

# CITY TOURISM COMMISSION

## Regular Meeting Minutes

March 15, 2023

The Board of City Tourism Commissioners (Board) convened a regular meeting on Wednesday, March 15, 2023 at 9:00 a.m. in the Tom Fields Board Room at 1201 S. Figueroa St, Los Angeles, CA 90015.

### **PRESENT:**

President Jon F. Vein  
Vice President Otto Padron  
Commissioner Sandra Lee  
Commissioner David Stone  
Commissioner Germonique Ulmer

### **ABSENT:**

None

### **PRESENTERS:**

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

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

President Vein called the meeting to order at 9:04 a.m.

### ***Item 2a. Public Comment***

None

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

None

### ***Item 3a. Approval of the special meeting minutes from February 15, 2023***

Commissioner Ulmer requested that the January 18, 2023 minutes reflect that the meeting was held in person at 1201 S. Figueroa St., Los Angeles, CA 90015 and was not a Zoom meeting.

### **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 Connie Llanos of LADOT, Councilmember McOsker and Jeanne Min of CD15, Tourism Advocacy Day planning with stakeholders, Charlie Howe of the US Golf Assoc., Councilmember Soto-Martinez, Deputy Mayor Freeman for CTD orientation and LACC tour; attending the CTD Budget meeting, Citywide Safety & Security Procedures review, Tourism Cabinet meeting, LASEC - WWE breakfast; calls with Javier Cano and Jessica Lall regarding the DTLA Narrative Project, Heather Rozman of the LA Hotel Assoc., Cole McKeel of the Huddle Up Group, and participated in the Career Academy.

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

Mr. Ben Zarhoud reported on 18 events during January 2023 including 13 local events with 51,068 total number of attendees and four filming/parking, as well as the Sales & Marketing activities. Mr. Zarhoud presented the financial data for January reporting an operating surplus of \$0.6M and \$4.6M in gross revenue, driven by 18% of F&B, 32% rent, and 35% parking, noting that campus activity is increasing with 24 events at Crypto.com Arena. Mr. Zarhoud also reported \$1.7M in operating expenses, noting that maintenance costs are expected to increase over the next few months. Mr. Zarhoud also reported January's exhibit hall occupancy as 63%, driven by College Football and Fit Expo, noting that occupancy is trending up year-to-date even though the total event count is lagging.

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

***i. Sales Update***

Mr. Darren Green reported that LATCB has processed 99 leads year-to-date and booked 177,007 room nights, with year-end goals of 130 leads and 225,760 projected room nights, noting that 2023 room nights exceed 2019 room nights generated. Mr. Green reported that while future bookings are pacing well, 2026 and beyond expects to see erosion due to construction delays, LA may lose Cancer Research and Chiefs of Police conventions..

***ii. Business Connect Platform***

Mr. Green presented an overview of LA Business Connect which is a supplier diversity program allowing marginalized businesses to participate in the bidding process for servicing convention clients needs.

***iii. LA 2.0 Highlights***

Mr. Green presented the LA 2.0 Highlights including: infrastructure; arts & culture; LA's decade of sports; culinary; and theme parks & attractions.

***iv. 100th Anniversary***

Mr. Green presented a pictorial of landmarks, attractions, and more, celebrating their 100th anniversaries, noting that LA is on the cutting edge of what's new but has a rich history.

***v. Upcoming Key Sales Dates***

Mr. Green provided an overview of LATCB's upcoming sales activities.

***Item 5a: Los Angeles Tourism & Convention Board FY 2023-24 TOT Budget***

Ms. Kim Nakashima presented the LATCB FY 2023-24 TOT budget for the Board's consideration. Ms. Nakashima provided LATCB background and functional overview as well as provided key industry metrics, LA TOT data, and a breakdown of the TOT fund, and LATCB resources and TOT budget allocations. Mr. Nakashima reviewed the 2022-23 deliverables and 2023-24 focus. Mr. Nakashima stated the staff recommends that the Board approve the LATCB FY 2023-24 TOT Budget for inclusion in the Mayor's 2032-24 Proposed Budget.

THE BOARD UNANIMOUSLY APPROVE THE LATCB FY 2023-24 TOT BUDGET

**ADJOURNMENT**

The meeting was adjourned at 9:53 a.m. without objection.