

CITY TOURISM COMMISSION

Regular Meeting Minutes September 21, 2022

The Board of City Tourism Commissioners (Board) convened a regular meeting on Wednesday, September 21, 2022 at 9:00 a.m. via Zoom.

PRESENT:

Vice President Otto Padron, presiding
Commissioner Sandra Lee
Commissioner Germonique Ulmer

ABSENT:

President Jon F. Vein
Commissioner David Stone

PRESENTERS:

Ben Zarhoud, ASM
Doane Liu, CTD
Kathy McAdams, LATCB
William Karz, LATCB

Item 1. Call to Order / Roll Call

Vice President Padron called the meeting to order at 9:17 a.m.

Item 2a. Public Comment

Three callers provided public comments on the following items: Item 5c, comments in support of the kiosks; Item 5c, comments in support of the kiosks; General Comments, concern for accessibility during the 2028 Olympics and Paralympics.

Item 2b. Neighborhood Council

None

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

UNANIMOUSLY APPROVED

Item 3b. Approval of the special meeting minutes from August 31, 2022

UNANIMOUSLY APPROVED

Item 4a. Executive Director Report

Mr. Doane Liu provided an overview of his activities since the last Board meeting, which included: meetings regarding the LACC expansion, College Football Playoff's Fan Fest, the Tourism Master Plan, 2028 Olympics, IKE kiosk demonstrations, GM annual review with Mayor Garcetti, AB 361, tourism, Commission orientation with newly appointed Sandra Lee, and an interview with The Planning Report; participating in LATCB's GM Sales Mission to Sacramento, San Francisco, and Seattle; attending the inaugural Women's Management Academy luncheon where CTD's Kim Nakashima was an honored graduate, LATCB's Board of Directors meeting, LATCB's Annual Market Outlook Forum, a dinner meeting with Adam Burke and Alan Rothenberg, and interviews for LACC's GM position.

Item 4b. ASM Monthly Update

Mr. Ben Zarhoud reported on six events during July 2022, including two citywide events, with 312,215 total number of attendees and one filming for a Lexus commercial. Mr. Zarhoud also presented the financial data for July, reporting an operating surplus of \$0.9M and \$6.6M in gross revenue, driven by 67% by F&B, rent and parking. Mr. Zarhoud also reported \$1.7M in operating expenses, noting management of expenses (doing more with less) and plans to ramp up resources in the near future, currently experiencing a labor shortage. Mr. Zarhoud also reported on the purchase of filters, lighting repairs and continued work on Reg.4, elevator modernization, dimming controls and test panels and that the facility also generated 2.1 GWh, 19% from solar panels. Mr. Zarhoud also reported July's exhibit hall occupancy at 29%.

Item 4c. LATCB Monthly Update

i. Sales Update

Ms. Kathy McAdams reported that LATCB has processed 16 leads year-to-date and booked 47,360 room nights, with year-end goals of 160 leads and 221,801 projected room nights. Ms. McAdams also reported future bookings made for 2023, 2026, & 2027 and the pipeline for 2024 and 2025 are looking good.

ii. ASAE Annual 2022 Recap

Ms. McAdams provided a recap of the annual event noting that there were approximately 4,900 association professionals from across the country, and that 104 clients visited the LATCB booth. Ms. McAdams noted that Los Angeles will host ASAE in 2025.

iii. Convention Center Safety & Security

Ms. McAdams presented a LA Tourism Homelessness Fact Sheet, created by LATCB, which summarizes actions being made at the state and local levels.

iv. New Marketing Campaign

Mr. Bill Karz provided an overview of LATCB's new brand campaign, "Los Angeles, Now Playing", which focuses on production worthy locations throughout Los Angeles. Mr. Karz played three videos featuring the upcoming campaign releases.

Item 5a: FY 2021-22 EIF and DIF Approval - Board Report #22-002

Mr. Tigran Avetisyan provided an overview of the EIF and DIF requirements and approval process as well as provided the category goals and results. Mr. Avetisyan provided the CTD recommendation that the Board approve the payment of the Discretionary Incentive Fee and Earned Incentive Fee for Fiscal Year 2021-22 in the amount of \$191,903.74.

THE BOARD UNANIMOUSLY APPROVED THE FY 2021-22 EIF AND DIF AMOUNT.

Item 5b: FY 2022-23 DIF Goals - Board Report #22-003

Mr. Tigran Avetisyan provided an overview of DIF goals, the goal setting process, as well as the category details. Mr. Avetisyan provided the CTD recommendation that the Board adopt the proposed Discretionary Incentive Goals for the 2022-23 Fiscal Year.

THE BOARD UNANIMOUSLY APPROVED THE FY 2022-23 DIF GOALS.

Item 5c: Recommendation that CTD staff explore proposed piggyback agreement with IKE Smart City, LLC (IKE) and the City of Houston, Texas for the installation and maintenance of interactive kiosks - Board Report #22-004

Ms. Kim Nakashima presented the project background, proposed agreement structure, scope of service, and the approval process. Ms. Nakashima provided the CTD recommendation that the Board approves CTD to proceed with exploring the proposed piggyback agreement.

THE BOARD UNANIMOUSLY APPROVED THE EXPLORATION OF THE PIGGYBACK AGREEMENT

Item 5d: 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 10:44 a.m. without objection.