



BOARD OF LOS ANGELES DEPARTMENT OF CONVENTION AND TOURISM DEVELOPMENT COMMISSIONERS

Commissioners: Jon F. Vein, President; Otto Padron, Vice President;
Ana Cubas; Stella T. Maloyan; David Stone

Members of the public who wish to speak during the meeting must submit a "Request to Speak" form to the Board Secretary prior to the commencement of the public comments for each agenda item of interest. Comments by the public on matters not identified on the agenda, but within the subject matter jurisdiction of the Commission, will be heard only during the item designated as "Public Comment." Public speaking will be limited to two minutes per speaker, unless the presiding officer grants some other amount of time before the commencement of the public comment.

Regular Meeting
Wednesday, July 18, 2018
9:00 a.m.
Los Angeles Convention Center
1201 S. Figueroa Street, L.A., CA 90015
Executive Board Room

1. CALL TO ORDER / ROLL CALL

2. COMMENTS FROM THE PUBLIC

- a) General Public Comments
- b) Neighborhood Council representatives on any Neighborhood Council Resolution or Community Impact Statement filed with the City Clerk which relate to any agenda item listed or being considered on this agenda for Board of Los Angeles Department of Convention and Tourism Development Commissioners

3. FY 18-19 ELECTION OF OFFICERS

4. APPROVE MINUTES:

- a) Approval of the regular meeting minutes from June 6, 2018

5. REPORTS:

- a) Executive Director Report
- b) Monthly Update – May – AEG Facilities
- c) Monthly Update – May – LATCB
 - i. Client Services Update - LATCB
- d) CIP Update – CTD
- e) AEG, Facilities Contract Extension Update – Board Report # 18-003 - CTD

6. DISCUSSION:

- a) LACC Expansion – CTD

7. ACTION ITEMS:

NONE

8. ADJOURNMENT

Materials related to an item on this agenda submitted to the Board of Los Angeles Convention and Tourism development after distribution of the agenda packet are available for public inspection in the Executive Office of the Los Angeles Convention Center, 1201 S. Figueroa Street, Los Angeles, CA 90015, during normal business hours.

As a covered entity under Title II of the Americans with Disabilities Act, the City of Los Angeles does not discriminate on the basis of disability and, upon request, will provide reasonable accommodation to ensure equal access to its programs, services and activities.

**BOARD OF LOS ANGELES CONVENTION
AND TOURISM DEVELOPMENT COMMISSION**

Regular Meeting Minutes

June 6, 2018

The Board of Los Angeles Convention and Tourism Development Commission (Board) convened a regular meeting on Wednesday, June 6, 2018 at 9:00 a.m. at the Los Angeles Convention Center (LACC), located at 1201 S. Figueroa Street, Los Angeles, CA 90015, in the Executive Board Room.

PRESENT:

President, Jon F. Vein
Vice President, Otto Padron
Commissioner Stella T. Maloyan
Commissioner David Stone

ABSENT:

Commissioner Ana Cubas

PRESENTERS:

Brad Gessner, AEG
Keith Hilsgen, AEG
Darren Green, LATCB
Bill Karz, LATCB
Doane Liu, CTD

Item 1. Call to Order / Roll Call

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

Item 2. Public Comment

None

Item 2b. Neighborhood Council

None

Item 3a. Approval of the special meeting minutes from May 4, 2018

UNANIMOUSLY APPROVED.

Item 4a. Executive Director Report

Mr. Doane Liu provided an overview of his activities since the last Board meeting which included: a presentation with LATCB to City Council providing updated tourism numbers, client meetings with GSMA, LA Auto Show, and American Association for Cancer Research; accepting the Community Impact Award from the LA Business Council; attending the Homeless Services Rally with the Mayor and LATCB staff; presenting the CTD budget to the Budget and Finance Committee; meeting with American Red Cross on disaster preparedness; and meeting with LASEC and Staples

Center regarding future mega sports events, such as WWE, Final Four, and Super Bowl.

Item 4b. AEG Proposal regarding the LACC and expansion of the JW Marriott Hotel

Ms. Martha Saucedo and Mr. Ted Tanner provided an overview of the AEG proposal to expand the JW Marriott Hotel and the Los Angeles Convention Center, noting that an estimated \$6 billion dollars in potential economic impact was lost by not having an expanded, modern convention center. Mr. Tanner presented the project goals with completion in 2021. Mr. Tanner provided details on the hotel expansion which includes 40 stories and 850 new hotel rooms, and on the LACC which includes 190,000 sq. ft. of additional exhibit space and a 95,000 sq. ft. multi-purpose hall and the complete redesign on Gilbert Lindsay Plaza. Mr. Tanner and Mr. Liu reviewed the next steps for the project which were a presentation of the P3 proposal to Council and request to enter into a MOU for the hotel, with an exclusive negotiating agreement by the end of July.

Item 4c. AEG Monthly Update – April

Mr. Brad Gessner, assisted by Mr. Matthew Brown and Ms. Angelica Lawrence, recognized April's Employee of the Month, Mr. Daniel Marquis. Mr. Gessner reported that LACC had hosted 12 events that included 1 citywide and over 86 thousand attendees. Ms. Ellen Schwartz reported four film shoots. Mr. Keith Hilsigen presented the financial data for April reporting \$6.M gross revenue, noting an increase in food and beverage. Mr. Hilsigen also reported 73% occupancy, with a good mix of business, and \$39.5M economic impact, \$8.63M of which was short term business.

Item 4d. LATCB Monthly Update – April

Mr. Darren Green reported that year to date LATCB has processed 195 leads, resulting in 369,631 room nights with a year-end goal of 220 leads and projected 390,000 room nights. Mr. Green provided an overview of recent bookings, prospect site inspections, new sales collateral, and the upcoming sales travel calendar. Mr. Green also announced a new outreach program, a speaker network opportunity, allowing speaker and show management to connect. Mr. Bill Karz provided an overview of the LATCB digital trends, including optimizing voice searches, the social application changes, the new DiscoverLA, and influencer marketing.

ADJOURNMENT

The meeting was adjourned at 10:16 a.m.

Los Angeles Convention Center
Monthly Update

MAY 2018

KEITH HILSGEN



LACC MAY 2018 EVENTS

<u>DATE</u>	<u>EVENT</u>	<u>ATTENDANCE</u>
May 1 - 16	County of L.A. Dept. HR Testing	3,500
May 1 - 2	Crypto Invest Summit	5,000
May 4	Mount Saint Mary's University	2,000
May 4 - 5	VRLA Expo 2018	5,500
May 10	Mother's Day Luncheon	1,300
May 11 - 13	RuPaul's DragCon	50,000
May 11 - 13	AdultCon	3,000
May 17	Senior Clean Air Fair Hosted by AQMD	2,500
May 18 - 24	SID – Society for Information Display Week	23,000
May 19 - 20	Ultimate Women's Expo	8,000
May 23	Naturalization Ceremony	20,000
May 31 – June 1	MKTG Confidential Event	3,200

*Citywide

TOTAL: 127,000

LACC MAY 2018 FILMING AND PHOTO EVENTS

<u>DATE</u>	<u>Name</u>	<u>Location</u>	<u>Amount</u>
May 1	Atypical	Venice / Figueroa	\$6,375
May 7 - 10	Anonymous Blue Heron	West Lobby, Compass, North Stairs	\$70,840

TOTAL FILMING: \$77,125
(May 2017: \$7,700)

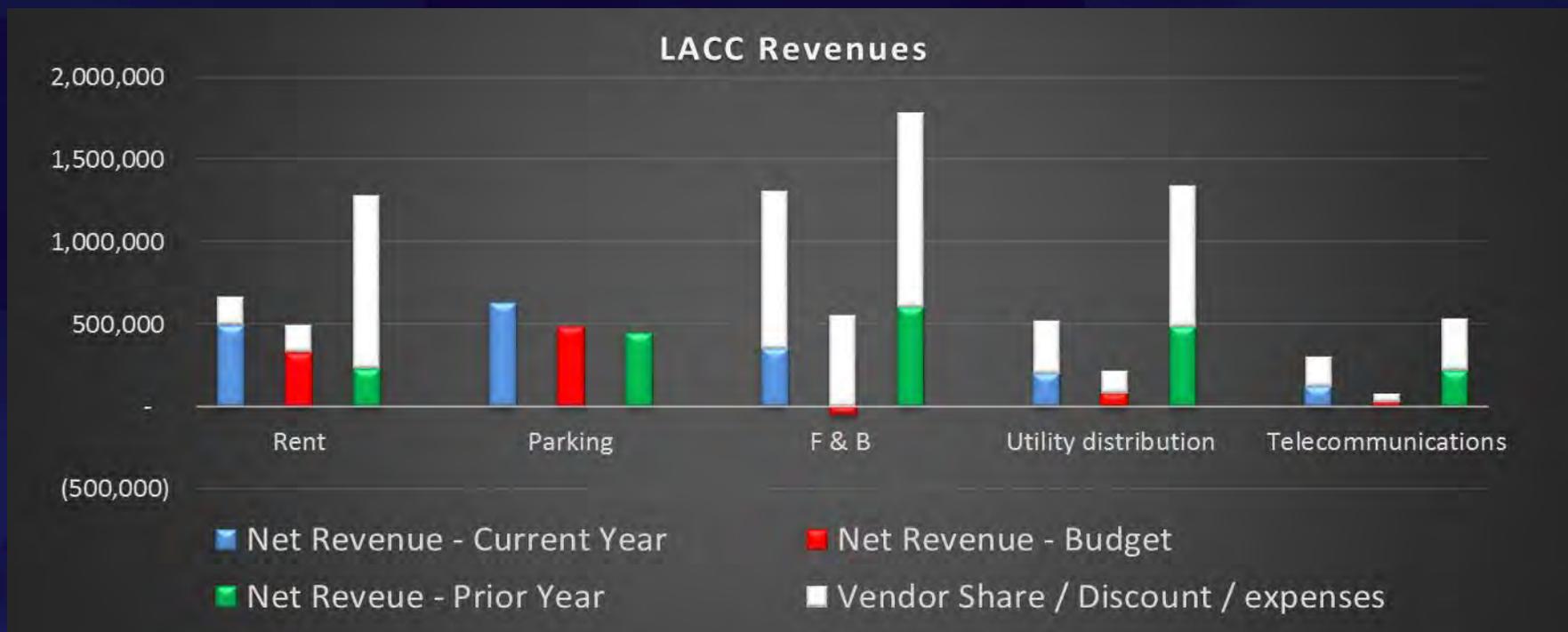
FINANCIALS

OPERATING SURPLUS:

- \$39K (before approved City Reimbursements, A & I and Capital Projects)
- \$771K above budget
- \$367K below prior year

REVENUES:

- \$3.8 million gross revenue (before discounts and service provider share)
- \$1.9 million net revenue
- \$984K above budget and \$133K below prior year



FINANCIALS

OPERATING EXPENSES:

- \$1.8 million (before approved A & I, Capital Projects, and City reimbursement)
- \$213K above budget and \$233K above prior year

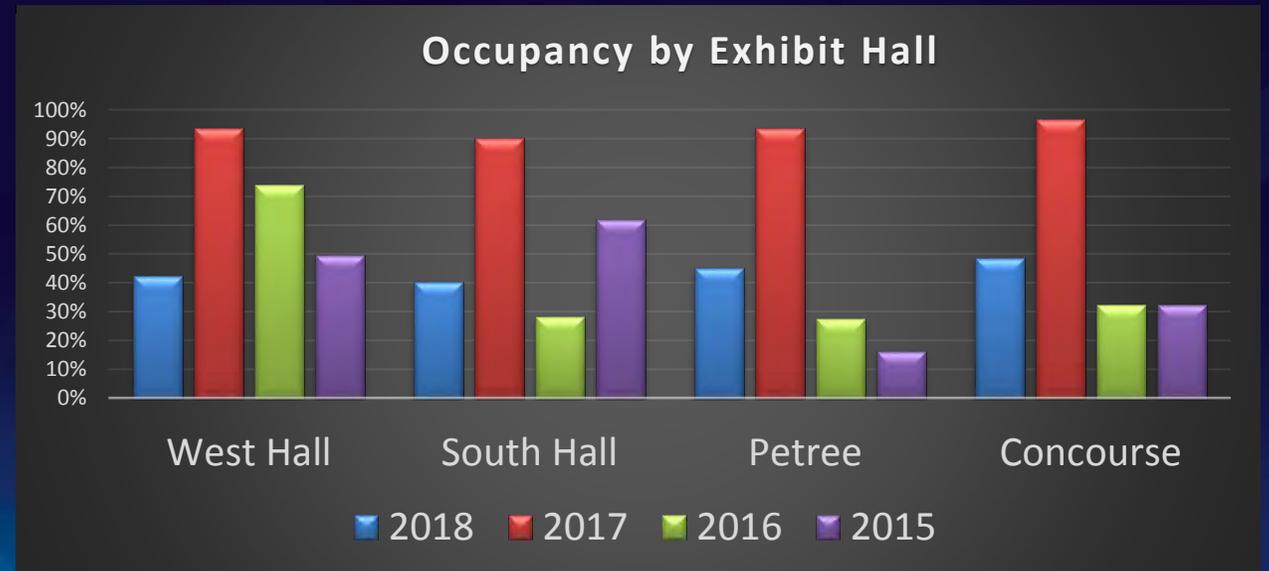
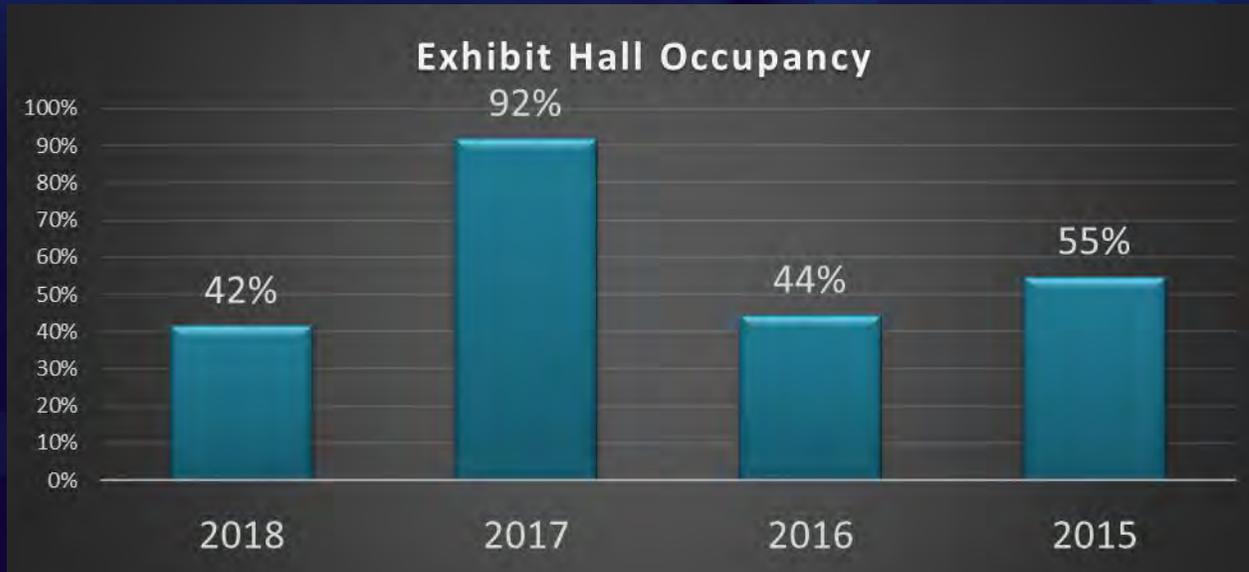


CITY REIMBURSEMENT - \$327K

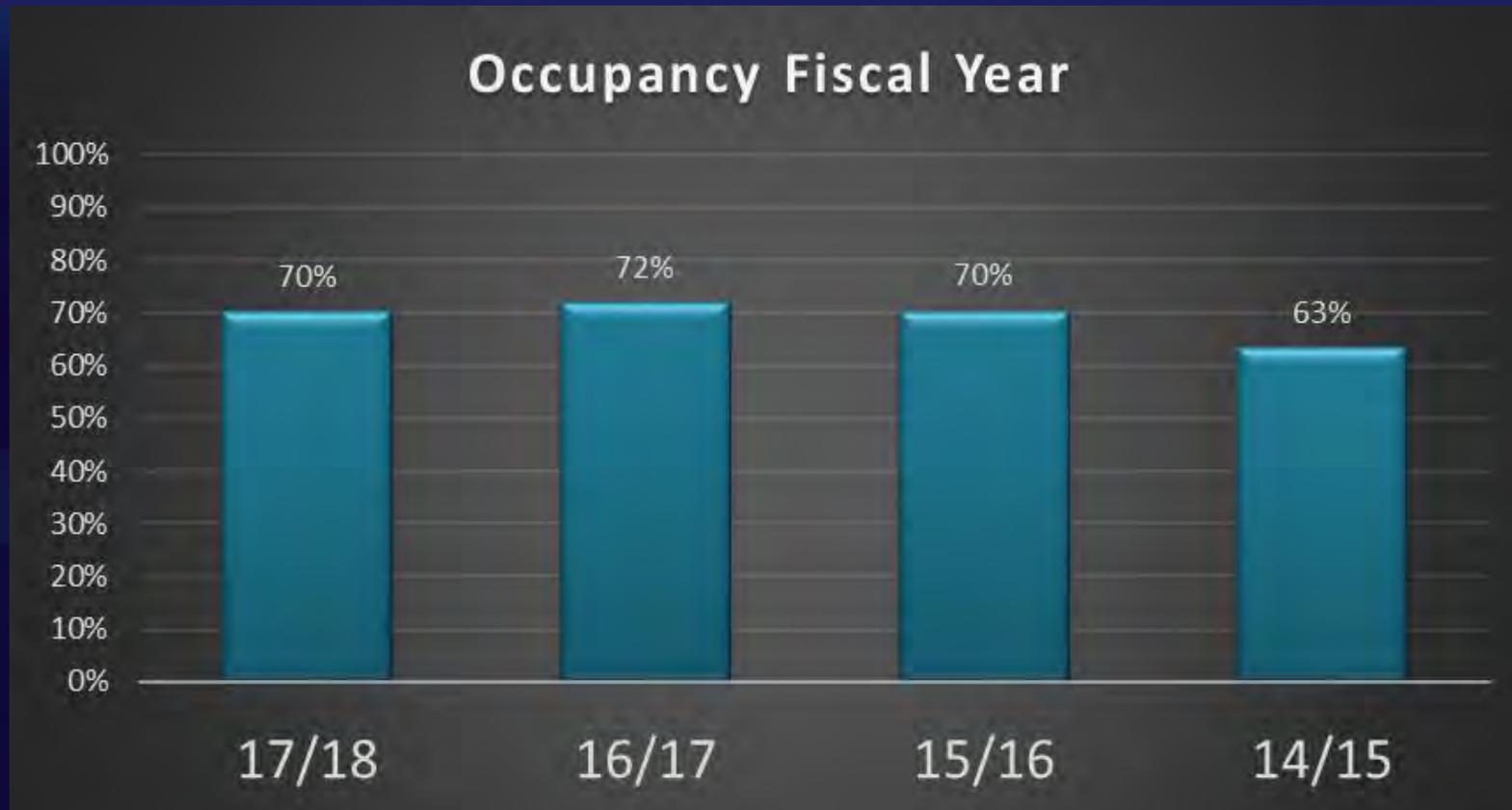
CAPITAL and ALTERATION * IMPROVEMENTS

Compass Furniture (deposit, installation in August), Tables

OCCUPANCY



OCCUPANCY

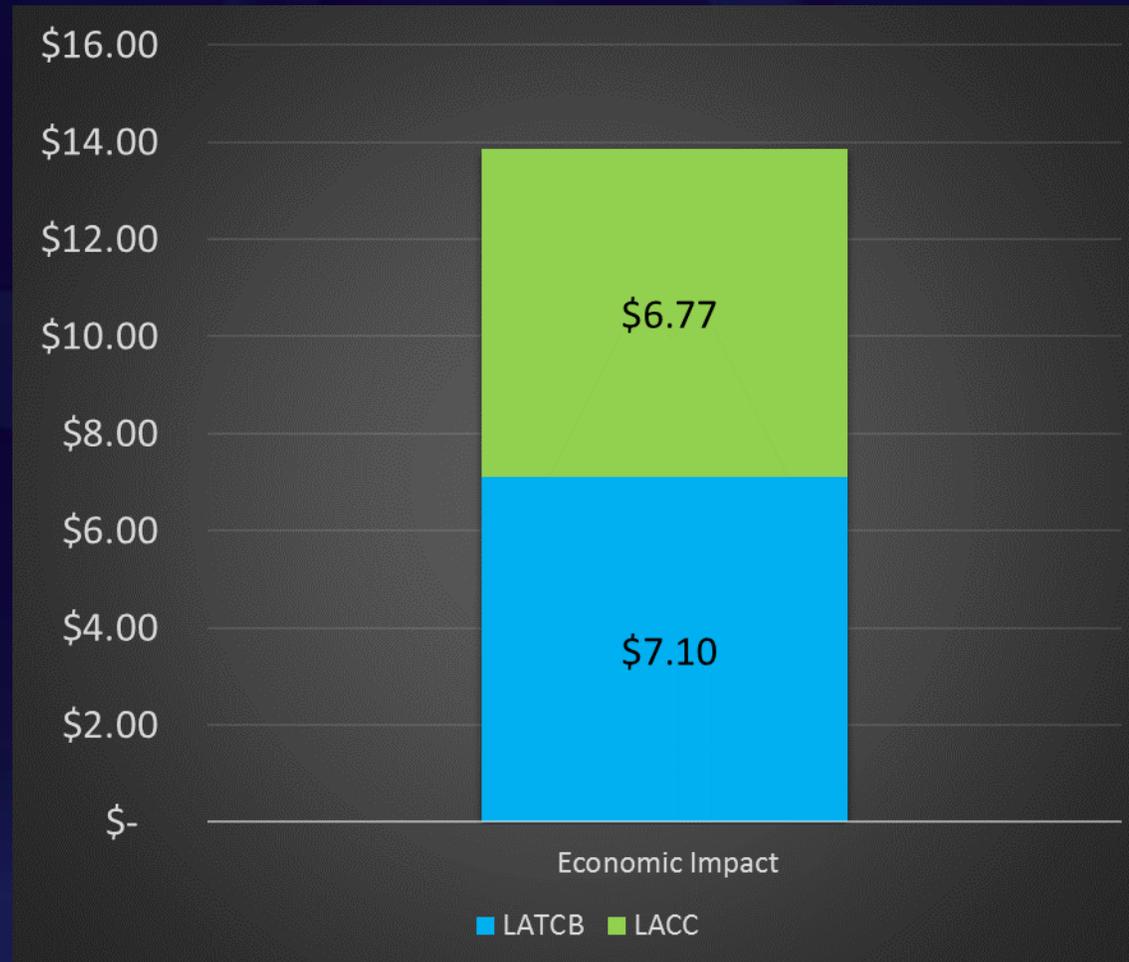


PricewaterhouseCoopers report on Convention Center occupancy states:

It has been recognized industry-wide that the “practical” maximum exhibit hall occupancy rate is approximately 70 percent and the “efficient” range is considered to be approximately 50 to 60 percent. Occupancy levels less than 50 percent generally suggest the existence of marketable opportunities or open dates, while an occupancy rate above 60 percent increases the potential for lost business or “turn-aways.”

ECONOMIC IMPACT

\$13.9 million in Projected Economic Impact



MEET

*Los Angeles*TM

CTD Board of Commissioners Meeting

July 18, 2018



CITYWIDE CONVENTION SALES FY 17/18 FINAL PRODUCTION RESULTS

Lead Production	Leads Actual
FY 17/18 Goal	220
FY 17/18	222
FY 16/17	222

Booked Room Nights Produced	RNs Actual
FY 17/18 Goal	390,000
FY 17/18	440,812
FY 16/17	393,708

Dated June 30, 2018

RECENT BOOKINGS



Cisco Systems Incorporated
Partner Summit
November 1-7, 2024
10,220 Room Nights

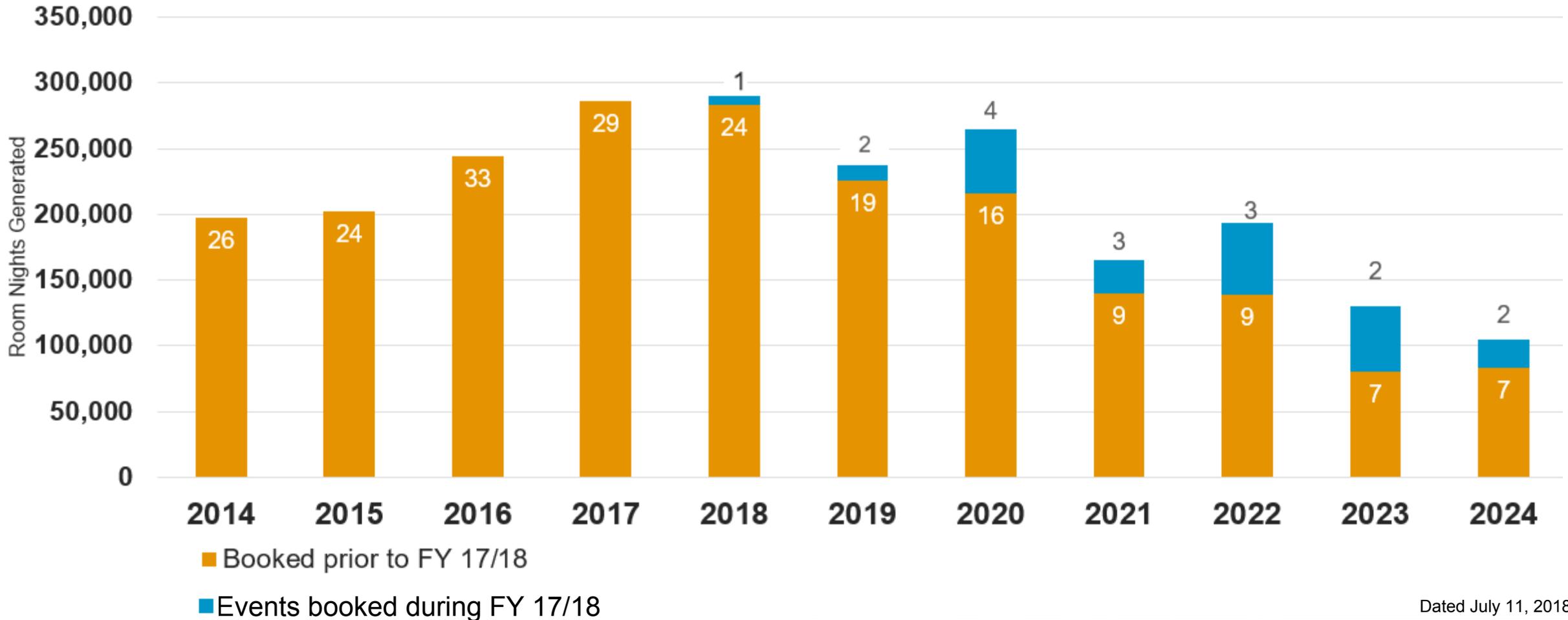


American Association for Cancer Research, Inc.
2025 AACR Annual Meeting
April 5-9, 2025
40,261 Room Nights

TONY ROBBINS

Tony Robbins UPW
Tony Robbins UPW LAX 2019
March 14-17, 2019
6,525 Room Nights

CITYWIDE CONVENTION BOOKED ROOM NIGHTS 2014-2024 CALENDAR YEAR ARRIVAL DATE



Dated July 11, 2018

PROSPECT SITE INSPECTIONS



Society for College and University Planning
2022 SCUP 57th Annual Meeting
July 2022
3,375 Room Nights



International Association of Exhibition & Events
2022 Expo! Expo! Annual Meeting & Exhibition
December 2022
4,162 Room Nights



Specialty Coffee Association of America
2025 Annual Specialty Coffee Expo
April 2025
3,500 Room Nights

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BOOKING GOALS AND STRATEGIES FOR MODERNIZED AND EXPANDED LA CONVENTION CENTER

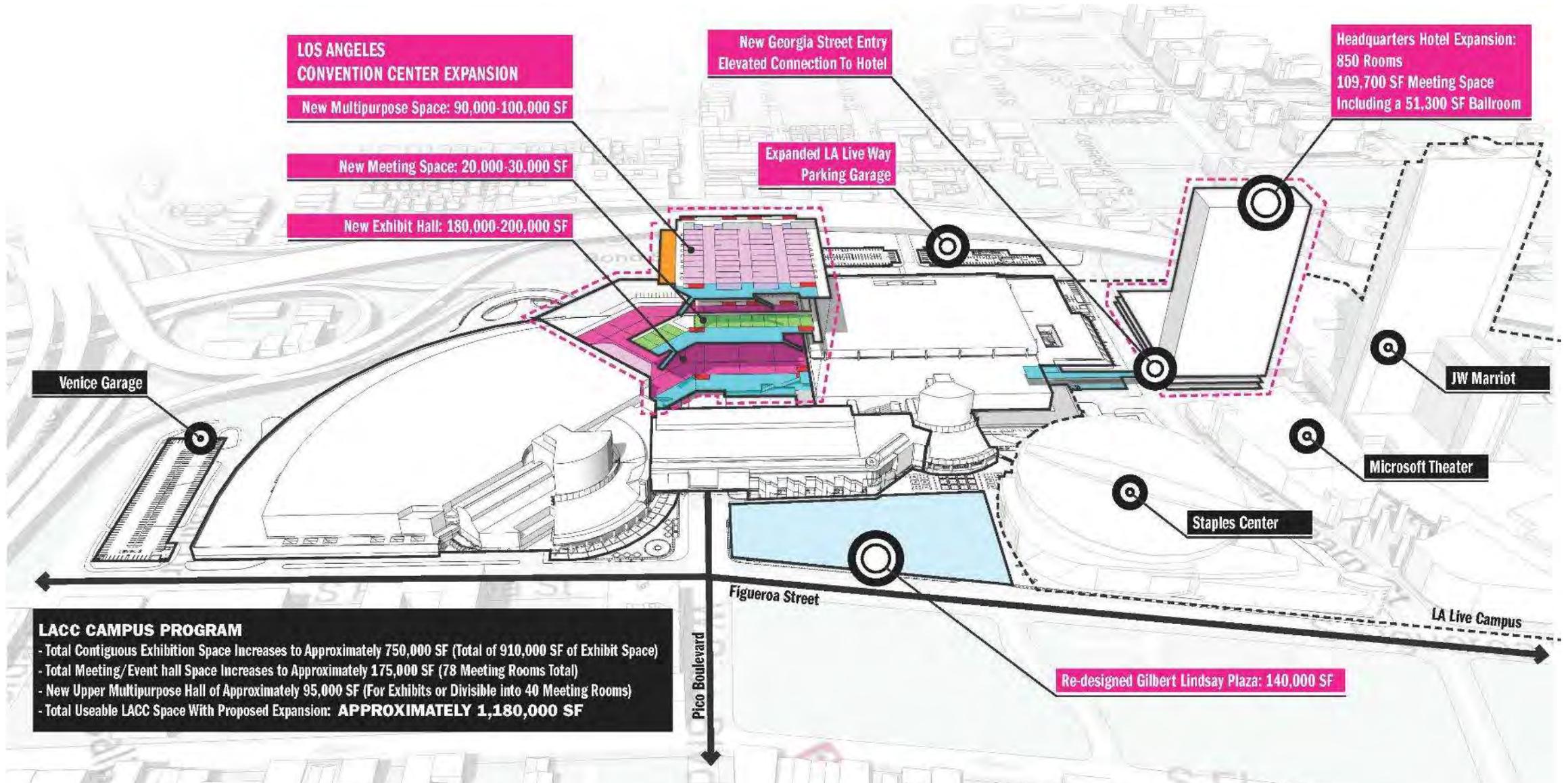
LACC Expansion Rationale:

- Increase contiguous exhibition space (Current largest contiguous exhibit space is 346,890 sq. ft. expanded to 750,000 sq. ft.)
- New 95,000 sq. ft. ballroom/multiflex space
- Modernized building
- The City of L.A. conducted a study that showed the City **lost 271 events** over four years due to insufficient space at LACC, resulting in a **loss of 3.3 million hotel room nights, \$750 million in hotel room revenue, \$105 million in TOT revenue and \$5 billion in economic impact**
- Grow city business based on increase in contiguous space- update citywide parameters
- LACC Expansion Timeline:
- Estimated breaking ground in mid to late 2019, and completion by end of 2021

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LACC TRANSFORMATION PLAN



BOOKING GOALS AND STRATEGIES FOR MODERNIZED AND EXPANDED LA CONVENTION CENTER

Retaining definite groups-

- a. Create worksheet outlining all definite/tentative groups showing their license status, and space held at Center to identify groups at risk. – [see grid example](#)
- b. Establish “Risk” level for each group based on criterion established by team (**other options, long term relationships, flexibility, type of event etc**)
- c. Assign LATCB CW seller to communicate to all definite/tentative groups and manage all potential impact due to construction and report out monthly to all stakeholders.
- d. Determine budget needed to retain groups as needed during construction.
- e. Use Citywide Convention Master Profiles to identify short term opportunities to replace any cancelled events.

CITYWIDE CONVENTIONS AT RISK

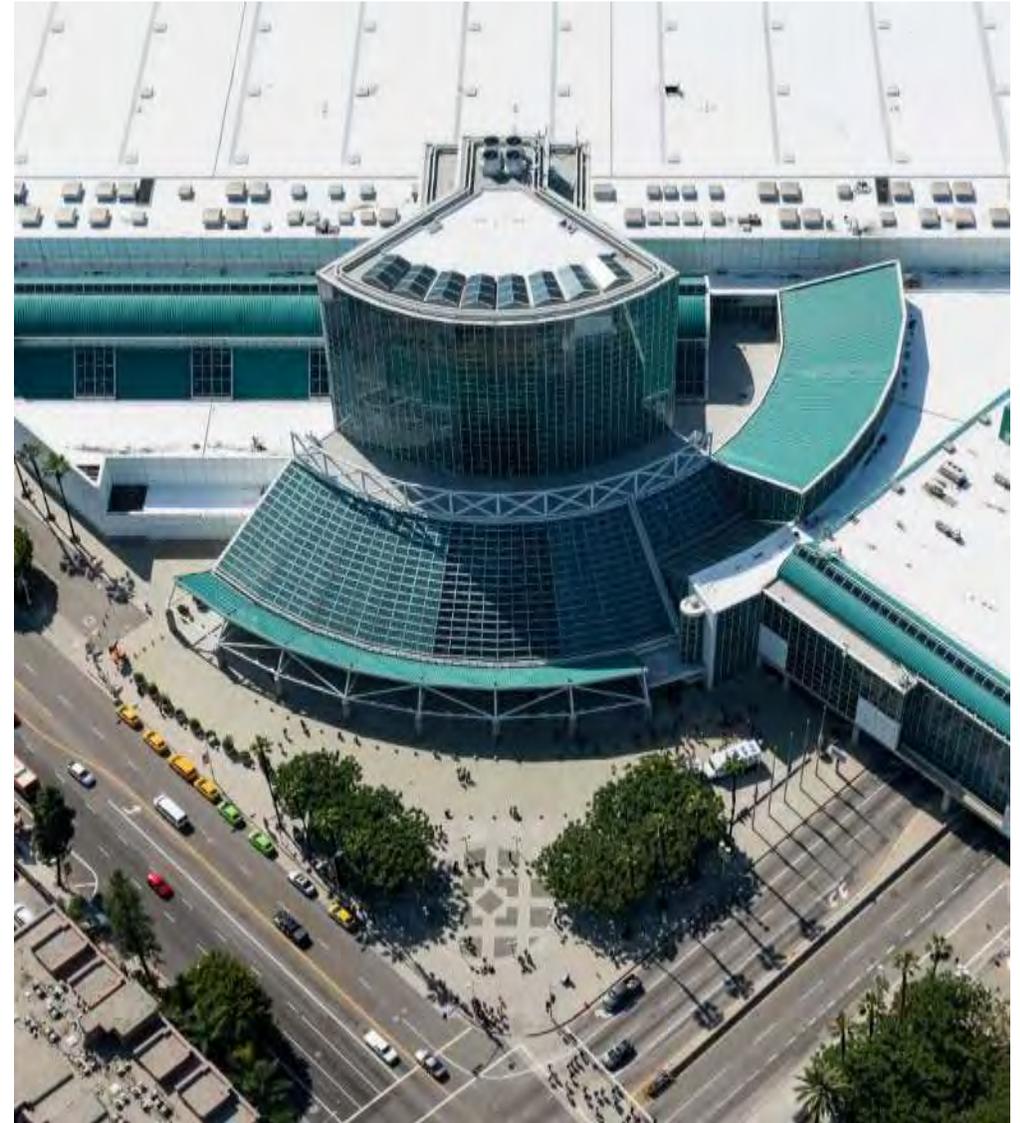
Estimated Construction Period of 2 ½
Years

July 2019 through December 2021

- 42 Citywide Conventions Booked
- 534,845 Total Room Nights

**19 at risk due to using both South & West
Halls**

- 4,736 Average Peak Rooms
- 381,562 Total Room Nights
- \$510 million Estimated Economic Impact



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LOS ANGELES TOURISM & CONVENTION BOARD

SAMPLE CUSTOM REPORT DURING CONSTRUCTION PERIOD

Citywide Conventions at Risk

					Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
Account	ARRIVAL	DEPARTURE	ROOM TYPES	TOTAL ROOM NIGHTS	4/20/2020	4/21/2020	4/22/2020	4/23/2020	4/24/2020	4/25/2020
American College of Physicians [19689]	4/20/2020	4/25/2020	Contracted-Rooms	4,827	279	501	975	1,029	981	575
LICENSED			Estimated-Rooms	17,079	940	1,540	3,890	4,200	4,000	2,000

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SAMPLE CUSTOM REPORT DURING CONSTRUCTION PERIOD

2.0 GROUP DETAILS FOR DEFINITE 2020 and 2021 Citywide Groups at Risk:

Year Total Room Nights Number of Groups

2020 XXX XX

2021 XXXX XX

Total XXX,XXX XX

2020= XX,XXX Total Room Nights at Risk

- Month 2020 xxxxx – XX,XXX RNs (South/West) Full Building User

Fri	Sat	Sun	Mon	Tue	Wed	Thurs	Fri
25	26	27	28	1	2	3	4
1,040	4,400	7,600	8,000	7,520	4,640	1,200	240

- Month 2020 XXXX (South) - XXXX Total RN / XXXX Peak

Mon	Tue	Wed	Thu	Fri	Sat
9	10	11	12	13	14
579	959	1,900	1,900	1,662	617

- Month 2020 XXXX - XXXXX Total RN / XXXX Peak (South/West) Full building User

Sat	Sun	Mon	Tue	Wed	Thu	Fri	Sat	Sun
2	3	4	5	6	7	8	9	10
1,988	7,148	8,008	8,200	8,010	7,052	3,631	518	83

2021= XXX,XXX Total Room Nights at Risk

Month 2021 xxx – XX,XXX RNs (South/West) Full Building User

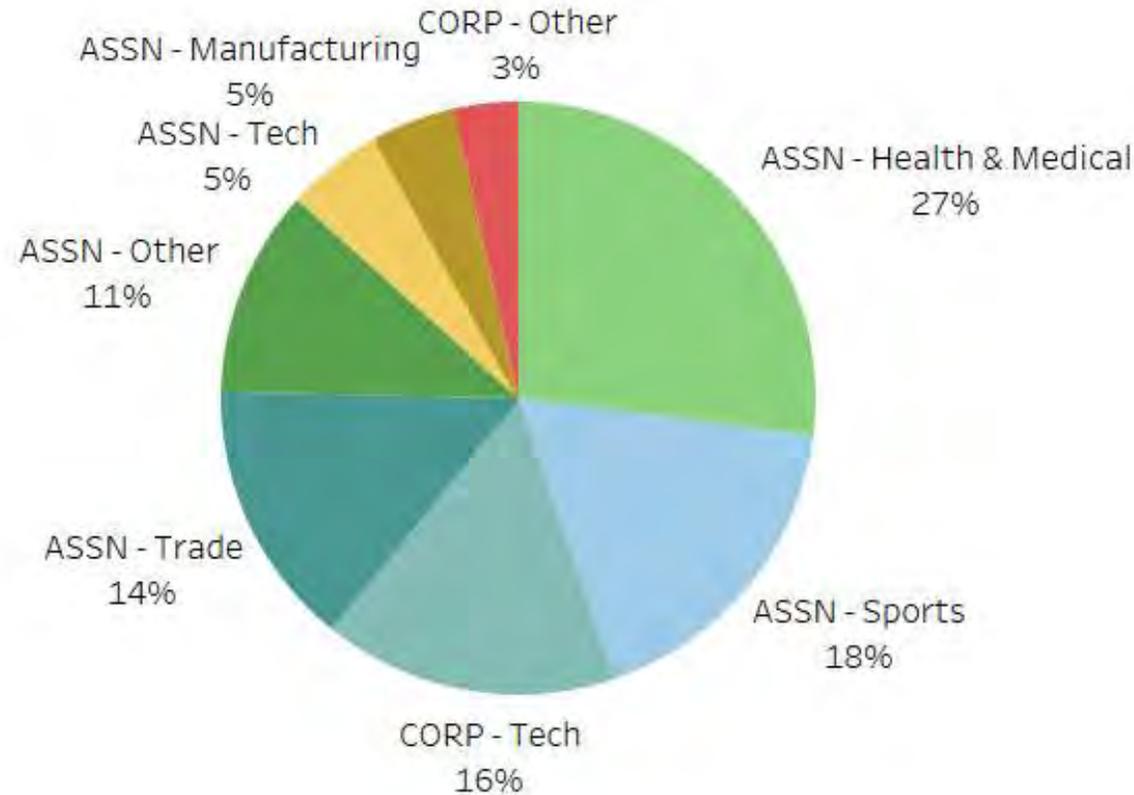
Sat	Sun	Mon	Tue	Wed	Thu	Fri	Sat
14	15	16	17	18	19	20	21
1,040	4,400	7,600	8,000	7,520	4,640	1,200	240

- Month 2021 xxx – XX,XXX RN's (West)

Expansion team has had continual communication with XXX on schedule updates

Mon	Tue	Wed	Thurs	Fri	Sat	Sun	Mon
24	25	26	27	28	29	30	1
1,500	5,500	9,000	10,000	10,000	9,500	3,500	2,000

NEW CITYWIDE CONVENTION PROSPECTS POST CONSTRUCTION



103 Profiles Requiring 350,000+ Sq. Ft. and 3,000 Peak Room Nights of Exhibit Space = 3.2M Room Nights

Dated June 20, 2018

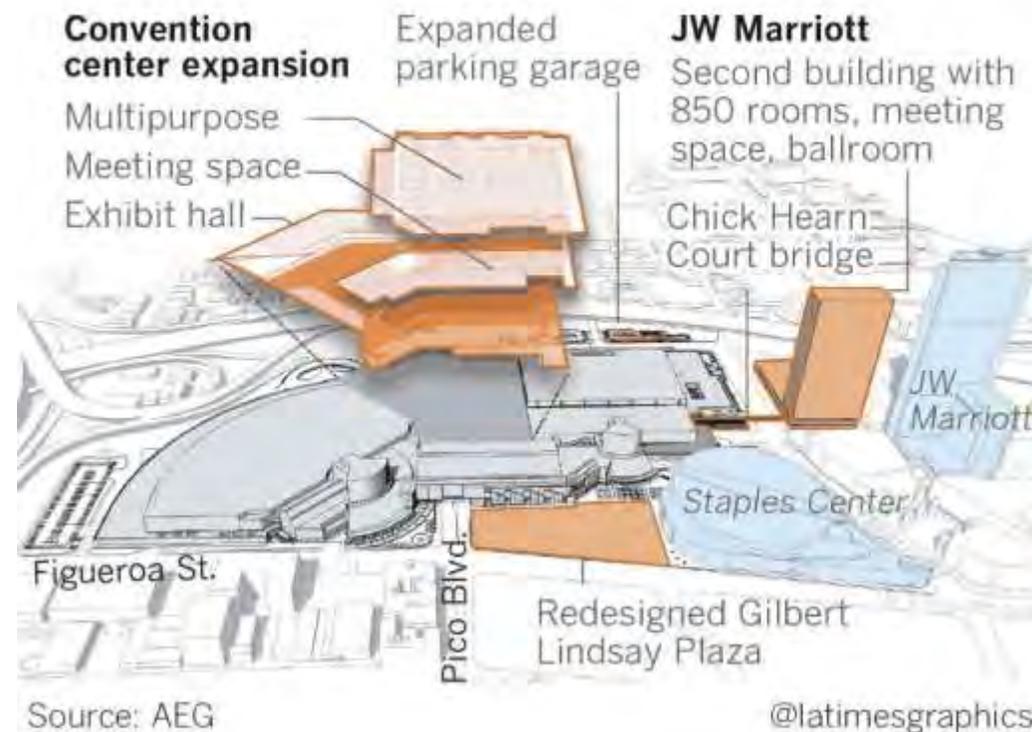
BOOKING GOALS AND STRATEGIES FOR MODERNIZED AND EXPANDED LA CONVENTION CENTER

New Opportunities- Increase leads for larger groups that can benefit from expanded Center by 20% and number of bookings by 10%.

- a. Expanded Center will allow us to increase booking parameters for a city wide event
- b. Citywide Convention Master profiles and MDI research will allow sellers target groups needing 400k+ square feet of exhibit space, 3000+ rooms peak, and next open year identified 2022 and beyond
- c. Strategies
 - i. Re-evaluate booking incentives/convention center rental discounts.
 - ii. Prospect all lost business due to convention center not being suitable, approximately 800,000+ room nights.
 - iii. Create and execute in-market road shows during Center construction, bringing City leadership and stakeholders to meet with key city wide clients to update and collaborate.

Continue to host industry events ensuring exposure and input during Center development phase (PCMA, IAEE)

L.A. Convention Center expansion



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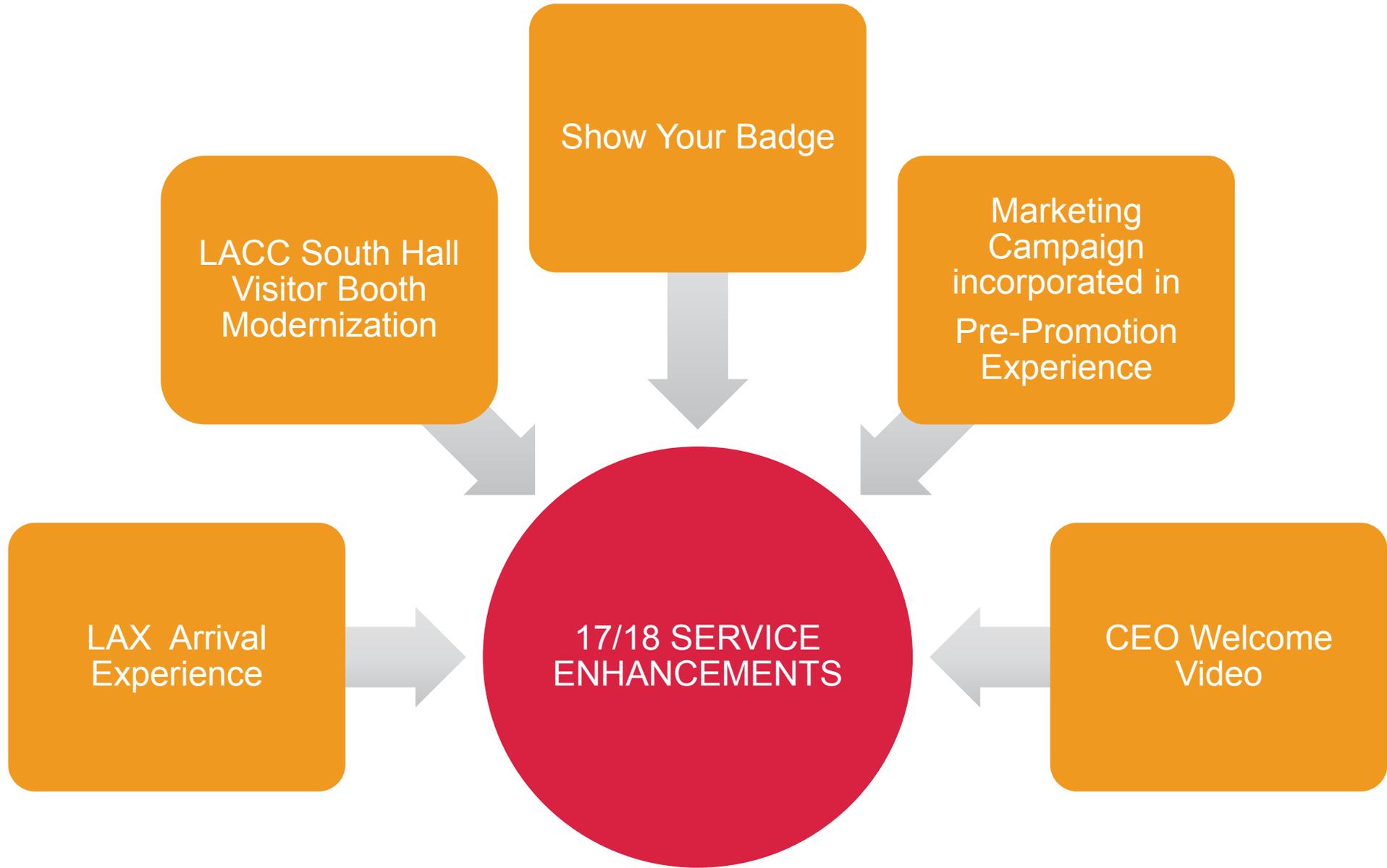
DESTINATION & CLIENT SERVICES

Liane Haynes-Smith

LOS ANGELES TOURISM & CONVENTION BOARD

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LAX ARRIVAL EXPERIENCE

INTERNATIONAL TRAVELERS

- Expedited Arrival Experience through U.S. Customs for small groups of VIP Travelers
- Welcome Signage can be positioned within pre-approved areas of the Airport's "Sterile Area"
- With clearance, a maximum of 6 Greeters can be positioned in Customs to personally welcome VIP's
- Ability to stage shuttle buses within walking distance to the international terminal
- Upon request, Airport Customer Service Team assigned to assist with greeting, crowded control and sign placement

DOMESTIC TRAVELERS

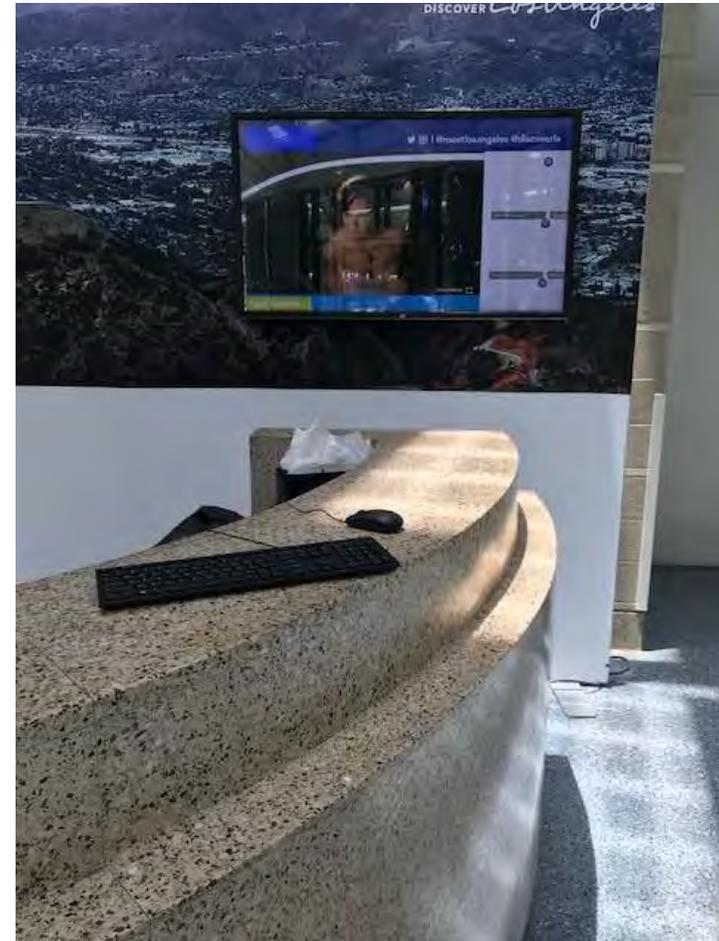
- Pre-approved welcome messaging can be strategically positioned near the Information Booths of each of the Domestic terminals
- Permission has been granted for LATCB sanctioned Greeters can be stationed to guide and direct conference attendees



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NEW LACC SOUTH HALL VISITOR INFORMATION BOOTH



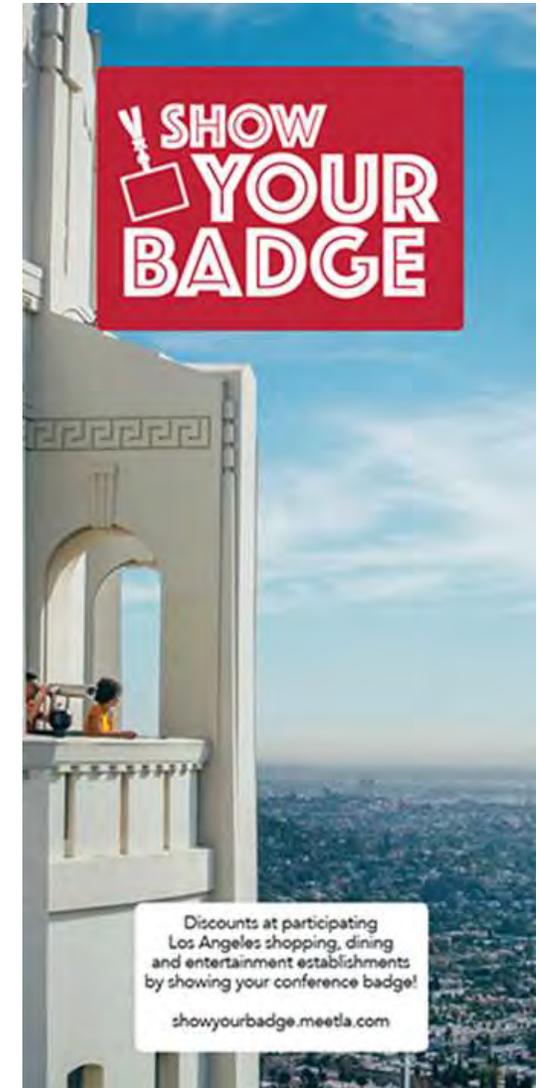
SHOW YOUR BADGE PROGRAM

The Show Your Badge program allows conference attendees to receive discounts and special offers at venues situated throughout the city simply by showing their conference badge.

PARTICIPATING VENUES

- 2015 – 2016 – 19 Restaurant, Activities & Entertainment Venues
- 2016 – 2017 – 48 Restaurants, Activities, Entertainment & Shopping Venues
- 2017 – 2018 – 70 Activities, Arts & Culture, Dining, Shopping, Transportation Venues & Regional Map

Digital access and 17/18 FY distribution of 22,000 brochures to conference attendees



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PERSONALIZED CLIENT WELCOME VIDEO BY ERNIE



Customized welcome video allows Ernie to be part of the selling process when his schedule does not permit in-person meetings

These short videos are used for the following:

1. To create tailored messaging for new Clients
2. Personalized greeting for returning Clients and expressions of appreciation for booked business
3. Customized videos for Board of Directors and Leadership teams to assist with closing business

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TARGETED DELIVERABLES FOR 18/19

- Create a Speakers Directory, providing Meeting Planners access to local talent in vertical markets
- Launch a listing of L.A. specific opportunities for groups who are committed to Corporate Social Responsibility (CSR)
- Examples:
 - Skid Row Running Club
 - LA Works
 - Feet First
 - LACC post-tradeshow re-cycling program

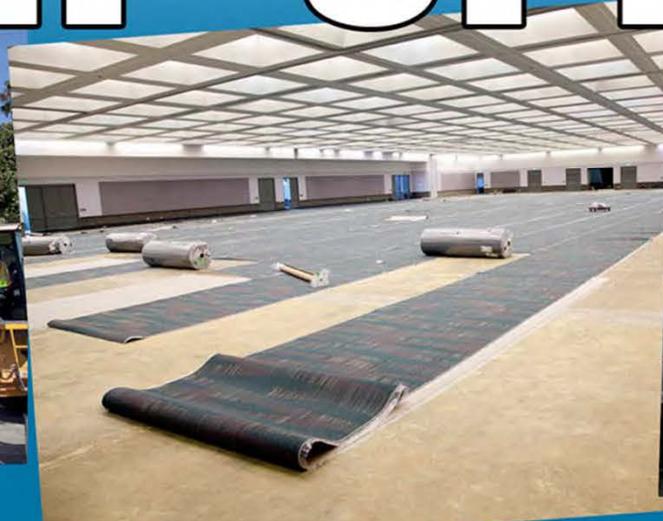


18/19 CLIENT & DESTINATION SERVICES OBJECTIVES

1. Expand welcome activations
2. Promote services indigenous to L.A.
3. Integration of technology resources
4. Event Planning & Staff Development
5. Provide Interagency support



CIP UPDATE



CIP UPDATE - SUMMARY

IN PROGRESS

Security Surveillance System Upgrades

Water Heater Replacement

Escalator and Elevator Repair/Modernization

Meeting Room Divider Wall Repair/Reconditioning

New Security Command Center A/C

Carbon Monoxide Sensors

Fire Alarm Panel Upgrade

Fire Alarm System Peripheral Devices

CIP UPDATE - SUMMARY

COMPLETED

Fiber Optic Cable Infrastructure Upgrade	LAN Core Switch Upgrade
Dimming Control System: Phase II	Security Surveillance System: Phase II
Marquee Signage Upgrade: Phase I	Carpet Replacement: Phase I
Parking Emergency Call Boxes	South Hall Entry and Dock Lighting
Carpet Replacement: 300s MR Corridor	Carpet Replacement: Kentia
Compactor Replacement	Marquee Signage Upgrade: Phase II
Exhibit Hall Lighting Retrofit: Phase I	Fire Suppression System for IDF 2.0
Carpet Replacement: 500s + Petree	Exhibit Hall Lighting Retrofit: Phase II & III
Compactor Replacement: Final Phase	South Hall Floor Remediation
Marquee Signage Upgrade: Final Phase	Solar
Cooling Towers Motors & VFD Replacement – South Plant*	

COMPLETED

Cooling Towers Motors & VFD Replacement – Phase I



- 4 completely new VFDs installed, allowing for increased energy savings and motor longevity
- 3 existing motors replaced, for compatibility with VFDs and increased efficiency
- Equipment serves the chilled water pumps

CITY OF LOS ANGELES
INTER-DEPARTMENTAL CORRESPONDENCE

Date: July 18, 2018

To: Board of Los Angeles Convention and Tourism Development
Commissioners

From: Doane Liu, Executive Director 
Department of Convention and Tourism Development

Subject: **UPDATE ON LACC PRIVATE OPERATOR AGREEMENT AMENDMENT
– BOARD REPORT NO. 18-003**

SUMMARY:

On June 20, 2018, the City Council authorized the Department of Convention and Tourism Development (“CTD”) to amend the existing agreement (“Proposed Amendment”) between the City of Los Angeles (“City”) and AEG Management LACC, LLC (“Private Operator”) for operating and managing the Los Angeles Convention Center (“LACC”). The proposal to amend the agreement was considered as part of a motion introduced by Councilmember Curren Price, Council File No. 18-0532 (Attachment), which also instructed City staff to evaluate the LACC expansion project proposed by Anschutz Entertainment Group (“AEG”), coupled with instruction to study the proposed expansion of the JW Marriott Hotel.

The Proposed Amendment is for an extension of time only and proposes no other material changes. Specifically, the Proposed Amendment extends the existing term by one additional year, with two one-year extensions, which would require City Council approval. Other non-material changes include updating the notices section, requiring a 180-day advance notice to the Private Operator should the City decide not to extend the term of the agreement, and attaching the most current Standard Provisions.

CONCLUSION:

This report is informational only and requires no action by the Board of Los Angeles Convention and Tourism Development Commissioners (“Board”). The Proposed Amendment will be executed upon completion of the Executive Directive 3 (“ED 3”) review, which will be completed by the Office of the City Administrative Officer. This review is required for all proposed agreements and amendments to ensure City-required contractual processes have been met.

ATTACHMENT

MOTION

Since 2013, the City has been exploring opportunities to expand and modernize the exhibit space and services offered at the Los Angeles Convention Center. The national convention business is highly competitive, especially in California where San Francisco, Anaheim, and San Diego provide facilities that directly compete with Los Angeles for business. Each of these cities in the process of expanding their facilities, while Los Angeles continues to explore its options. Separately, the Anschutz Entertainment Group (AEG) proposed to build a 755-room expansion of the JW Marriott hotel on Olympic Blvd. At that time, the Council authorized the Chief Legislative Analyst (CLA) to study a proposed hotel incentive for the expanded hotel. The CLA hired Keyser Marston Associates to conduct the necessary economic analysis, but that hotel project did not move forward.

In 2016, the Anschutz Entertainment Group (AEG) provided correspondence to the City offering to develop a Convention Center project that would expand the exhibition facility and full-service hotel capacity needs of the City, while providing private development opportunities complementary to the STAPLES Center and LALive. The City has a long-standing partnership with AEG, beginning with the successful development of the STAPLES Center. At that time, Council instruct City staff to work with AEG to investigate options for a partnership to expand the Convention Center.

Last week, AEG offered a comprehensive development plan for the expansion of the Convention Center, along with the development of an 850-room hotel and ballroom and meeting room facilities to support large national and international events. AEG's proposal to construct the project as a public-private partnership presents the opportunity to expedite construction and ensure seamless integration of the Convention Center and LALive into one of the most dynamic event spaces in the nation. AEG has requested financial assistance to address a financing gap in the hotel project. This promising design and development proposal should be evaluated thoroughly and presented to Council for consideration.

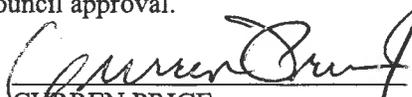
In a related matter, the management contract between the City and AEG to operate the Convention Center expires this year. At this time, when the future development of the Convention Center is under consideration, the City needs an experienced operator to maintain high-quality service to its clients. This contract should be extended while the development plan is developed.

I THEREFORE MOVE that the City Council instruct the Chief Legislative Analyst (CLA) with assistance of the City Administrative Officer (CAO), Los Angeles Convention and Tourism Department, the City Attorney, and other departments and agencies as appropriate, to evaluate the Los Angeles Convention Center expansion project proposed by Anschutz Entertainment Group (AEG) and provide a report with findings or recommendations on the proposal; and

I FURTHER MOVE that the City Council authorize the CLA to execute a new contract with Keyser Marston Associates to conduct a new study of the proposed expansion of the JW Marriott Hotel and make recommendations on economic development incentives that could help the project move forward, including, but not limited to, a potential site specific revenue agreement consistent with City policies; accept \$150,000 for consultant services from the developer to analyze the economics and financing associated with this instruction; request / authorize / instruct the City Controller to deposit / appropriate / expend all funds received as a result of this action in Fund 100, Department 28, Contractual Services Account 3040; and authorize the CLA to make any technical corrections, revisions, or clarifications to the above instructions in order to effectuate the intent of this action; and

I FURTHER MOVE that the Los Angeles Convention and Tourism Department amend the existing management contract between the City and AEG to operate the Los Angeles Convention Center to extend the term by one year, with two one year extensions, subject to Council approval.

Presented by:


 CURREN PRICE
 Councilmember, 9th District

Seconded by: _____

JUN 06 2018