

CITY TOURISM COMMISSION

Regular Meeting Minutes January 18, 2023

The Board of City Tourism Commissioners (Board) convened a regular meeting on Wednesday, January 18, 2023 at 9:00 a.m. via Zoom.

PRESENT:

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

ABSENT:

President Jon F. Vein

PRESENTERS:

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

Item 1. Call to Order / Roll Call

Vice President Padron called the meeting to order at 9:02 a.m.

Item 2a. Public Comment

None

Item 2b. Neighborhood Council

None

Item 3a. Approval of the special meeting minutes from December 14, 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 with LAWA to discuss the 2026 AAAE event, Artie Mandel at the Port of LA, Kathleen Rawson of the Hollywood BID, Jimmy Kim, GM of Recreation & Parks for to discuss cricket world cup event; and attending the LATCB Board of Directors meetings & reception, the College Football Playoffs handoff press conference, Levy Summit at LACC, and Mayor Bass' mini Cabinet meeting.

Item 4b. ASM Monthly Update

Ms. Kim Weedmark reported on five events during November 2022 including three local events with 216,050 total number of attendees and two filming/parking, as well as the Sales & Marketing activities. Mr. Ben Zarhoud also presented the financial data for November, reporting an operating surplus of \$2.8M and \$8.9M in gross revenue, driven by 76% of F&B, utilities, and parking, noting that while F&B and utilities were lower than budgeted, Auto Show revenue was 1/3 more than 2021. Mr. Zarhoud also reported \$2.1M in operating expenses, noting that more shows equals more utility costs. Mr. Zarhoud stated that Mr. Zarhoud also reported November's

exhibit hall occupancy as 93%, due to Auto Show and noted that while events are returning and doing well, they are trending below pre-COVID figures.

Item 4c. LATCB Monthly Update

i. Sales Update

Mr. Darren Green reported that LATCB has processed 57 leads year-to-date and booked 138,170 room nights, with year-end goals of 130 leads and 225,760 projected room nights, noting that leads are not as high as expected due to COVID, Mayoral race, and delay of the LACC expansion/modernization. Mr. Green reported that while future bookings are pacing well, twice as much booked as the same time last year, 2023 events are down to 21 due to Amazon group cancellation.

ii. Recap of PCMA Convening Leaders

Mr. Green presented a recap of the 2023 PCMA meeting where featured partners were invited to a brunch that was hosted by LATCB, San Francisco, San Diego and Anaheim visitors bureaus and LATCB had a booth which featured an oculus to provide a virtual tour around Los Angeles. Mr. Green shared the client concerns noted at the meeting which included a major event lost due to the delay in the expansion with the possibility of losing a future year if a firm commitment can not be provided.

iii. 2022 Recap and 2023 Highlights Video

Mr. Green showed a video recap of 2022 events with 2023 major event highlights.

Item 5a: Action Items

None

ADJOURNMENT

The meeting was adjourned at 9:40 a.m. without objection.