while 5 2022 events were cancelled, 3 short term bookings were added and that 2023 is on track to be above 2019 numbers with almost 42,000 in the pipeline for 2023 noting that the 2023 E3 event has confirmed as a live event. Mr. Green provided an overview of the June 2022 Client Advisory Board meeting including the take-aways and the clients concerns for future events. Mr. Green also shared a LA Exchange video.

Item 5a: Findings to Continue Teleconference Meetings Pursuant to AB 361

Commissioner Stone noted that as the circumstances remain that the ability of members to meet safely in person must be voted on 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 9:50 a.m. without objection.